STATE OF NEW YORK

10036

IN ASSEMBLY

May 2, 2024

Introduced by M. of A. WOERNER -- read once and referred to the Committee on 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:

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

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

5. Reporting requirements. The department shall annually, on or before February first, submit to the governor, the temporary president of the senate and the speaker of the assembly, the tourism advisory council and the chairs of the senate and assembly standing committees concerned with tourism a report on the department's activities related to the "I Love NY" [~~brand~~] **brands, including but not limited to the "I Love NY Historic Small Business" niche brand,** including but not limited to **the following**: (a) marketing plan including the annual and long term goals, specific plans, target regions and performance measures for marketing campaigns using the "I Love NY" brand **and "I Love NY Historic Small Business" niche brand**; (b) licensing activity including a list of all entities that licensed the "I Love NY" brand **and/or "I Love NY Historic Small Business" niche brand** and the total amount received from all licensing activities; (c) contractual services including a list of each entity

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

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providing services related to the "I Love NY" brand **and "I Love NY Historic Small Business" niche brand**, the amount charged, the nature of the services and the relationship of these services to the department's marketing plan; (d) sponsorship activities utilizing the [~~**brand**~~] **brands**; and (e) an analysis of the effectiveness of the "I Love NY" brand **and "I Love NY Historic Small Business" niche brand** based promotions in stimulating tourism and recommendations for improved utilization of the brand.

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

1. The department shall create a new grant program designed to encourage an integrated thematic approach to tourism promotion. The program shall provide state matching funds to eligible entities not to exceed fifty thousand dollars annually. Eligible entities shall include two or more counties, or a series or collection of thematically related entities, choosing to market multiple, thematically related assets or activities in a single marketing campaign**, including but not limited to the "I Love NY Historic Small Business" niche brand**. The commissioner is directed to establish guidelines and an application process.

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