

Legislative Bill Drafting Commission
16473-01-0

S. -----
Senate

IN SENATE--Introduced by Sen

--read twice and ordered printed,
and when printed to be committed
to the Committee on

----- A.
Assembly

IN ASSEMBLY--Introduced by M. of A.

with M. of A. as co-sponsors

--read once and referred to the
Committee on

ECONDVLA
(Relates to establishing the New
York first--shop local program)

Ec Dev. NY first--shop local

AN ACT

to amend the economic development
law, in relation to establishing the
New York first--shop local program

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

IN SENATE

Senate introducer's signature

The senators whose names are circled below wish to join me in the sponsorship
of this proposal:

s15 Addabbo	s02 Flanagan	s09 Kaminsky	s25 Montgomery	s23 Savino
s52 Akshar	s55 Funke	s07 Kaplan	s20 Myrie	s32 Sepulveda
s46 Amedore	s59 Gallivan	s26 Kavanagh	s58 O'Mara	s41 Serino
s36 Bailey	s05 Gaughran	s63 Kennedy	s62 Ortt	s29 Serrano
s30 Benjamin	s12 Gianaris	s28 Krueger	s21 Parker	s51 Seward
s34 Biaggi	s22 Gounardes	s24 Lanza	s19 Persaud	s39 Skoufis
s57 Borrello	s47 Griffo	s01 LaValle	s13 Ramos	s16 Stavisky
s04 Boyle	s40 Harckham	s45 Little	s61 Ranzzenhofer	s35 Stewart-
s44 Breslin	s54 Helming	s11 Liu	s48 Ritchie	Cousins
s08 Brooks	s27 Hoylman	s03 Martinez	s33 Rivera	s49 Tedisco
s38 Carlucci	s31 Jackson	s53 May	s56 Robach	s06 Thomas
s14 Comrie	s60 Jacobs	s37 Mayer	s18 Salazar	s50
s17 Felder	s43 Jordan	s42 Metzger	s10 Sanders	

IN ASSEMBLY

Assembly introducer's signature

The Members of the Assembly whose names are circled below wish to join me in the
multi-sponsorship of this proposal:

a049 Abbate	a053 Davila	a128 Hunter	a037 Nolan	a099 Schmitt
a092 Abinanti	a072 De La Rosa	a029 Hyndman	a144 Norris	a076 Seawright
a084 Arroyo	a034 DenDekker	a104 Jacobson	a069 O'Donnell	a052 Simon
a107 Ashby	a003 DeStefano	a097 Jaffee	a051 Ortiz	a036 Simotas
a035 Aubry	a070 Dickens	a011 Jean-Pierre	a091 Otis	a005 Smith
a120 Barclay	a054 Dilan	a135 Johns	a132 Palmesano	a118 Smullen
a030 Barnwell	a081 Dinowitz	a115 Jones	a002 Palumbo	a022 Solages
a106 Barrett	a147 DiPietro	a077 Joyner	a088 Paulin	a114 Stec
a060 Barron	a016 D'Urso	a040 Kim	a141 Peoples-	a110 Steck
a082 Benedetto	a048 Eichenstein	a131 Kolb	Stokes	a010 Stern
a042 Bichotte	a004 Englebright	a105 Lalor	a058 Perry	a127 Stirpe
a079 Blake	a074 Epstein	a013 Lavine	a023 Pheffer	a102 Tague
a117 Blankenbush	a109 Fahy	a134 Lawrence	Amato	a071 Taylor
a098 Brabenc	a061 Fall	a050 Lentol	a086 Pichardo	a001 Thiele
a026 Braunstein	a080 Fernandez	a125 Lifton	a089 Pretlow	a033 Vanel
a138 Bronson	a126 Finch	a009 LiPetri	a073 Quart	a116 Walczyk
a093 Buchwald	a008 Fitzpatrick	a123 Lupardo	a019 Ra	a055 Walker
a142 Burke	a124 Friend	a129 Magnarelli	a006 Ramos	a143 Wallace
a119 Buttenschon	a046 Frontus	a064 Malliotakis	a062 Reilly	a112 Walsh
a094 Byrne	a095 Galef	a130 Manktelow	a087 Reyes	a041 Weinstein
a133 Byrnes	a137 Gantt	a108 McDonald	a043 Richardson	a024 Weprin
a103 Cahill	a007 Garbarino	a014 McDonough	a078 Rivera	a059 Williams
a044 Carroll	a148 Giglio	a146 McMahan	a068 Rodriguez	a113 Woerner
a047 Colton	a066 Glick	a017 Mikulin	a027 Rosenthal, D.	a056 Wright
a032 Cook	a150 Goodell	a101 Miller, B.	a067 Rosenthal, L.	a096 Zebrowski
a085 Crespo	a075 Gottfried	a038 Miller, M. G.	a025 Rozic	a012
a122 Crouch	a021 Griffin	a020 Miller, M. L.	a149 Ryan	a031
a039 Cruz	a100 Gunther	a015 Montesano	a121 Salka	a136
a063 Cusick	a139 Hawley	a145 Morinello	a111 Santabarbara	
a045 Cymbrowitz	a083 Heastie	a057 Mosley	a090 Sayegh	
a018 Darling	a028 Hevesi	a065 Niou	a140 Schimminger	

1) Single House Bill (introduced and printed separately in either or
both houses). Uni-Bill (introduced simultaneously in both houses and printed
as one bill. Senate and Assembly introducer sign the same copy of the bill).

2) Circle names of co-sponsors and return to introduction clerk with 2
signed copies of bill and: in Assembly 2 copies of memorandum in support, in
Senate 4 copies of memorandum in support (single house); or 4 signed copies
of bill and 8 copies of memorandum in support (uni-bill).

1 Section 1. Section 100 of the economic development law is amended by
2 adding a new subdivision 18-j to read as follows:

3 18-j. to establish, in cooperation with the urban development corpo-
4 ration, a program to promote local businesses and industries in the
5 state in a manner consistent with the provisions of article five-G of
6 this chapter.

7 § 2. The economic development law is amended by adding a new article
8 5-G to read as follows:

9 ARTICLE 5-G

10 NEW YORK FIRST--SHOP LOCAL PROGRAM

11 Section 181-h. Legislative findings and intent.

12 181-i. Definitions.

13 181-j. New York first--shop local program.

14 181-k. Application process.

15 181-l. New York first--shop local program grants.

16 181-m. Reporting requirements.

17 181-n. Assistance of other state agencies.

18 181-o. Functions, powers and duties of other departments and
19 state agencies.

20 § 181-h. Legislative findings and intent. The legislature seeks to
21 provide immediate assistance to small businesses impacted by the COVID-
22 19 outbreak. The state relies on small businesses to stabilize local tax
23 bases, support community and charitable organizations and grow our econ-
24 omy. The legislature needs to support these "mom and pop" businesses to
25 help them get back up and running. To support this initiative, we are
26 directing the department to provide marketing and business assistance
27 grants to allow not-for-profit organizations, associations, municipi-
28 palities, public benefits corporations and for-profit companies to high-

1 light all the great products and services our local communities have to
2 offer. Supporting local initiatives keeps more money in the community,
3 sustains local jobs, strengthens the economy, improves quality of life
4 and enhances customer service. By shopping at a locally-owned business
5 rather than international retailers, consumers can have a direct impact
6 in their community's recovery. The New York first--shop local program
7 will support marketing campaigns and social media strategies as well as
8 provide valuable business assistance, including search engine optimiza-
9 tion. This program will help to bridge the digital divide and encourage
10 new and existing customers to buy local.

11 § 181-i. Definitions. As used in this article, the following terms
12 shall have the following meanings:

13 1. "Eligible applicants" include not-for-profit organizations, associ-
14 ations, municipalities, public benefits corporations and for-profit
15 companies. Eligible projects shall focus on local communities in New
16 York state.

17 2. "Eligible projects" include, but are not limited to, print, broad-
18 cast or electronic media campaigns, conferences, publications, documen-
19 tary productions, instructional materials, and public exhibitions. In
20 addition, eligible projects may include consulting services on markets,
21 customers, and competitors, business databases, geographic information
22 systems, internet and social media strategies, business to business
23 referrals, and search engine optimization.

24 § 181-j. New York first--shop local program. 1. There is hereby
25 created within the department the New York first--shop local program.
26 Such program shall identify eligible applicants and projects that
27 promote local products and services by providing marketing and business
28 assistance services.

1 2. The commissioner shall conduct a public outreach campaign to inform
2 the public of the creation of the program and encourage eligible enti-
3 ties to apply. All program information shall be made publicly available
4 and shall be posted on the department website.

5 § 181-k. Application process. 1. The commissioner shall, within thirty
6 days of the effective date of this section, issue a request for
7 proposals for the New York first--shop local program that shall include,
8 but not be limited to, the objectives of the program and the scoring
9 criteria that shall be used and applied for selection.

10 2. Applications shall include the schedule, budget, scope, and uses of
11 marketing funds as well as any additional business assistance services.
12 Applications shall identify the specific targets and audiences for such
13 marketing programs, the geographic reach of the program and shall iden-
14 tify appropriate and practical ways to measure the economic impact of
15 the program.

16 § 181-l. New York first--shop local program grants. 1. The department
17 shall, within available appropriations, award grants to eligible enti-
18 ties and organizations as set forth in this article on a competitive
19 basis and in response to requests for proposals issued by the depart-
20 ment. Grants shall not exceed ten thousand dollars per project.

21 2. Upon submission and approval of each application and the authori-
22 zation of funds by the commissioner in accordance therewith, the commis-
23 sioner shall give notice to the eligible applicant of such approval and
24 authorization and remit such grant funding immediately. At such point,
25 an approved applicant may proceed with its proposed business marketing
26 and business assistance program as described in its application.

1 § 181-m. Reporting requirements. 1. Each funding recipient shall
2 provide an annual financial statement prepared according to generally
3 accepted accounting principles to the commissioner.

4 2. The department shall annually, on or before February first, submit
5 to the governor, the temporary president of the senate, the speaker of
6 the assembly, the minority leader of the senate and the minority leader
7 of the assembly, a report on the activities of the New York first--shop
8 local program. Such report shall include a summary of the financial
9 statements received by the department from funded entities, a summary of
10 activities conducted and analyses of the effectiveness of the program in
11 stimulating economic growth, business retention and job creation.

12 § 181-n. Assistance of other state agencies. To effectuate the
13 purposes of this article, the commissioner may request and shall be
14 entitled to receive from any state agency, and the same are authorized
15 to provide such assistance, service, facilities and data as will enable
16 the program to carry out the functions, powers and duties provided by
17 this article and such temporary or permanently assigned personnel as the
18 director of the budget may approve.

19 § 181-o. Functions, powers and duties of other departments and state
20 agencies. Nothing contained in this article shall be deemed to detract
21 in any way from the functions, powers or duties prescribed by law of any
22 department of the state or to interrupt or preclude the direct relation-
23 ship of any such department or agency with other agencies, individuals
24 or corporations for the carrying out of its functions, powers and
25 duties.

26 § 3. Notwithstanding any other law, rule or regulation to the contra-
27 ry, the executive is hereby authorized to repurpose all monies of the

1 department of economic development and New York state urban development
2 corporation to fully fund programs created by this act.

3 § 4. This act shall take effect immediately.