Proposed Int. No. 8-A

By Council Members Brannan, Mealy, Powers, Louis, Yeger, Joseph, Restler, Velázquez, Abreu, Brewer, Won, Stevens, Hanif, Narcisse and Farías

..Title

A Local Law to amend the administrative code of the city of New York, in relation to the disclosure of total ticket costs in advertisements

..Body

Be it enacted by the Council as follows:

Section 1. Chapter 5 of title 20 of the administrative code of the city of New York is amended by adding a new subchapter 26 to read as follows:

Subchapter 26

Disclosure of Total Ticket Costs in Advertisements

§ 20-880 Definitions.

§ 20-881 Total ticket cost disclosure.

§ 20-882 Penalties.

§ 20-880 Definitions. As used in this subchapter, the following terms have the following meanings:

Operator. The term “operator” means any person who owns, operates or controls a place of entertainment or who promotes or produces an event to be held at a place of entertainment.

Place of entertainment. The term “place of entertainment” means any privately or publicly owned and operated entertainment facility located in New York city, including, but not limited to, a theater, stadium, arena, racetrack, museum, amusement park or other place where performances, concerts, athletic games or contests are held and for which an entry fee is charged.

Ticket. The term “ticket” means any evidence of the right of entry to any place of entertainment.

Total ticket cost. The term “total ticket cost” means the cost of a ticket inclusive of all ancillary fees, such as taxes and service fees, that must be paid in order to purchase the ticket.

§ 20-881Total ticket cost disclosure. Every advertisement purchased or produced by (i) an operator of a place of entertainment, (ii) such an operator’s agent, licensee or other ticket reseller, or (iii) platform that facilitates the sale or resale of tickets, and which includes in such advertisement a ticket cost, or a range of ticket costs, shall disclose in such advertisement in a clear and conspicuous manner the total ticket cost, or range of total ticket costs, as applicable.

§ 20-882 Penalties. Any person who violates any provision of this subchapter or any rule promulgated thereunder is liable for a civil penalty not to exceed $5,000.

§ 2. This local law takes effect 120 days after it becomes law.

Session 12

NAW/DSS

LS #1131

1/5/2023

Session 11

APB

LS #6413

Int. 930-2018