STATE OF NEW YORK

7660

2025-2026 Regular Sessions

IN ASSEMBLY

April 4, 2025

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:

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

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

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

(c) An admission or membership purchased with a disabled individual discount pursuant to this section shall include free admission for the caregiver accompanying such disabled individual. If a disabled individual discounted admission or membership is available for purchase on the website of a person, firm, partnership, corporation, or association, or agent or employee thereof, such website shall include an option to identify the caregiver of a disabled individual to receive the free admission pursuant to this paragraph. If a disabled individual discounted admission or membership is available for purchase at the box office of a person, firm, partnership, corporation, or association, or agent or 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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option to identify the caregiver of a disabled individual to receive the free admission pursuant to this paragraph.

2. (a) Any person, firm, partnership, corporation, or association, or agent or employee thereof, which offers, in the regular course of business, an established senior citizen, student, veteran or disabled individual discount on the price of admission or membership thereto shall conspicuously advertise the availability and price of such discount at the box office and website of such person, firm, partnership, corporation, or association, or agent or employee thereof. The availability and price of such discount shall also be conspicuously advertised on the accessibility page of the website of such person, firm, partnership, corporation, or association, or agent or employee thereof.

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

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

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

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

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

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