

# STATE OF NEW YORK

9268

## IN SENATE

May 8, 2024

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

AN ACT to amend the economic development law, in relation to the creation of an "I Love NY Historic Small Business" niche brand

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

1 Section 1. Subdivisions 1 and 5 of section 152 of the economic devel-  
2 opment law, subdivision 1 as added by section 1 of part DD of chapter 59  
3 of the laws of 2006 and subdivision 5 as added by section 1 of part NN  
4 of chapter 59 of the laws of 2008, are amended to read as follows:

5 1. The department shall enact guidelines for the use of the brand,  
6 which shall include measures to allow for the expansion of the brand to  
7 fit niche and thematic marketing efforts, including but not limited to  
8 an "I Love NY Historic Small Business" niche brand to highlight small  
9 businesses listed on the registry of historic businesses maintained  
10 pursuant to section 14.11 of the parks, recreation and historic preser-  
11 vation law. When appropriate, the brand shall be applied to targeted  
12 promotional initiatives, and shall be leased at no cost to any public  
13 benefit corporation or not-for-profit, New York heritage trail tourism  
14 promotion agency, convention and visitors bureau or local government.

15 5. Reporting requirements. The department shall annually, on or before  
16 February first, submit to the governor, the temporary president of the  
17 senate and the speaker of the assembly, the tourism advisory council and  
18 the chairs of the senate and assembly standing committees concerned with  
19 tourism a report on the department's activities related to the "I Love  
20 NY" [~~brand~~] brands, including but not limited to the "I Love NY Historic  
21 Small Business" niche brand, including but not limited to the following:

22 (a) marketing plan including the annual and long term goals, specific  
23 plans, target regions and performance measures for marketing campaigns  
24 using the "I Love NY" brand and "I Love NY Historic Small Business"  
25 niche brand; (b) licensing activity including a list of all entities  
26 that licensed the "I Love NY" brand and/or "I Love NY Historic Small  
27 Business" niche brand and the total amount received from all licensing

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

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1 activities; (c) contractual services including a list of each entity  
2 providing services related to the "I Love NY" brand and "I Love NY  
3 Historic Small Business" niche brand, the amount charged, the nature of  
4 the services and the relationship of these services to the department's  
5 marketing plan; (d) sponsorship activities utilizing the [~~brand~~] brands;  
6 and (e) an analysis of the effectiveness of the "I Love NY" brand and "I  
7 Love NY Historic Small Business" niche brand based promotions in stimu-  
8 lating tourism and recommendations for improved utilization of the  
9 brand.

10 § 2. Subdivision 1 of section 153 of the economic development law, as  
11 added by section 1 of part DD of chapter 59 of the laws of 2006, is  
12 amended to read as follows:

13 1. The department shall create a new grant program designed to encour-  
14 age an integrated thematic approach to tourism promotion. The program  
15 shall provide state matching funds to eligible entities not to exceed  
16 fifty thousand dollars annually. Eligible entities shall include two or  
17 more counties, or a series or collection of thematically related enti-  
18 ties, choosing to market multiple, thematically related assets or activ-  
19 ities in a single marketing campaign, including but not limited to the  
20 "I Love NY Historic Small Business" niche brand. The commissioner is  
21 directed to establish guidelines and an application process.

22 § 3. This act shall take effect on the thirtieth day after it shall  
23 have become a law.