STATE OF NEW YORK

30

2021-2022 Regular Sessions

IN SENATE

(Prefiled)

January 6, 2021

Introduced by Sens. KAPLAN, BIAGGI -- read twice and ordered printed, and when printed to be committed to the Committee on Commerce, Economic Development and Small Business

AN ACT authorizing the empire state development corporation to develop a public awareness campaign promoting personal protective clothing and equipment manufacturing businesses located in New York state

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. 1. For purposes of this act, the term:

a. "personal protective clothing and equipment" shall mean clothing and equipment worn for protection against illness from infectious disease or materials or to help prevent or reduce the spread of infectious disease or illness. Personal protective clothing and equipment shall include, but not be limited to, isolation gowns and coveralls, gloves, facemasks, face shields and goggles; and

b. "manufacturing business" shall mean any business that manufacturers personal protective clothing and equipment that is located and operated in New York state.

2. The empire state development corporation shall develop, establish and implement a public awareness campaign promoting manufacturing businesses and encouraging individuals and businesses to purchase products from such manufacturing businesses.

3. The campaign shall include an internet website providing information on manufacturing businesses and their available products, including a Buy New York Personal Protective Clothing and Equipment Online Networking Directory. The owner of any manufacturing business may apply to the empire state development corporation to have his or her manufacturing business included in such directory. The directory shall include, but not be limited to, participating manufacturing businesses' names, addresses, contact information, including telephone number, fax, e-mail

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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and website address, products offered with a brief description, and any additional information, including history, hours and dates of operation, and number of employees. The names of manufacturing businesses participating in such directory shall be organized by specific categories based on the various types of personal protective clothing and/or equipment that such manufacturing businesses provide. Such directory shall be searchable by such specific categories. Such directory shall also include a search capability to allow for participating manufacturing businesses to be searched by the types of personal protective clothing and/or equipment they offer.

4. The public awareness campaign shall be made available to the public by any means deemed appropriate by the empire state development corporation including, but not limited to, internet, radio, and print advertising such as brochures, billboards and posters. The campaign may also identify and recruit individuals to serve as visible, public ambassadors to promote this message.

5. The empire state development corporation shall conspicuously post on its official website any incentives available to manufacturing businesses and purchasers of personal protective clothing and equipment.

6. The campaign shall begin no later than ninety days after the effective date of this act. The empire state development corporation shall prepare an annual report to the governor and the legislature within one year after this act shall have become a law and thereafter annually on or before December first of each year on the public awareness campaign, including: (a) actions taken by the empire state development corporation to carry out the public awareness campaign and (b) an assessment of the necessary appropriations for the empire state development corporation to meet the needs of the campaign in the next fiscal year.

§ 2. This act shall take effect immediately.