

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

No. 110

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

A LOCAL LAW

To amend the administrative code of the city of New York, in relation to requiring a designated agency to develop and implement a cultural passport program encouraging visitation to participating sites in each borough

Be it enacted by the Council as follows:

Section 1. Subchapter 1 of chapter 1 of title 3 of the administrative code of the city of New York is amended by adding a new section 3-119.13 to read as follows:

§ 3-119.13 Cultural passport program. a. Definitions. For the 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, 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.

Participating site. The term “participating site” means any site, venue, or other location with cultural, historical, or community significance selected to participate in the passport program, including, but not limited to, cultural centers, galleries, gardens, historic sites, libraries, museums, parks, performing arts venues, public monuments, theaters, and zoos.

b. A designated agency shall develop and implement a cultural passport program, in consultation with the department of small business services, the department of cultural affairs, and a city tourism and conventions entity. Such program shall be designed to encourage public engagement with and visitation to participating sites in each borough.

c. The cultural passport program developed pursuant to subdivision b of this section shall include, but need not be limited to:

1. Identification of at least 5 participating sites selected for a minimum period of 1 year located in each borough of the city;

2. An initial production and distribution of a physical cultural passport document and creation of a downloadable digital cultural passport document;

3. A system by which participating sites provide commemorative marks, stamps, stickers, or digital markers to recognize visitation by cultural passport holders;

4. Visitation milestones and acknowledgements or incentives for cultural passport holders who achieve such milestones; and

5. Promotion of such program, which shall include, but need not be limited to, posting details of such program on a website.

d. The cultural passport program developed pursuant to this section shall commence no later than 24 months after the effective date of the local law that added this section.

§ 2. This local law takes effect immediately. 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. 110 of 2026, Council Int. No. 849-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.