

STATE OF NEW YORK

1914

2011-2012 Regular Sessions

IN SENATE

January 14, 2011

Introduced by Sens. SERRANO, PARKER -- read twice and ordered printed,
and when printed to be committed to the Committee on Cultural Affairs,
Tourism, Parks and Recreation

AN ACT to amend the economic development law, in relation to the
provision of matching funds to tourist promotion agencies for encour-
aging visitation to state parks and historic sites

**The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:**

1 Section 1. Subdivisions (a) and (e) of section 164 of the economic
2 development law, as amended by chapter 563 of the laws of 1985, are
3 amended to read as follows:

4 (a) The commissioner is hereby authorized to match funds expended by
5 recognized tourist promotion agencies and to set reasonable deadlines
6 for the submission of applications for each fiscal year covered by
7 appropriations in order to assist such agencies in the financing of
8 their recognized advertising programs. Before any such funds may be
9 expended, the tourist promotion agency shall have made application to
10 the department for such funds, and shall have therein set forth the
11 schedule, budget, scope, and theme of the proposed advertising program
12 to be undertaken for the purpose of encouraging and stimulating tourist
13 travel, resort, visitation to state parks and historic sites, vacation,
14 culture and convention activities in the county or counties within its
15 area. Said application shall further state, under oath or affirmation,
16 with evidence thereof satisfactory to the department, the amount of
17 funds held by, or committed or subscribed to, the tourist promotion
18 agency for the purposes herein described and the amount of matching
19 funds for which application is made, and provided that all advertising
20 purchased with funds appropriated under this act shall follow central
21 conceptual themes used by the department in its advertising for state
22 tourism promotion including using any logotype or similar advertising
23 construct in use by the department.

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

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1 (e) Applications required by this section shall be submitted only upon
2 forms provided by the department. Such forms shall contain a statement
3 of the guidelines which the commissioner shall use to establish priori-
4 ties among applications. Such guidelines shall be established by the
5 commissioner on an annual basis, shall include the requirement to list
6 state parks and historic sites in marketing and promotional materials,
7 and, once established, shall not be changed until the following year.
8 § 2. This act shall take effect immediately.

