

# STATE OF NEW YORK

10088

## IN ASSEMBLY

March 10, 2020

Introduced by M. of A. TAYLOR -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to discounted admission and memberships for certain individuals

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Section 396-cc of the general business law, as added by  
2 chapter 556 of the laws of 1998, is renumbered section 396-ccc and a new  
3 section 396-cccc is added to read as follows:

4 § 396-cccc. Discounted admission and memberships for disabled individ-  
5 uals. 1. (a) Any person, firm, partnership, corporation, or association,  
6 or agent or employee thereof, which offers, in the regular course of  
7 business, an established senior citizen, student or veteran discount on  
8 the price of admission or membership thereto, shall offer a discount on  
9 the price of admission or membership to disabled individuals.

10 (b) The price of admission or membership for such disabled individual  
11 discount shall be equal to the lowest discount price offered by such  
12 person, firm, partnership, corporation, or association, or agent or  
13 employee thereof to another category of individuals.

14 (c) An admission or membership purchased with a disabled individual  
15 discount pursuant to this section shall include free admission for the  
16 caregiver accompanying such disabled individual. If a disabled individ-  
17 ual discounted admission or membership is available for purchase on the  
18 website of a person, firm, partnership, corporation, or association, or  
19 agent or employee thereof, such website shall include an option to iden-  
20 tify the caregiver of a disabled individual to receive the free admis-  
21 sion pursuant to this paragraph. If a disabled individual discounted  
22 admission or membership is available for purchase at the box office of a  
23 person, firm, partnership, corporation, or association, or agent or  
24 employee thereof, such box office shall conspicuously advertise an  
25 option to identify the caregiver of a disabled individual to receive the  
26 free admission pursuant to this paragraph.

27 2. (a) Any person, firm, partnership, corporation, or association, or  
28 agent or employee thereof, which offers, in the regular course of busi-

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

LBD13724-03-9

1 ness, an established senior citizen, student, veteran or disabled indi-  
2 vidual discount on the price of admission or membership thereto shall  
3 conspicuously advertise the availability and price of such discount at  
4 the box office and website of such person, firm, partnership, corpo-  
5 ration, or association, or agent or employee thereof. The availability  
6 and price of such discount shall also be conspicuously advertised on the  
7 accessibility page of the website of such person, firm, partnership,  
8 corporation, or association, or agent or employee thereof.

9 (b) Any person, firm, partnership, corporation, or association, or  
10 agent or employee thereof, which offers, in the regular course of busi-  
11 ness, or utilizes a pay-as-you-wish policy on the price of admission or  
12 membership thereto shall conspicuously advertise such policy at the box  
13 office and website of such person, firm, partnership, corporation, or  
14 association, or agent or employee thereof. Such policy shall also be  
15 conspicuously advertised on the accessibility page of the website of  
16 such person, firm, partnership, corporation, or association, or agent or  
17 employee thereof.

18 3. As used in this section the following terms have the following  
19 meanings:

20 (a) "Disabled individual" means a person with a disability, as defined  
21 in subdivision twenty-one of section two hundred ninety-two of the exec-  
22 utive law.

23 (b) "Caregiver" means the person who normally provides the daily care  
24 or supervision of a disabled individual.

25 (c) "Pay-as-you-wish policy" means a pricing strategy where the buyer  
26 determines what price such buyer will pay for a commodity.

27 § 2. This act shall take effect on the ninetieth day after it shall  
28 have become a law.