

# 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:

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

3 § 134-a. Small business and content creator study. 1. For the purposes  
4 of this section, the following terms shall have the following meanings:

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

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

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

20 3. The division for small-business shall prepare a report on the find-  
21 ings made by the study pursuant to subdivision two of this section. The  
22 division for small-business shall transmit such report along with the  
23 study to the governor, the speaker of the assembly, the temporary presi-  
24 dent of the senate, the chair of the assembly small business committee,  
25 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.

LBD15836-01-6

1 of the senate commerce, economic development and small business commit-  
2 tee no later than thirty days after the completion of such study.

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4 deemed repealed January 1, 2028.