STATE OF NEW YORK

11346

IN ASSEMBLY

May 12, 2026

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Cunningham) -- read once and referred to the Committee on Small Business

AN ACT to amend the economic development law, in relation to requiring the division of small business to conduct a study on certain stakeholder interest in a pilot program matching small businesses with content creators; and providing for the repeal of such provisions upon expiration thereof

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

Section 1. The economic development law is amended by adding a new section 134-a to read as follows:

§ 134-a. Small business and content creator study. 1. For the purposes of this section, the following terms shall have the following meanings:

(a) "Content creator" means a person who creates material to be shared publicly on a social media platform.

(b) "Small business" means a retail establishment that has annual gross revenues of less than five million dollars and employs twenty-five or fewer employees. For purposes of determining whether an entity qualifies as a small business, the revenues of any parent entity, any subsidiary entities, and any entities owned or controlled by a common parent entity shall be aggregated.

2. On or before January first, two thousand twenty-seven, the division for small-business shall conduct a study by engaging in public outreach to businesses and stakeholders to assess the amount of interest content creators and small businesses have in participating in a pilot program in which small businesses looking for support with marketing and advertisement are matched with content creators who can use their social media platforms to bring attention to such small businesses.

3. The division for small-business shall prepare a report on the findings made by the study pursuant to subdivision two of this section. The division for small-business shall transmit such report along with the study to the governor, the speaker of the assembly, the temporary president of the senate, the chair of the assembly small business committee, the chair of the assembly economic development committee and the chair

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

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of the senate commerce, economic development and small business committee no later than thirty days after the completion of such study.

§ 2. This act shall take effect immediately and shall expire and be deemed repealed January 1, 2028.