

**LOCAL LAWS
OF
THE CITY OF NEW YORK
FOR THE YEAR 2026**

No. 107

Introduced by Council Members Abreu, Maloney, Louis, Williams, Narcisse, Thomas-Henry, Banks and Hudson.

A LOCAL LAW

In relation to the development of a World Cup events calendar and map of small businesses connected to the participating nations

Be it enacted by the Council as follows:

Section 1. a. Definitions. For purposes of this section, the following terms have the following meanings:

City tourism and conventions entity. The term “city tourism and conventions entity” means a not-for-profit corporation or other entity that, pursuant to a contract with the city of New York, provides or administers services promoting the economy and positive image of the city through tourism and convention development, major events, and marketing.

Designated agency. The term “designated agency” means an agency or office designated by the mayor, or a city tourism and conventions entity designated by the mayor and acting in accordance with a contract between such entity and the city of New York.

Participating nation. The term “participating nation” means any of the 48 nations whose national teams have qualified for and are participating in the World Cup.

Small business. The term “small business” means a small business as described by the United States small business administration pursuant to part 121 of title 13 of the code of federal regulations.

World Cup. The term “World Cup” means the Fédération Internationale de Football Association World Cup 2026 soccer tournament occurring between June 11, 2026, to July 19, 2026.

b. World Cup events calendar. 1. No later than one week prior to the commencement of the World Cup, the designated agency shall develop and make available on its website a calendar of activities related to the celebration, promotion, or screening of the World Cup that have been submitted to such designated agency for inclusion in such calendar. Such calendar shall include the date, time, location, and cost of attendance for each such activity to the extent such information is made available to the designated agency, along with any additional details the designated agency deems relevant.

2. Such calendar may include, but need not be limited to, the following types of activities:

(a) Viewing parties and other events primarily intended for the screening of World Cup matches;

(b) Open streets, street festivals, block parties, and other cultural programming celebrating participating nations;

(c) Soccer clinics, community tournaments, and other recreational activities; and

(d) Art installations, musical performances, and public exhibitions.

c. World Cup small business map. 1. No later than one week prior to the commencement of the World Cup, the designated agency shall develop and make available on or through its website

a digital map of small businesses related to events on the event calendar described in subdivision b of this section.

2. Such map may include, but need not be limited to, a selection of small businesses across the city of New York hosting events related to the World Cup, providing offers related to the World Cup, or otherwise connected to participating nations. For each such small business, such map may include an address, contact information, website, a brief description of the goods or services generally offered, and information regarding any such events or offers.

d. The designated agency shall conduct outreach to prospective participants, including small businesses and event organizers, to encourage submissions to the calendar developed pursuant to subdivision b and the map developed pursuant to subdivision c of this section.

§ 2. This local law takes effect immediately, except that if it becomes law after June 4, 2026, it is retroactive to and deemed to have been in effect as of June 4, 2026.

THE CITY OF NEW YORK, OFFICE OF THE CITY CLERK, s.s.:

I hereby certify that the foregoing is a true copy of a local law of The City of New York, passed by the Council on May 14, 2026 and returned unsigned by the Mayor on June 15, 2026.

MICHAEL M. McSWEENEY, City Clerk, Clerk of the Council.

CERTIFICATION OF CORPORATION COUNSEL

I hereby certify that the form of the enclosed local law (Local Law No. 107 of 2026, Council Int. No. 808-A of 2026) to be filed with the Secretary of State contains the correct text of the local law passed by the New York City Council, presented to the Mayor, and neither approved nor disapproved within thirty days thereafter.

BRENDA COOKE, Acting Corporation Counsel.