

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.