

April 28, 2026

New York City Council Committee on Economic Development

Legislation: Int. 807, Int. 808 & Int. 849

Testimony by: Ellyn Canfield, Executive Director for NYC World Cup Operations

Good afternoon, Chair Maloney, Deputy Chair Williams, members of the Economic Development Committee, and other members of the City Council. My name is Ellyn Canfield, and I serve alongside World Cup Czar Maya Handa as the Executive Director of NYC World Cup Operations.

It's such a pleasure to be with you today. Since our team last appeared before this committee a few months ago, we have developed an exciting platform of activities and programming designed to boost spending at local businesses, increase attendance at cultural institutions, and create opportunities for free fun and recreation for New Yorkers. Yesterday the Mayor announced that the City, in partnership with the NYNJ Host Committee, will host a free official World Cup Fan Fest in each borough, reversing the prior administration's plan to charge for tickets.

The Fan Fests are just one part of a much broader celebration, which will take place in plazas, parks, restaurants, commercial corridors, museums, and the myriad spaces where New Yorkers and visitors gather. My partners at NYC Tourism, as they detailed earlier, are developing a robust calendar and digital concierge, which will showcase thousands of events, promotions, and activities across the boroughs.

Our team was excited to see Intro 849, as it's clear that great minds think alike, particularly when it comes to a cultural passport. I'm pleased to share that we are working with Team Wonder, a collective of current and former public servants and urban planners, who are developing a physical passport connected to a digital platform.

The passport, which will be published in English and Spanish, will encourage participants to visit events, exhibitions, and celebrations at participating arts and cultural institutions, libraries,

parks, and community organizations across all five boroughs. Participants will collect unique stamps, designed by NYC-based artists, at each location, with incentives and rewards in development. The program will be free for organizations to join.

In addition to World Cup-specific activations, the passport will encourage participants to explore New York City's "little" neighborhoods, from Little Mexico in Staten Island to Little Bangladesh in Queens. This initiative is central to the Mayor's vision for the World Cup: to celebrate and showcase New York City in all its diversity, starting with our immigrant and diaspora communities, and to encourage the flow of spending the local businesses.

Our hope is this World Cup cultural passport can be a model for a longer-term passport to support the incredible institutions that make New York a city like no other. With that, I thank you for the opportunity to appear today and welcome any further questions.

New York City Tourism + Conventions Testimony to the New York City Council Economic
Development Committee

April 28, 2026

Good afternoon, Council Member Maloney **and** members of the Committee on Economic
Development.

I am Nancy Mammana, Chief Marketing Officer of New York City Tourism + Conventions.

Thank you for the opportunity to share New York City Tourism + Conventions' (also known as
NYC Tourism) strategic approach to maximizing the economic impact of the upcoming FIFA
World Cup throughout each of the boroughs and provide an update on the work we are doing.

Our responsibility as the marketing expert for the City is to ensure that this moment translates
into measurable economic return throughout all of our boroughs before, during and after the
games.

As a refresher for Committee Members:

- NYC Tourism is the City's official destination marketing organization and convention
and visitors bureau.
 - We are the marketing experts for NYC with a goal of spreading the dynamic
image of the five boroughs around the world.
 - Our mission is to maximize inbound travel and tourism opportunities throughout
the City and build economic prosperity for our City.
 - We are charged with driving inbound travel, supporting jobs, and generating tax
revenue that reduces the burden on New York City households.

- We represent multiple and diverse perspectives across the City and its industries.
 - We are a 501(c)(6) nonprofit representing more than 1,600 member businesses.
 - Our members range from hotels, cultural organizations, restaurants and attractions to BIDs and Chambers of Commerce.
 - The majority of these businesses fall into the small business category.
 - We are governed by an 80-member board of directors representing the diversity of city businesses.
 - NYC's tourism industry accounts for roughly 10% of the city's workforce sustaining working families, union members, small business owners, and neighborhood commercial corridors across the five boroughs:
 - Of those nearly 400K workers, 79% of them live outside Manhattan — in Brooklyn, Queens, the Bronx, and Staten Island, according to New York City Economic Development.
- The FIFA World Cup is a major draw, and the stadium will be packed with soccer fans, but our goal is to make that visitor **stay longer, spend more and explore** the five boroughs of New York City.

Regarding Introduction 808, we appreciate the Council's bill in helping make this calendar and concierge tool which will help New Yorkers and tourists make the most out of the World Cup. We look forward to speaking with Council more about the bill. Over the past few months, in coordination with the World Cup Czar and team, we have been developing a calendar that can incorporate events and offers from businesses, cultural organizations and nonprofits that are hosting events or special deals related to the World Cup. The calendar will be hosted on our

website and will be the City's source of truth for events taking place and will be marketed to visitors and residents through our marketing plan. We opened the portal for submissions on April 16th and have already begun outreach to spread the word about this opportunity through various channels including BIDs, Chambers, and agency partners. We will be collecting submissions until July 1st and the calendar itself will be unveiled to the public by the end of May. We are excited to provide this free promotional opportunity for businesses across New York City. The calendar will have a similar look and feel to what we deployed last year for NYC's 400th Anniversary as part of our Founded By NYC campaign and continue to have on our website for America 250.

Alongside this calendar portal, we have a toolkit for all entities who are looking to engage and are looking for ways to promote their businesses, institutions and organizations. All of your offices hopefully received an outreach email about this last week from our Government Affairs team – we greatly appreciate your support in spreading the word about this calendar to businesses and organizations in your district to encourage submissions. The more submissions we receive, the more comprehensive this calendar will be.

The calendar submissions and offers will surface in our concierge tool which we are creating in coordination with the NY/NJ Host Committee. The concierge tool will be linked to a map that has the following information listed about businesses and cultural institutions that submit to our calendar from across New York City: address, website and a blurb about the business. The concierge will be a tool developed by Google (Google Maps Platform, Google Gemini and Google Cloud) and Neurun to help locals and visitors best navigate the tournament and explore the city. This tool will be the official "World Cup Concierge" delivering answers using verified sources of truth including from Government agencies (NYCEM, NJSP), Transportation systems (MTA, DOT, Port Authority, NJ Turnpike Authority, NJ Transit), Match and Fan

Engagement information (FIFA & Host Committee), Tourism (NYC Tourism + Conventions and Visit NJ), and Google Business Profiles.

The tourism ecosystem is one of the most inclusive economic engines in New York City. When we market New York City, we are not simply promoting attractions — we are protecting jobs, stabilizing tax revenue, and strengthening communities across all five boroughs.

With continued focus and smart planning, we are confident that New York City, its boroughs and all that it has to offer, will not only host an extraordinary World Cup — but will emerge stronger, more competitive, and more economically resilient because of it.

**NYC Department of Transportation Testimony Before the
City Council Committee on Economic Development**

April 28, 2026

Good afternoon, Chair Maloney and members of the Committee on Economic Development. I am Emily Weidenhof, Assistant Commissioner for Public Realm at the New York City Department of Transportation. I am joined by Rick Rodriguez, Assistant Commissioner of Intergovernmental Affairs. Thank you for the opportunity to testify on behalf of Mayor Mamdani and Commissioner Flynn about Intro. 807.

Intro. 807, sponsored by Council Member Abreu, would expand access to public bathrooms during the 2026 World Cup. We are working closely with the City Hall team that is leading World Cup preparations to ensure this important event benefits local businesses and communities so that all New Yorkers and visitors can enjoy the planned festivities. We are leveraging our Open Street and Plaza locations to activate public spaces across the five boroughs, creating vibrant spaces for residents and visitors alike to gather and enjoy the games at no cost, while also working with our partners to ensure access to public bathrooms through existing processes to meet the increased number of people outside this summer. We are also updating DOT's pedestrian wayfinding signs in Midtown and Lower Manhattan to ensure that they show every public restroom. We support this bill through our ongoing event preparation work.

In conclusion, I would like to thank the Council for the opportunity to testify before you today. We would now be happy to answer any questions.



April 28, 2026
New York City Council Committee on Economic Development
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Testimony by: Matt Drury, Chief of Citywide Legislative Affairs, NYC Parks

Good afternoon, Chair Maloney, members of the Economic Development Committee, and other members of the City Council. My name is Matt Drury, the Chief of Citywide Legislative Affairs for NYC Parks, and I'm joined today by David Cerron, our Assistant Commissioner for Business Development and Special Events. We are pleased to be here today to testify here alongside our agency partners regarding the legislation being considered today, and the very exciting summer that New Yorkers can expect to enjoy.

As the warmer days of our summer season are approaching, NYC Parks is preparing for our beaches, pools, parks, athletic fields and playgrounds to be as busy as they've ever been. Making the most of our shared public spaces for picnics, barbecues, birthday parties and athletic tournaments is a grand summer tradition in New York. This year, as many of you know, thanks to once-in-a-lifetime celebrations like the 2026 World Cup and Sail 4th 250, the New York City metro area is expecting an influx of visitors looking to cheer on their favorite national teams and celebrate the 250th anniversary of the founding of our country, right alongside the millions of New Yorkers that rely on our parks every day as their summer "staycation" destinations. Our summer preparation efforts are well underway – we're onboarding our seasonal employees, reactivating our drinking fountains and spray showers, and getting our sports fields in shape as our busiest season approaches. We're extremely excited that so many visitors will be able to come experience our world-class greenspaces and get to appreciate what New Yorkers get to enjoy every single day, but there is no denying that this summer is likely to present some very unique challenges. Our Parks employees will rise to the occasion, as they always do, but we also will rely on the individual New Yorkers and park visitors using our parks to do their part, by treating these public spaces with the respect and dignity that they deserve, so we can all enjoy this vital shared resource.

Specific to Introduction 807, which regards access to public bathrooms during the World Cup, NYC Parks is proud to be, far and away, the largest provider of free public restroom access in New York City. We operate over 700 public restroom buildings in parks around the city, the locations of which are displayed on the agency's website. 70% of New Yorkers live within a 10-minute walk of one of these restroom buildings, collectively hosting more than 1,400 individual restrooms, most of which typically offer multiple stalls and fixtures, and our dedicated Parks staff works tirelessly to keep these facilities clean and operational. As is typically the case during summer months, restroom buildings within parks will generally be open from 8am to 7pm. Additionally, restrooms at 200 busy hot-spot areas within 121 different parks served by Parks' "second shift" maintenance staff will be kept open a bit later, to 9pm. Lastly, when a special event is proposed to take place in a park with a significant number of expected attendees, we work with event organizers to ensure they are providing supplemental temporary portable toilets for the public to access. This will be expected for any large events taking place on parkland during the World Cup this year, as would be the case for any similarly-sized event during other times of the year. As I hope our testimony has made clear, we appreciate and share the Council's support for public restroom access and look forward on working with Council on the bill to make sure it can best achieve our shared goals.

Thank you for allowing us to testify before you today and for your continued advocacy and support for our city parks. We are now happy to answer any questions that you may have.

New York City Council Committee on Economic Development

Legislation: Intro 807

April 28, 2026

Testimony by: Dawn Tolson, Executive Director, Citywide Event Coordination and Management (CECM) & Street Activity Permit Office (SAPO).

Good afternoon, Chair Maloney and members of the Committee on Economic Development. I am Dawn Tolson, Executive Director, CECM & SAPO. Thank you for the opportunity to testify on behalf of the Mayor's Office about Intro. 807.

The Mayor's Office of Citywide Event Coordination and Management (CECM) supports all applicants as they plan their upcoming events in New York City. CECM provides oversight on large scale event permitting activities and works directly with City, State and Federal agencies/partners to ensure events in our city are both safe and enjoyable for all.

Within this office is the Mayor's Street Activity Permit Office (SAPO). SAPO issues permits for static events that take place on Department of Transportation (DOT) property. This includes City Streets, Sidewalks, Curb Lanes and Pedestrian Plazas.

Specific to Introduction 807, which regards access to public bathrooms during the World Cup, CECM works to ensure that all SAPO permitted events adhere to City, State and Federal rules/regulations. CECM also coordinates with NYC Parks Department on all their large-scale events to ensure compliance.

In addition to City, State and Federal requirements, CECM also coordinates with the Mayor's Office for People with Disabilities (MOPD) to make sure the required accessible restrooms adhere to ADA standards with their placement and access. We support this bill through our ongoing event coordination with our sister agencies and event producers.

In conclusion, I would like to thank the Council for the opportunity to testify before you today and am happy to answer any questions.

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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I intend to appear and speak on Int. No. _____ Res. No. _____

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Date: 4/28/25

(PLEASE PRINT)

Name: Matt Dwy

Address: Arsenal

I represent: NYC Parks

Address: _____

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I intend to appear and speak on Int. No. 849 Res. No. _____

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Name: Ellen Cantor

Address: [REDACTED] BX 00 KINN NY 11207

I represent: NYC Parks office

Address: 253 BROADWAY NYC 10007

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Name: Dawn Tolson

Address: _____

I represent: OCOM & SAPO

Address: 253 BROADWAY

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(PLEASE PRINT)

Name: DAVID CERRON

Address: 830 5th AVE

I represent: NYC PARKS

Address: 830 5th AVE

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Name: EMILY WEIDENTHOF

Address: _____

I represent: NYC DOT

Address: _____

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Address: Arsenal

I represent: NYC Parks

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(PLEASE PRINT)

Name: Nancy Mannan, NYC Council

Address: 1 Rockefeller Plaza NYC

I represent: _____

Address: _____

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Name: Christopher Johnson

Address: _____

I represent: Self

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