

# STATE OF NEW YORK

1906

2021-2022 Regular Sessions

## IN SENATE

January 16, 2021

Introduced by Sen. JACKSON -- read twice and ordered printed, and when printed to be committed to the Committee on Aging

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

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

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1 option to identify the caregiver of a disabled individual to receive the  
2 free admission pursuant to this paragraph.

3 2. (a) Any person, firm, partnership, corporation, or association, or  
4 agent or employee thereof, which offers, in the regular course of busi-  
5 ness, an established senior citizen, student, veteran or disabled indi-  
6 vidual discount on the price of admission or membership thereto shall  
7 conspicuously advertise the availability and price of such discount at  
8 the box office and website of such person, firm, partnership, corpo-  
9 ration, or association, or agent or employee thereof. The availability  
10 and price of such discount shall also be conspicuously advertised on the  
11 accessibility page of the website of such person, firm, partnership,  
12 corporation, or association, or agent or employee thereof.

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

22 3. As used in this section the following terms have the following  
23 meanings:

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

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

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

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