

# STATE OF NEW YORK

6673

## IN SENATE

January 25, 2010

Introduced by Sens. SERRANO, ADAMS, BONACIC, DIAZ, ONORATO, PERKINS  
--  
read twice and ordered printed, and when printed to be committed  
to  
the Committee on Commerce, Economic Development and Small Business

AN ACT to amend the economic development law, in relation to  
authorizing  
the commissioner of economic development to develop certain  
regu-  
lations regarding the state travel guide

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

1 Section 1. Paragraph (b) of subdivision 15 of section 100 of  
the  
2 economic development law, as amended by chapter 446 of the laws of  
1990,  
3 is amended and a new paragraph (c) is added to read as follows:  
4 (b) in the discharge of this power, the commissioner may enter into  
a  
5 contract for publication of a state travel guide to promote  
tourism.

6 Such contract may provide for the sale of advertising by the  
contractor.

7 A contract for publication of a state travel guide shall be  
awarded  
8 following consideration of factors which shall include, but not  
be  
9 limited to, the most favorable financial advantage for the state,  
the  
10 best representation of the state of New York and its services, and  
the  
11 greatest utility to the traveller. The commissioner shall  
promulgate

12 regulations by the first day of November next succeeding the  
effective  
13 date of this paragraph to guide the preparation of bids and the  
dead-  
14 lines for selection of a competent contractor and publication of  
the

15 state travel guide. The regulations shall, at a minimum, limit  
advertis-

16 ing content to no more than thirty percent of the space available  
and

17 establish responsibility for preparation and placement of  
appropriate

18 editorial content and an equitable listing without charge or  
other

19 consideration of attractions and activities available to the tourist  
in

20 New York state. Such regulations shall provide for approval of  
the

21 commissioner at critical stages of state travel guide development  
and

22 advertising standards and rates. Furthermore, such regulations  
shall

23 provide minimum financial terms and responsibilities of the state  
and

24 the contractor, the allocation of any revenues derived from  
the

25 production of the travel guide and securities which shall be required  
of

26 the contractor[-];

EXPLANATION--Matter in **italics** (underscored) is new; matter in  
brackets

[-] is old law to be omitted.

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1 (c) in cooperation with the commissioner of agriculture and  
markets,  
2 the commissioner shall develop a program to promote and  
distribute  
3 statewide and regional guides to farms, farmers markets and other  
agri-  
4 culturally significant tourist destinations. These guides may be  
devel-  
5 oped by the department in cooperation with the department of  
agriculture  
6 and markets or the guides may be developed exclusively by the  
department  
7 of agriculture and markets.  
8 § 2. This act shall take effect on the one hundred eightieth day  
after  
9 it shall have become a law.