



## 104TH GENERAL ASSEMBLY

### State of Illinois

2025 and 2026

HB1725

Introduced 1/28/2025, by Rep. Amy Elik

#### SYNOPSIS AS INTRODUCED:

35 ILCS 5/246 new

Amends the Illinois Income Tax Act. Provides that a qualified small business may apply to the Department of Commerce and Economic Opportunity for an income tax credit in an amount equal to the amount paid by the taxpayer during the taxable year for qualified advertising with a local news organization. Provides that the credit may not exceed \$2,500 per eligible taxpayer in any taxable year. Provides that the aggregate amount of all tax credits awarded by the Department under the amendatory Act in any calendar year may not exceed \$3,000,000. Effective immediately.

LRB104 06550 HLH 16586 b

1 AN ACT concerning revenue.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Illinois Income Tax Act is amended by  
5 adding Section 246 as follows:

6 (35 ILCS 5/246 new)

7 Sec. 246. Local business advertising.

8 (a) For taxable years that begin on or after January 1,  
9 2026 and begin before January 1, 2031, each taxpayer that is a  
10 qualified small business may apply to the Department for a  
11 credit against the tax imposed by subsections (a) and (b) of  
12 Section 201 in an amount equal to the amount paid by the  
13 taxpayer during the taxable year for qualified advertising  
14 with a local news organization. The credit may not exceed  
15 \$2,500 per eligible taxpayer in any taxable year. The  
16 aggregate amount of all tax credits awarded by the Department  
17 under this Section in any calendar year may not exceed  
18 \$3,000,000. Credits shall be awarded on a first-come  
19 first-served basis until the maximum credit amount is reached.  
20 Upon approval of a tax credit award under this Section, the  
21 Department shall issue a tax credit certificate to the  
22 taxpayer, and the taxpayer shall attach that certificate to  
23 the taxpayer's Illinois income tax return.

1       (b) The credit shall be available only in the taxable year  
2       in which the investment is made and shall not be allowed to the  
3       extent that it would reduce a taxpayer's liability for the tax  
4       imposed by subsections (a) and (b) of Section 201 to less than  
5       zero.

6       (c) If the taxpayer is a partnership or a Subchapter S  
7       corporation, then the provisions of Section 251 apply.

8       (c) As used in this Section:

9       "Department" means the Department of Commerce and Economic  
10       Opportunity.

11       "Local news organization" has the meaning given to that  
12       term in the Strengthening Community Media Act.

13       "Qualified advertising" means any advertising with a local  
14       news organization for the purpose of promoting the qualified  
15       small business, including advertising that appears in a  
16       newspaper, on television, on a billboard, or through other  
17       digital or print media.

18       "Qualified small business" means an independently owned  
19       and operated for-profit entity that (i) has 50 or fewer  
20       full-time employees or grosses less than \$4,000,000 per year  
21       and (ii) is located within a 25 mile radius of a business  
22       location of the local news organization.

23       Section 99. Effective date. This Act takes effect upon  
24       becoming law.