

STATE OF NEW YORK

432

2025-2026 Regular Sessions

IN ASSEMBLY

(Prefiled)

January 8, 2025

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 promotion of local small businesses listed on the registry of historic businesses

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

1 Section 1. Section 100 of the economic development law is amended by
2 adding a new subdivision 16-c to read as follows:

3 16-c. to promote local small businesses listed on the registry of
4 historic businesses maintained pursuant to section 14.11 of the parks,
5 recreation and historic preservation law.

6 § 2. Subdivisions 1 and 5 of section 152 of the economic development
7 law, as amended by a chapter of the laws of 2024 amending the economic
8 development law relating to the creation of an "I Love NY Historic Small
9 Business" niche brand, as proposed in legislative bills numbers S. 9268
10 and A. 10036, are amended to read as follows:

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

21 5. Reporting requirements. The department shall annually, on or before
22 February first, submit to the governor, the temporary president of the
23 senate and the speaker of the assembly, the tourism advisory council and

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

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1 the chairs of the senate and assembly standing committees concerned with
2 tourism a report on the department's activities related to the "I Love
3 NY" [~~brands, including but not limited to the "I Love NY Historic Small~~
4 ~~Business" niche~~] brand, including but not limited to the following: (a)
5 marketing plan including the annual and long term goals, specific plans,
6 target regions and performance measures for marketing campaigns using
7 the "I Love NY" brand [~~and "I Love NY Historic Small Business" niche~~
8 ~~brand~~]; (b) licensing activity including a list of all entities that
9 licensed the "I Love NY" brand [~~and/or "I Love NY Historic Small Busi-~~
10 ~~ness" niche brand~~] and the total amount received from all licensing
11 activities; (c) contractual services including a list of each entity
12 providing services related to the "I Love NY" brand [~~and "I Love NY~~
13 ~~Historic Small Business" niche brand~~], the amount charged, the nature of
14 the services and the relationship of these services to the department's
15 marketing plan; (d) sponsorship activities utilizing the [~~brands~~] ~~brand~~;
16 [~~and~~] (e) an analysis of the effectiveness of the "I Love NY" brand [~~and~~
17 ~~"I Love NY Historic Small Business" niche brand~~] based promotions in
18 stimulating tourism and recommendations for improved utilization of the
19 brand; and (f) an analysis of the effectiveness of the department's
20 effort to support historic small businesses through "I Love NY" brand
21 based promotions and a list of the historic small businesses highlighted
22 in the brand based promotions.

23 § 3. Subdivision 1 of section 153 of the economic development law, as
24 amended by a chapter of the laws of 2024 amending the economic develop-
25 ment law relating to the creation of an "I Love NY Historic Small Busi-
26 ness" niche brand, as proposed in legislative bills numbers S. 9268 and
27 A. 10036, is amended to read as follows:

28 1. The department shall create a new grant program designed to encour-
29 age an integrated thematic approach to tourism promotion. The program
30 shall provide state matching funds to eligible entities not to exceed
31 fifty thousand dollars annually. Eligible entities shall include two or
32 more counties, or a series or collection of thematically related enti-
33 ties, choosing to market multiple, thematically related assets or activ-
34 ities in a single marketing campaign[, ~~including but not limited to the~~
35 ~~"I Love NY Historic Small Business" niche brand~~]. The commissioner is
36 directed to establish guidelines and an application process.

37 § 4. This act shall take effect on the same date and in the same
38 manner as a chapter of the laws of 2024 amending the economic develop-
39 ment law relating to the creation of an "I Love NY Historic Small Busi-
40 ness" niche brand, as proposed in legislative bills numbers S. 9268 and
41 A. 10036, takes effect.