

HB4869



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB4869

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 17772 HLH 31204 b

A BILL FOR

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) 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 (b) For taxable years that begin on or after January 1,

1 2027 and before January 1, 2032, each taxpayer that is a
2 qualified small business may apply to the Department for a
3 credit against the tax imposed by subsections (a) and (b) of
4 Section 201 in an amount equal to the amount paid by the
5 taxpayer during the taxable year for qualified advertising
6 with a local news organization. The credit may not exceed
7 \$2,500 per eligible taxpayer in any taxable year. The
8 aggregate amount of all tax credits awarded by the Department
9 under this Section in any calendar year may not exceed
10 \$3,000,000. Credits shall be awarded on a first-come,
11 first-served basis until the maximum credit amount is reached.
12 Upon approval of a tax credit award under this Section, the
13 Department shall issue a tax credit certificate to the
14 taxpayer, and the taxpayer shall attach the certificate to the
15 taxpayer's Illinois income tax return.

16 (c) The credit shall be available only in the taxable year
17 in which the investment is made and shall not be allowed to the
18 extent that it would reduce a taxpayer's liability for the tax
19 imposed by subsections (a) and (b) of Section 201 to less than
20 zero.

21 (d) If the taxpayer is a partnership or a Subchapter S
22 corporation, then the provisions of Section 251 apply.

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