

CITY COUNCIL
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

Of the

COMMITTEE ON ECONOMIC
DEVELOPMENT

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HELD AT: 250 Broadway-8th Fl.- Hearing Rm. 1

B E F O R E: Virginia Maloney
Chairperson

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Ellyn Canfield
Executive Director of NYC World Cup Operations

Christopher Leon Johnson

Jessica Walker
Manhattan Chamber of Commerce

Lucy Sexton
New Yorkers for Culture and Arts

SERGEANT AT ARMS: Good afternoon, welcome to today's New York City Council hearing for the Committee on Economic Development. Please silence all cell phone electronic devices, and please do not approach the dais. If you need any assistance, please reach out to a Sergeant-at-Arms. Chair Maloney, we're ready to begin.

CHAIRPERSON MALONEY: Good afternoon and welcome to today's hearing of the New York City Council's Committee on Economic Development. First, I want to recognize my colleagues for joining today: Council Member Gutierrez, Council Member Chanel Thomas-Henry, and Council Member Riley. Thank you for being here for what is our second hearing focused on the World Cup. Starting on June 13th, eight games will be played in MetLife Stadium, attracting visitors and economic activity to New York. And the New York-New Jersey Host Committee estimates that over 1.2 million visitors and \$3.3 billion in economic impact. As the Economic Development Committee, our role is to ensure that visitors experience the best of New York and that we drive economic activity beyond the stadiums. The eyes of the world will be on New York, and visitors shouldn't

just pass through. They should stay in our hotels, attend events across all five boroughs, and support the small businesses and cultural institutions that define our neighborhoods. So today we are discussing three bills in pursuit of that goal. The first is Intro 807, sponsored by Majority Leader Shaun Abreu, which would require the city to develop a plan to expand access to public bathrooms during the tournament. Intro 808, also sponsored by Majority Leader Abreu, would require an events calendar and a map of cultural corridors and small businesses connected to the 48 participating World Cup nations. And lastly, Intro 849, sponsored by Deputy Speaker Nantasha Williams, would require NYCEDC to create a permanent cultural passport program encouraging visitors to sites across all five boroughs. Two months ago, the committee heard from the World Cup Czar, the New York City Economic Development Corporation, NYC Tourism, and other stakeholders from across the city who have a vested interest in ensuring the World Cup will be a boon for New York. These bills respond directly to a lack of transparency and coordination we identified in our last hearing. And the concerns that were raised still

have not been addressed. To date, the city has spent \$90 million across multiple agencies: \$35 million through EDC, \$4.5 million through New York City Tourism and Conventions, \$46 million to the NYPD. These are significant public investments, and New Yorkers deserve transparency and accountability for how those dollars are being spent and how that money is being used. Particularly the \$20 million that passed through EDC to the host committee. Second, the host committee projects \$3.3 billion in economic impact. However, at the February hearing, EDC testified that it had not conducted its own analysis of the projected economic return. And as hotel bookings lag behind original projections, the question remains, what is the expected return on that \$90 million investment, and will the benefits outweigh the costs? Transit continues to be a point of pressure with an NJ Transit announcement about increasing the ticket price. And a major point of discussion was community events and how the average New Yorker will participate in the games. Yesterday's announcement by the mayor and the governor about five fan centers across the five boroughs starts to shed light on fan engagement, but city council members

across districts continue to hear that business improvement districts and neighborhood organizations that are trying to host regular programming are stuck in approvals and processes tied to the World Cup and still have not obtained permits. And we're hearing that motion picture and other commercial permitting is effectively being shut down for extended periods of time. So we'd love to hear more details about the community programming, small business engagement, and public events. We've had eight years to prepare for this moment, and it's reasonable that at 45 days out from the first match, we would have a clear and functional plan in place. So the Council has taken action, and today we're hearing these three pieces of legislation. Now I'll get into more details on the legislation. Intro 807 addresses a basic operational need for any large-scale public event: bathroom access. If the city is planning to draw tens of thousands of people to fan zones, to viewing parties, and open streets across the five boroughs, we need to have the infrastructure to support them. This bill requires the administration to develop and publish a bathroom access plan by June 1st, one month before the Cup begins. Intro number 808 responds directly to

what we heard at February's hearing from stakeholders across the city, that there's no centralized resource telling New Yorkers or visitors where World Cup events are happening, which neighborhoods are connected to which competing nations, how can small businesses participate. The Manhattan Chamber of Commerce, the Hospitality Alliance, and the BID Association and others all made this point independently. And this bill would require an events calendar and a cultural corridor map and require the administration to conduct targeted outreach to small businesses. Majority Leader Abreu couldn't join us, but he asked me to read this statement. With the World Cup coming to New York City, we have a real opportunity to make sure this global moment benefits New Yorkers in every borough. Intro 808 would require the city to create a centralized calendar and map of World Cup events. Intro 807 focuses on something more basic, but just as critical: access to public restrooms. As we welcome large crowds, we need extended hours, increased maintenance, and temporary facilities so people can participate in these events. Together, these bills are about making sure we're prepared and that this moment is accessible,

inclusive, and economically beneficial for all New Yorkers. Thank you, and I look forward to hearing from the administration. And the— let's see— Deputy Speaker Nantasha Williams has introduced Intro 849, which would require EDC to create a Cultural Passport Program with at least five participating sites in each borough. Ideally, this would build on the cultural infrastructure that the city develops this summer and make it a permanent fixture for tourists. The Cultural Passport Program would support exactly the kind of repeat visitation that the administration says is central to improving tourism outside of Manhattan. Deputy Speaker Williams asked me to read her statement. With millions of visitors expected in the coming years, especially with the World Cup on the horizon, New York City has an opportunity to think more intentionally about how we direct tourism and support our local cultural economy. Too often, visitors are concentrated in a small number of destinations while cultural institutions across the five boroughs, including in neighborhoods like those I represent, are overlooked despite being central to New York City's identity. Intro 849 offers a creative but practical approach to addressing that imbalance.

The bill would require NYCEDC, in coordination with the Department of Small Business Services, the Department of Cultural Affairs, and NYC Tourism, to establish a Cultural Passport Program that encourages visitors to explore a broader range of cultural and historic sites across all five boroughs. Modeled after a traditional passport, the program would allow participants to collect commemorative masks as they visit participating institutions, creating an incentive to engage more deeply with the city's cultural landscape. Importantly, the bill requires EDC to identify at least five sites in each borough's libraries, historic sites, museums, galleries, theaters, and parks, ensuring that this program reflects the full breadth of New York City's cultural assets. This is not just about tourism, it's about equity. It is about ensuring that economic benefits of tourism reach communities across all five boroughs and that the institutions that define our neighborhoods are part of that story. We owe it to the cultural spaces that make this city what it is to ensure they are seen, visited, and supported. End of statement. These bills set reasonable goals for an event of the size and scale of the World Cup. Our

1 goal today is to understand where the administration
2 stands, how this legislation aligns with what are
3 hopefully already existing plans, and what is needed
4 to ensure the city is fully prepared to overcome any
5 obstacles in implementation. Before we begin, I want
6 to recognize the Economic Development Committee staff
7 for their work in preparing for today's hearing. So
8 thank you to Senior Counsel Alex Paulenoff, Senior
9 Policy Analyst William Hongach [sp?], and Financial
10 Analyst Spencer Kuhn [sp?]. And thank you to my
11 ledge and budget director Sophie Secor [sp?] in all
12 the help preparing. And with that, I'll turn to the
13 Committee Counsel to administer the oath. Thank you.

14 COMMITTEE COUNSEL: Thank you, Chair. Will
15 all members of the administration testifying today
16 please raise your right hands? Do you swear or
17 affirm to tell the truth, the whole truth, and
18 nothing but the truth in your testimony today, and
19 to respond honestly to council member questions?
20 Thank you. You may approach the bench— the desk and
21 begin when ready.

ASSISTANT COMMISSIONER WEIDENHOF: Good afternoon,
Chair Maloney and members of the Committee

on Economic Development. I am Emily Weidenhof, Assistant Commissioner of Public Realm at the New York City Department of Transportation. I'm 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, and we would now be happy to answer any questions.

CHIEF DRURY: Good afternoon, Chair Maloney, members of the Economic Development Committee, and members of- other members of the council. My name is Matt Drury. I'm the Chief of Citywide Legislative Affairs for New York City Parks. Pleased to be joined here today by David Cerron, our Assistant Commissioner for Business Development and Special Events. Pleased to be here to testify today alongside our agency partners regarding the legislation being considered today, and also about the very exciting summer that New Yorkers can expect to enjoy. As the warmer days of our summer season are approaching, New York City 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 is a grand tradition for New Yorkers, and this summer, as you know, thanks to once-in-a-lifetime celebrations like the 2026 World Cup and Sailforth 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 prep 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 get to come experience our world-class green spaces and get to appreciate what New Yorkers get to enjoy every day. But there's no denying that this summer is likely to present some very unique challenges. So our parks employees will rise to the occasion, as they always do, but we will also rely on the individual New Yorkers and park visitors using our spaces 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, New York City 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 percent of New Yorkers live within a 10-minute walk of one of these restroom buildings, which collectively host more than 1,400 individual restrooms, most of which typically offer multiple stalls and fixtures. And our dedicated staff works tirelessly to keep these facilities clean and operational. Typically, as during the summer months, our restroom buildings will generally be open from 8:00 a.m. to 7:00 p.m. But we can note that an additional 200 restrooms in busy hotspot areas within 121 different parks served by our second shift maintenance staff will be kept open a bit later, to 9:00 p.m. Lastly, whenever a special event is proposed to take place in a park that expects a significant number of attendees, we work with those event organizers to ensure that they will provide 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 events during other times of the year. I hope our testimony has made clear we're appreciating and

1 sharing the Council support for public restroom
2 access. We look forward to working with council on
3 the bill to make sure it can best achieve our shared
4 goals. Thanks for allowing us to testify today, for
5 your continued advocacy and support for city parks.
6 We'll hand it over to our administration colleagues.

EXECUTIVE DIRECTOR TOLSON: Good

7 afternoon, Chair Maloney and members of the Committee
8 on Economic Development. My name is Dawn Tolson. I'm
9 the Executive Director of Citywide Event Coordination
10 and Management at the Street Activity Permit Office.
11 The Mayor's Office of Citywide- thank you for the
12 opportunity to testify on behalf of the Mayor's
13 Office for Intro 807. The Mayor's Office of Citywide
14 Event Coordination and Management, CECM, supports all
15 applicants as they plan their upcoming events in New
16 York City. CECM provides oversight on large-scale
17 event permitting activities and works directly with
18 city, state, and federal agencies and partners to
19 ensure events in our city are both safe and enjoyable
20 for everyone. Within our office is the Mayor's Office
21 of the Street Activity Permit, and SAPO also issues
permits for static events that take place on the
Department of Transportation property. This includes

streets, sidewalks, curb lanes, and pedestrian plazas. Specific to Intro 807, with regard— 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 and regulations. And CECM also coordinates with New York City Parks Department on all their large-scale events to ensure their compliance. In addition to city, state, and federal requirements, CECM also coordinates directly with the Mayor's Office for People with Disabilities, MOPD, to make sure the required accessible restrooms adhere to ADA standards and their placement— with their placement and access. We support the bill through our continued and ongoing coordination with our sister agencies and event producers. In conclusion, we'd like to thank the Council for the opportunity to testify before you today, and I'm happy to answer any additional questions.

CHAIRPERSON MALONEY: We're going to call the next group to testify and testify all at once.

CHIEF MARKETING OFFICER MAMMANA: Good afternoon, Council Member Maloney and members of the Committee on Economic Development. I'm Nancy Mammana,

Chief Marketing Officer for New York City Tourism and Conventions. Thank you for the opportunity to share New York City Tourism and 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're 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 New York City with the 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 501C6 nonprofit representing more than 1,600

member businesses. Our members range from hotels, cultural organizations, restaurants and attractions, 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, and our tourism industry accounts for roughly 10 percent of the city's workforce, sustaining working families, union members, small business owners, and neighborhood commercial corridors across the five boroughs. Of those nearly 400,000 workers, 79 percent of them live outside of Manhattan in Brooklyn, Queens, the Bronx, and Staten Island, according to EDC. The FIFA World Cup is a major draw, and the stadium is sure to be packed with soccer fans, but our goal is to make sure that visitors stay longer, spend more, and explore the five boroughs across New York City. Regarding 808, we appreciate the Council's bill in helping make this calendar and concierge tool the most important destination for New Yorkers and tourists trying to make the most out of this World Cup. We look forward to speaking with Council more about the bill. Over the last 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 and special deals related to the World Cup. The calendar will be hosted on our website and will be the source of truth for events taking place and will be marketed to visitors and residents throughout our marketing and media 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're excited to provide this free promotional opportunity for businesses across New York City, and the calendar will have a similar look and feel to what we deployed last year for New York City's 400th anniversary as part of our Founded by NYC campaign. And we continue to have that on our site for America 250. Alongside this calendar portal, we'll 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

1 hopefully received an outreach email about this last
2 week from our government affairs team, and we greatly
3 appreciate your support in spreading the word about
4 the calendar to businesses and organizations in your
5 district to encourage submissions. The more
6 submissions we receive, the more comprehensive the
7 calendar will be. Tourism ecosystem is one of the
8 most inclusive engines— economic engines in New York
9 City, and when we market New York City, we are not
10 simply promoting attractions. We are protecting jobs,
11 stabilizing tax revenue, and strengthening
12 communities across all five boroughs. With continued
13 focus and smart planning, we're confident that New
14 York City, its boroughs, and all that it has to offer
15 will not only host an extraordinary World Cup, but
16 will emerge stronger and more competitive and more
17 economically resilient because of it. I'm happy to
18 answer questions. Thank you.

16 EXECUTIVE DIRECTOR CANFIELD: Good

17 afternoon, Chair Maloney and members of the Economic
18 Development Committee. My name is Ellyn Canfield and
19 I serve alongside World Cup Czar Maya Honda as the
20 Executive Director of New York City World Cup
21 Operations. It's such a pleasure to be with you

today. Since our team last appeared before this committee a few months ago, we've 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 New York-New Jersey Host Committee, will host a free official World Cup Fan Fest in each borough, reversing the prior administration's decision 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 that New Yorkers and visitors gather. My partners at NYC Tourism, as they just detailed, are developing a robust calendar which will showcase thousands of events, promotions, and activities across the boroughs. Our team was excited to see Intro 849, as it's clear 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 New York City-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 its— all its diversity, starting with our immigrant and diaspora communities and to encourage the flow of spending to local businesses. Our hope is that the world— is that this World Cup Cultural Passport can be a model for a longer-term passport to support the incredible institutions that make New York City a city like no other. With that, I thank you for the

opportunity to appear today and welcome any further questions.

CHAIRPERSON MALONEY: I want to acknowledge Council Member Farias for joining us. Thank you for that testimony. Are there— I guess just starting with the timeline, are there any concerns about implementing the proposed legislation by June 1st?

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UNIDENTIFIED: Which bill?

CHAIRPERSON MALONEY: All three.

CHIEF MARKETING OFFICER MAMMANA: From our standpoint, no. Our calendar's already in development, so it's launching, and it's open for submissions. So because it's already in progress, we don't have concerns.

EXECUTIVE DIRECTOR CANFIELD: And thank you, Chair. I can only speak to Intro 849, and that is also the cultural passport specifically for the World Cup is in development. The longer term aspect of the bill, I think there's like a year timeline on it.

CHAIRPERSON MALONEY: A year timeline, Great. And how many city-supported cultural events are planned?

EXECUTIVE DIRECTOR CANFIELD: So, great question, Chair. I can speak— say in confidence there will be thousands of activities. These are being planned by cultural institutions themselves. So it's very ground up, but just from the little sampling that I've heard of, we can expect hundreds, if not thousands of activities, exhibitions, online programming. It's not— it's not all sports-related and it's not all physical. We're really, really supporting organizations, you know, from book recommendations to soccer clinics to make this summer a time to really promote free and fun programming.

CHAIRPERSON MALONEY: And how will the sites be selected for the Cultural Passport?

EXECUTIVE DIRECTOR CANFIELD: Institutions will have the opportunity to sign up for the cultural— for the Cultural Passport. So it will be open to all cultural institutions, SIGs, parks, libraries. We're working closely with DCLA on this.

2 CHAIRPERSON MALONEY: And is the minimum
3 of five sites per borough sufficient, or how will-
4 how will we be navigating the number to include?

5 EXECUTIVE DIRECTOR CANFIELD: Thank you,
6 Chair. I am confident that we will by far exceed five
7 institutions per borough.

8 CHAIRPERSON MALONEY: I want to pass to my
9 colleagues who've been patiently waiting, but Shanel
10 Thomas-Henry, Councilmember, if you'd like to ask
11 your questions.

12 COUNCIL MEMBER THOMAS-HENRY: Thank you,
13 Chair. I have a couple of questions. I just want to
14 quickly kind of follow up to your question as it
15 pertains to how do institutions sign up. Is that the
16 only way for them to be included, or is there an
17 outreach program to actually identify organizations,
18 most specifically a lot of the ones that are around
19 the fan zones, to encourage part- individuals to go
20 out?

21 EXECUTIVE DIRECTOR CANFIELD: Thank you so
much, Councilmember. Yes, we will be actively
conducting outreach along with Team Wonder, DCLA,
SBS, in partnership as NYC Tourism is also doing
their outreach, encouraging organizations and

1 institutions to submit events and programming for the
2 calendar, the portal. We'll be doing this outreach
3 about the passport at the same time. So I think we're
4 casting a very wide net and doing a lot of outreach.

5 COUNCIL MEMBER THOMAS-HENRY: Okay, also
6 it was mentioned that you guys are looking to
7 generate revenue. What are some of the types of
8 revenue generators the Office of Tourism have put
9 into place to generate additional revenue for the
city during this?

10 CHIEF MARKETING OFFICER MAMMANA: The
11 primary driver is the spend, the visitor spend. So we
12 have been actively marketing to international
13 visitors starting last year, given the booking
14 window. Those campaigns started last fall because
15 that visitor will spend more and stay longer. It's
16 about 20 percent of our visitation, but 50 percent of
17 the spend, and that is where we translate into the
18 direct and indirect and induced spend that happens
19 through tourism. We are now launching domestic
20 long-haul and regional and local campaigns because we
21 understand now that we're getting closer, it's more
likely we will get continued domestic visitation that
is incremental to what we might have received last

1
2 year. So that is the driver behind what we do to make
3 sure that that visitor spend happens and that
4 translates into tax revenue for the city.

5 COUNCIL MEMBER THOMAS-HENRY: I know at
6 the last hearing we mentioned from a marketing
7 perspective merchandise that was branded, produced by
8 the city. Has any of that been put into place or
9 that's not happening?

10 CHIEF MARKETING OFFICER MAMMANA: All the
11 elements of the campaign are in design development.
12 There have been a few items that have been designed
13 from City Hall's team who was originating all the
14 artwork for giveaways and such. Not anything for sale
15 just yet, but that's in discussion.

16 COUNCIL MEMBER THOMAS-HENRY: Can I ask a
17 couple more, Chair? Okay. Resources- considering the
18 fact that this is what the size- FIFA is apparently
19 the size of several Super Bowl events from what I
20 hear, and we're celebrating the 250th anniversary,
21 Fleet Week. So much is happening in the city at the
exact same time. How does the city feel prepared in
terms of resources, like what is this going to look
like from a budget perspective and just personnel in
general?

EXECUTIVE DIRECTOR CANFIELD: I think Dawn Tolson is best-

COUNCIL MEMBER THOMAS-HENRY:
[interposing] Okay.

EXECUTIVE DIRECTOR CANFIELD: poised to answer.

EXECUTIVE DIRECTOR TOLSON: Thank you. We are working with all of the agencies to ensure that all of the events are safe and secured for all those participating. We're working obviously with the NYPD to ensure public safety is for- is centered around all of these events and activities.

COUNCIL MEMBER THOMAS-HENRY: I would say that- so it's reasonable to assume, like, I have the USTA in my district.

EXECUTIVE DIRECTOR TOLSON: Yes.

COUNCIL MEMBER THOMAS-HENRY: Traffic man- traffic management is a major issue at that one event.

EXECUTIVE DIRECTOR TOLSON: Yes.

COUNCIL MEMBER THOMAS-HENRY: Now we have events that are 10 times that size. Have we hired additional indivi- like, how are we going to be equipped? Saying we're going to keep everyone safe is

great, but how are we going to physically do that if we don't have additional resources to take on what's about to come?

EXECUTIVE DIRECTOR TOLSON: Well, I can't comment on that with regard to PD resources.

COUNCIL MEMBER THOMAS-HENRY: Okay.

EXECUTIVE DIRECTOR TOLSON: That would need to be spoken to by the NYPD. If we're talking about those individual events, like the fan engagements, from a resource management of like volunteers that are going to be helping with crowd control, et cetera, then those entities and organizations do have their own plans in place and have hired their own staff. And then we're also working with volunteers through different programs to ensure that we have people there to help direct people to, you know, whether it be metro stations or otherwise positioned in and around those fan zones, like the ones at Rock Center, like the ones at USTA. So that's how we're managing it from that standpoint, a non-security standpoint.

COUNCIL MEMBER THOMAS-HENRY: And just to consider, and it's not just NYPD, it's Sanitation, it's all the agencies that are going to have to deal

1 with this. But moving on, because we talked about Fan
2 Fest, have we looked into a transportation plan?
3 Again, the last time you guys were here, I mentioned
4 the seven train on a good day is packed to capacity.
5 Will there be a ferry service in operation? Will the
6 LIRR be available?

7 EXECUTIVE DIRECTOR TOLSON: Thank you. We
8 are working with the MTA to ensure that any of these
9 locations that have high influx, like we would for
10 any event that happens in those locations. For
11 example, the US Tennis Center, when we have all-
12 whether it be a concert or anything else going on in
13 that area, we work directly with the MTA to ensure
14 that there's increased service on those lines to
15 accommodate the influx of individuals coming into the
16 area. Also work with organizations like TLC with
17 regard to rideshare. So all of that is in planning
18 and in the works to ensure that we are not
19 over-impacting that neighborhood with a number— an
20 exorbitant number of people that don't have anywhere
21 to go.

CHAIRPERSON MALONEY: One more question
from the council member?

COUNCIL MEMBER THOMAS-HENRY: Yes, thank you. Going back to the permits for businesses to participate, have you all-- it's kind of a two-part question-- have you all thought about a more equitable fee structure that would enable smaller businesses? I'm talking about businesses that have a smaller capacity, can maybe seat 99 people or less, so they can participate in a meaningful way. And also, given the application deadline, we've already kind of entered into the far end for both plaza events, streets events. Is it-- realistically, how many additional permits do you think you'll be able to give out from this point on?

EXECUTIVE DIRECTOR TOLSON: Well, honestly, our deadline, our shortest deadline, I think, 30 days. So we're still accepting applications as it stands. All those applications are in process and being reviewed. There are all the agencies that you mentioned before, like Sanitation, Health Department, all of them play a part in processing those applications. So they are under review. It is not our policy to give away that type or issue that type of permit this far in advance. So we are still in process reviewing all of the asks with regard to

1 the costs associated with it. These are our
2 administrative fees, so they are- they are set for
3 the city standpoint with regard to the amount of time
4 and energy it takes to process those applications.

5 COUNCIL MEMBER THOMAS-HENRY: And I was
6 just- the comment, my only fear is because the permit
7 process takes so long that businesses or that are
8 just really hearing about what's going on, do we
9 think it's really enough time for them to apply?

10 EXECUTIVE DIRECTOR TOLSON: Again, our
11 street events, even that for a full street closure is
12 30 to 45 days. So if they were to apply now, we could
13 still review the application.

14 COUNCIL MEMBER THOMAS-HENRY: Thank you,
15 Chair.

16 CHAIRPERSON MALONEY: Thank you, Council
17 Member. Just turning- turning to the fan zones, since
18 those did, did just come up, how were those five
19 sites selected? Was there a competitive process, or
20 were community boards or local officials consulted in
21 the selection of the sites?

EXECUTIVE DIRECTOR CANFIELD: Thank you,
Chair. The five fan festivals were- those locations
were chosen by the host committee prior to this

1 administration and prior to my sitting in this
2 position. So I cannot speak to the process, but yeah,
3 I'll end there.

4 CHAIRPERSON MALONEY: Thank you. Do we
5 know if the contracts for the fan zones have local
6 hiring commitments, and if you can speak to that?

7 EXECUTIVE DIRECTOR CANFIELD: Thank you.
8 Each Fan Fest site is a bit different in terms of how
9 hiring is managed. For example, the Rockefeller
10 Center site is managed by Tishman Speyer [sp?],
11 similar to Christmas tree lightings. My team, in
12 coordination with the Mayor's Office on Labor is in
13 conversations with the host committee, CLC, and
14 others to ensure that wherever possible, local hires
15 are made and union labor is utilized.

16 CHAIRPERSON MALONEY: Great. And on the
17 point about the moratorium from BIDs, if you can
18 specifically speak to that when we're promoting
19 city-run fan zones while simultaneously preventing
20 other organizations from hosting programming, whether
21 or not it's related to the Cup?

EXECUTIVE DIRECTOR TOLSON: Thank you.
There's actually not been a moratorium. I understand
that that's been out there. There is no moratorium on

1 applications. The— we have met even since last year
2 in October with the BIDs and event organizers to
3 ensure that they understand how to apply for events
4 during this time period and continue to meet with
5 them. BIDs have put in applications for the types of
6 activities that they would like to hold in these
7 spaces, and all those applications, as I mentioned
8 before, are under review. There is a timeframe that
9 we are not accepting applications only for plaza
10 locations, and that is June— sorry, July 3rd through
11 July 8th, because that corresponds when we have the
12 International Labor Review, 4th of July, all of that
13 stuff. So we can't actually add additional events on
14 top of that. And SAPO has put out our— I should say
15 ECM SAPO has also put out our embargo for the FIFA
16 World Cup on our website, which clearly outlines the
17 dates, times, and locations that are not available
18 for permitting in New York City during the timeframe
19 of the World Cup spanning June 11th to July 19th.

17 CHAIRPERSON MALONEY: Would you say
18 typically summer programming is approved and clear by
19 this timing?

20 EXECUTIVE DIRECTOR TOLSON: Absolutely. By
21 now? No.

CHAIRPERSON MALONEY: Like by- by like end of April that some of the permits would've-

EXECUTIVE DIRECTOR TOLSON: [interposing]
No.

CHAIRPERSON MALONEY: been already approved?

EXECUTIVE DIRECTOR TOLSON: Absolutely not. The- I would say that maybe they might be approved seven days in advance. That is our standard. It does- we have a deadline for a reason, 30 days in advance. It does take that entire time to get everything on board. Even something as simple as a street festival requires a lot of resources and agency coordination to get it in place. And there are a lot of support permits that are required by the individual organizers putting on the events and then city, state, and federal regulations that have to be adhered to. So it does take time to work with these organizers to ensure that they are setting up an event that is safe for everyone to attend, and so they wouldn't be receiving an application- or sorry, a permit- this far out in advance of that activity.

CHAIRPERSON MALONEY: So you're saying that events usually don't get approved till seven days before?

EXECUTIVE DIRECTOR TOLSON: That is correct. Issue the permit? Yes.

CHAIRPERSON MALONEY: Alright. Council Member Farias?

COUNCIL MEMBER FARIAS: Thank you, Chair. The administration has emphasized that every borough is going to be included in FIFA fan activations, but, you know, inclusion alone is sometimes not equity. I want to understand whether the Bronx is receiving comparable investment, visibility, and economic opportunity throughout the time frame where we're hosting FIFA. Can you folks break down the total public and private investment per borough fan zone, if we have that available at this time frame? Any capital investments, programmatic, security, marketing costs, things like that?

EXECUTIVE DIRECTOR CANFIELD: Thank you, Council Member. That's not information that I have available right now, but we're happy to get back to your office.

2 COUNCIL MEMBER FARIAS: Okay. So, there
3 is- there is like a- you folks are looking at a
4 makeup of minimum investment thresholds per borough,
5 or are most of the allocations discretionary?

6 EXECUTIVE DIRECTOR CANFIELD: Regarding
7 which allocation specifically?

8 COUNCIL MEMBER FARIAS: Towards the fan
9 zone planning and programming.

10 EXECUTIVE DIRECTOR CANFIELD: I can share
11 that the dates for the fan zones were announced
12 yesterday. They were dependent, I would say, based on
13 the suitability of the location. So USTA and Brooklyn
14 Bridge Park have the longest activation periods.
15 Again, those decisions were made by the host
16 committee and were well underway when we came in in
17 February. We did make sure that there is at least one
18 of the official zones in each borough, but the length
19 of those do vary.

20 COUNCIL MEMBER FARIAS: Yeah, I mean, the
21 Bronx, at least from what I've seen in the
announcement, unless something has changed in 24
hours or so, only have two days of activation at the
beginning of the FIFA timeline. And so with over 45
days- I think it's 47 in total- I'm just wondering

EXECUTIVE DIRECTOR CANFIELD: Thank you, Council Member. The fan zones themselves are something we will certainly continue to work with the host committee on and hear you loud and clear. I think what's great about some of the programming that we're talking about today is it, you know, it's not just that host committee programming, and so that is where we will be working and announcing more programming to come that I think is a bit more equally divided among boroughs. And in addition to making sure that cultural institutions, parks, others are plugged into these promotional opportunities that, you know, a lot of the programming that I know NYC Tourism is working on and that we're very excited about is really encouraging New Yorkers to visit a borough they maybe haven't been to or haven't been to

1 in a while, you know, to go eat Ecuadorian food when
2 Ecuador is playing, things like that. So that really
3 is a focus of our team. And I know NYC Tourism echoes
4 that, is highlighting those opportunities across the
5 boroughs and encouraging not just tourists, but New
6 Yorkers to use this as a time to go visit a different
7 neighborhood.

8 COUNCIL MEMBER FARIAS: Okay. I'd love to
9 keep the conversation going with you folks,
10 especially on my borough. We have a lot of diversity,
11 a lot of different eateries, folks that actually
12 participate in Restaurant Week and such. We've worked
13 together on that in the past, and I'd love to see
14 opportunities come not only for just vendors and like
15 for the workforce itself, but also for a fan
16 activation and trying to get more folks than just,
17 you know, people in the city or Bronxites into a fan
18 space. So, thank you. Thank you, Chair.

19 CHAIRPERSON MALONEY: Thank you. I want to
20 go back to the Cultural Passport and better
21 understand some of the venues that are going to be
included. Will it include live music venues, small
theaters, comedy clubs?

2 EXECUTIVE DIRECTOR CANFIELD: Yes, that is
3 my understanding. That would be available to all of
4 those entities, and then the New York City Tourism
5 Portal would be as well.

6 CHAIRPERSON MALONEY: And do we have a
7 sense of equity by borough, like how many cultural
8 institutions have signed up already from each
9 borough? And do we need a targeted outreach plan to
10 get more cultural institutions on board?

11 EXECUTIVE DIRECTOR CANFIELD: Thank you,
12 Chair. The sign-up for that has not opened yet, so we
13 don't have a number yet, but we will certainly keep
14 an eye towards that as we look at the signups coming
15 in, and I know doing very comprehensive outreach is
16 part of the planning.

17 CHAIRPERSON MALONEY: And when do you
18 expect that to begin?

19 EXECUTIVE DIRECTOR CANFIELD: I don't have
20 that in front of me. We're just confirming the
21 contract and exactly what everything looks like, but
we can get back to your office with that.

CHAIRPERSON MALONEY: And will
organizations need to specify accessibility features
that each institution has- we can have that flag?

EXECUTIVE DIRECTOR CANFIELD: Thank you, Chair. For- I can't- unfortunately, I don't know that information for the passport. I can tell you that some of the other opportunities, you know, we're making sure that the ability to sort by accessibility or choose specifically accessible options is part of the interface.

CHAIRPERSON MALONEY: And do we know what other safeguards might be in place to help ensure equity across boroughs and not being overly concentrated in already major tourist areas?

EXECUTIVE DIRECTOR CANFIELD: I'm confident that we will at minimum meet the stipulations put forth in the legislation to have five in each borough. So those safeguards that are in place, I committed to ensuring that our cultural passport meets those, and we'll be working closely with Team Wonder and our partner agencies in making sure that outreach has been proportionate and that sign-ups are proportionate as well.

CHAIRPERSON MALONEY: Do we have a sense of what the success metrics will be for participation or broader engagement or economic impact in the

communities that, you know, we're driving additional traffic to?

EXECUTIVE DIRECTOR CANFIELD: Appreciate that question, Chair. I think for initial success metrics will be that number of signups and seeing that it is- you know, represents the institutions that are possible and available in each borough to sign up. And with the various contacts between DCLA, SBS, and others, again, I think we'll have a good sense of, you know, we know who's missing and we'll make sure that they do sign up and are part of it. We're in conversation with EDC and others about success as a whole and what that economic impact looks like and can certainly incorporate the passport into that.

CHAIRPERSON MALONEY: On the calendar and the map, which designated agency is going to be responsible for maintaining it?

CHIEF MARKETING OFFICER MAMMANA: That is us, NYC Tourism.

CHAIRPERSON MALONEY: And how will coordination across all the different players and the agencies be managed?

CHIEF MARKETING OFFICER MAMMANA: We have been working with all of our BID and chamber partners, as well as folks like that New York City Hospitality Alliance, and other dining out program. We want to make sure that it is very deep and broad in terms of participation. So we have been doing quite a bit of proactive outreach. There was a webinar a couple of weeks ago that was given by the host committee and Google for the AI tool, the navigation tool, and all of our systems on the backend will speak to each other. So if you are participating in our program, if you submit an offer or an event to our calendar, that will surface in the tool. So we had, I think, about 1,100 businesses join that, because the first order of business is to make sure your Google business profile is populated and accurate and up to date. So we're seeing the interest. We of course are going to our members as well, but we're trying to go as broadly as we can. We welcome any additional outreach. Since it began opening, I would say two weeks, we are at about 71 events so far as of this morning. But we're expecting more of that to heat up as we get closer. So we're always interested in more support for outreach, but

we're actively doing that. We have another webinar that we're planning in about a week or two to remind.

CHAIRPERSON MALONEY: Events are, uh, constantly updating with like location, date, and time. So how will you, to make sure it's up to date in real time?

CHIEF MARKETING OFFICER MAMMANA: The event itself will be submitting on their own behalf. And then we will take that and there will be a couple of human beings on our side who will go and check it, make sure there's a photo attached, make sure that the dates are accurate. And if something should change on the event side, we would hope that that organization would update. If anything, we might not be in a position to know if their event is changing, because we are not managing the events-

CHAIRPERSON MALONEY: [interposing] Right, right.

CHIEF MARKETING OFFICER MAMMANA: but we will be checking to make sure that there's accuracy and the information is complete and it will be refreshed. We're going to be taking submissions until July 1.

2 CHAIRPERSON MALONEY: And what systems or
3 tools are you using to collect all that information?

4 CHIEF MARKETING OFFICER MAMMANA: We are
5 building it.

6 CHAIRPERSON MALONEY: Okay.

7 CHIEF MARKETING OFFICER MAMMANA: So we
8 have developers. We did this in a similar way for the
9 400th last year. This is just an expanded tool,
10 because we're going way beyond and we want to make
11 sure the capacity is much broader. So yeah, our
12 internal development team will be doing that.

13 CHAIRPERSON MALONEY: And is this
14 something that would be replicable in the future or
15 technology could continue to use?

16 CHIEF MARKETING OFFICER MAMMANA:
17 Absolutely. We always are refining our site and
18 integrating more efficiencies with regard to AI to
19 make sure that our site is a source of truth, whether
20 our consumer is going to ChatGPT or they're coming to
21 our site. So we're always making sure our information
is accurate, period. Otherwise, we won't be
recognized as that authoritative source. So we,
again, it's great to have the machines, but the human
beings are the ones checking to make sure that if

1 we're not accurate, we might not surface. And we know
2 folks are not always coming to our channels, even on
3 an organic basis. But when we put paid media behind
4 it, then they do. So as an ongoing effort, we make
5 sure that we're refreshing and maintaining accuracy
6 so we can surface everywhere our consumer's going.

7 CHAIRPERSON MALONEY: And a similar
8 question is, how will you measure success of the— of
9 these initiatives?

10 CHIEF MARKETING OFFICER MAMMANA: Across
11 the board for everything we're doing, it's
12 participation. We also have a tool that we've added
13 through Tourism Economics, which is a division of
14 Oxford Economics, where we will be able to see if
15 someone came to our website and then visited a
16 borough. And there are a number of points of interest
17 across the boroughs. So post-World Cup, we'll be able
18 to look to see if we move the needle on those
19 visitation. And we'll be able to understand exactly
20 what they did. Did they come to the site? Did they
21 look at the calendar and then they visited? So I
think it's participation in the programs, and then
did we actually drive people and move them?

CHAIRPERSON MALONEY: Glad to hear that you're tracking that data and looking forward to seeing the results-

CHIEF MARKETING OFFICER MAMMANA:

[interposing] Thank you.

CHAIRPERSON MALONEY: of what we can deliver here. On the cultural maps, how are you defining a cultural corridor?

CHIEF MARKETING OFFICER MAMMANA: So the navigation tool, we're- you know, our AI visitor concierge is going to be coordinated with the events calendar and the other programs that we are doing. So the AI tool is also serving as the map. It's powered by Google Maps. So when you search for something and you pull up a neighborhood, you will see the businesses that will surface. And that is scraping from our website, New Jersey Transit's site, Port Authority. We'll have live inputs, and the host committee site. So assuming you have your Google business profile active, you will surface. And if you're participating in our programs, that will come up as well. So we have the \$26 and the Cup program. If you're- if you submitted an event to the calendar, all of that will come up. And so it's a sort of a

1 combination of live navigation based on all the
2 inputs we're getting, mapping, and coordination with
3 the calendar. So on the back end, everything is
4 speaking to each other, and those tools will work
5 together.

6 CHAIRPERSON MALONEY: And today, if I
7 wanted to see a complete list of the World Cup events
8 and fan activities, where would it— where would I go?

9 CHIEF MARKETING OFFICER MAMMANA: The
10 calendar won't be live until the end of May. We're
11 still collecting. What you will see on our site are
12 roundups. So we have content that will indicate where
13 to watch if you're, you know, a fan of a particular
14 team. We are also building team landing pages. So
15 we'll drive folks directly there. If you're a fan of
16 France, you can go there and find out all the places
17 to watch. So there's a lot of content up there now.
18 It's not in calendar form yet, but there's quite a
19 bit of neighborhood guides and such fan guides that
20 are available now on nycitourism.com.

21 CHAIRPERSON MALONEY: And how will the NYC
Tourism website versus the host committee website,
how will those two play together? In the press
conference yesterday, the administration was

directing people to the host committee's website. So just curious what the vision is.

CHIEF MARKETING OFFICER MAMMANA: We are partnering different information. The host committee is the authority on transportation, all things MetLife Stadium tickets, all that, obviously through FIFA. We are linking to their site pretty prominently from ours. We are more about the disbursement and the neighborhoods, and we are using the fan zones as anchor points. So when someone goes to Queens, for example, we're showing them everywhere else to go while they're there. That's not content that the host committee will cover. So we're doing all of that and we're trying to create a pretty integrated ecosystem. So- and making it very clear to the consumer where to go- which site to go to based on the information you're looking for. So they're much on the line of logistics, game details, et cetera. And we are more in the name of small business and local borough disbursement. And we're linking to each other.

CHAIRPERSON MALONEY: I want to invite Council Member Thomas-Henry to ask a few more questions.

COUNCIL MEMBER THOMAS-HENRY: That confused me a little bit. What- what's linking to one another with the sites and the small borough? Yeah, yeah.

CHIEF MARKETING OFFICER MAMMANA: Yeah, there's going to be- there is currently two different websites, the host committee site and ours. We're covering all the content around what to do while you're here using the fan zones and the matches as anchor points. So if you want to go to the fan zone in Queens, we're going to tell you what else to do while you're there. So itineraries, neighborhood guides, watch parties, all of that content will only be on our site. The host committee site is very much more about the games, tickets, transportation, all of the logistical detail to get to and from. We are linking to each other's sites. So it's different information and we're trying not to step on each other with, you know, the same information.

COUNCIL MEMBER THOMAS-HENRY: So by your site, is the nycitourism.com site?

CHIEF MARKETING OFFICER MAMMANA: Yes.
Yes.

COUNCIL MEMBER THOMAS-HENRY: Okay, perfect. So, I wanted to ask specifically about that, like when you look at your team section and it kind of goes by the different teams and one is Celebrate Ecuador. Are these businesses— the businesses that are being promoted now, are these paid ads, or is the idea to get more local businesses up here?

CHIEF MARKETING OFFICER MAMMANA: We do not charge to appear on our website, and we do not relegate only to our member base, especially for the World Cup. So no, we have a team that actively researches and works with local businesses and our BIDs and chambers to understand what businesses we should be featuring, what's relevant to the topic at hand. No, we do not charge for that, and we look to be as thorough and as accurate as possible and as inclusive as possible.

COUNCIL MEMBER THOMAS-HENRY: I would love for— to connect with your team, because as we celebrate Ecuador, my district by far has the largest Ecuadorian population and Ecuadorian restaurants that should be featured here. And that's just one example. I wanted to dig in a little more just to get a better understanding of the Little Neighborhoods campaign,

CHIEF MARKETING OFFICER MAMMANA: I just wanted to clarify one thing. The team-specific landing pages on our website are not yet live. So if you have additional input on Ecuador-specific

businesses, we'd love to talk to you because we're building all that now.

COUNCIL MEMBER THOMAS-HENRY: Absolutely. Ask one last question. We're less than two months away. There's a lot of building, a lot of development. Are we ready for this?

EXECUTIVE DIRECTOR CANFIELD: Yes.

COUNCIL MEMBER THOMAS-HENRY: Okay.

CHAIRPERSON MALONEY: Alright, we're ready. I wanted to touch on Sean- Majority Leader Abreu's bills on bathrooms. So the first set of questions, just the, the assessment of where we are currently, how many public bathrooms are open and operational in the areas where we expect increased traffic, so those five fan zones, and what's the state of play at the moment?

EXECUTIVE DIRECTOR TOLSON: Okay. With regard to the fan zones, again, those are operated by the New York-New Jersey host committee in conjunction with partners similar like Tishman Speyer or Adidas. And for- they are kind of managed like we would manage any other large-scale event that we would host in New York City, meaning that the event organizers work with us to ensure that they are providing the

1 appropriate number of restrooms per number of guests
2 and ensure that the number, at least five of those,
3 are accessible. So, they will be providing additional
4 restrooms in those areas to ensure that they are
5 complying with all city, state, and federal
6 regulations.

7 CHIEF DRURY: Yeah, hi. And from Parks'
8 perspective, we'll just add, as we mentioned in our
9 testimony, you know, we have— we were proud to offer
10 well over 700 public restroom buildings, all
11 throughout the city, some of which, you know,
12 certainly overlap with areas that we can anticipate
13 will be, you know, quite busy this summer, as they
14 are every summer, but certainly with all the exciting
15 events going on this year.

16 CHAIRPERSON MALONEY: And does the Parks
17 Department anticipate you'll need additional funding
18 to cover the cost of maintaining bathrooms or
19 increased usage?

20 CHIEF DRURY: We appreciate the question
21 very much, and we're proud to say that, you know,
22 obviously New York's keeping our restroom facilities,
23 you know, clean and usable in a good condition is a
24 top priority of the agency, and we always do that

1 with the resources that are available. We're in
2 ongoing conversations with the Mayor's Office and
3 OMB, as you know, it's a consistent dialogue, but
4 we're, you know, we're confident that we're up to the
5 task. And, you know, frankly, every summer is very,
6 very busy here in New York City. I think there's a
7 lot of ways in which this summer will be unique for
8 sure, but there are other ways in which not quite so
9 much, right? This is something we're really quite
10 used to. So we're in the midst of staffing up
11 thousands employees as part of our seasonal plan. We
12 bring on an additional couple thousand individuals
13 through our Parks Opportunity Program. So we're
14 staffing up as we do every summer. That's for our
15 beaches, our pools, our parks, our playgrounds,
16 recreational playground associates, security staff in
17 the form of city seasonal aides. So it's a very
18 robust staffing expansion that happens every summer,
19 and this summer we're obviously taking a keen look at
20 the resources that are on hand and we're continuing
21 those conversations.

CHAIRPERSON MALONEY: And have you
coordinated with the czar's office on community

soccer programming or any open play opportunities that you plan to have in New York City parks?

CHIEF DRURY: Soccer or football as it's called by others, is obviously a beloved sport by New Yorkers all over the city. I- you know, we're proud of our soccer fields and they're count- excuse me, countless number of groups that keep those, you know, fields activated and active. We have an athletic permit site on our- that features an interactive map so you can sort of see what fields are available for pickup games. It's obviously hugely popular. There's also structured play that takes place with permit- excuse me, athletic permit through leagues or what have you for youth and adults alike.

CHAIRPERSON MALONEY: Is there a plan to expand in connection with the World Cup? And if so, by how much?

CHIEF DRURY: So the existing facilities that are the existing facilities, so I don't know about expand, but obviously we are doing everything in our power to draw attention to and highlight and accentuate, you know, the availability of these fields, and because we want New Yorkers and visitors, you know, out there enjoying these spaces.

2 CHAIRPERSON MALONEY: And just back to the
3 other question, understanding that the fan zones are
4 operated separately, but do we have a sense of what
5 the current situation is of public restrooms if we
6 weren't to invest further? Like the snapshot now of
7 whether or not we have enough capacity and where we
8 need more.

9 EXECUTIVE DIRECTOR TOLSON: It is my
10 understanding that as we're still under development
11 of the plans, but that there will be the appropriate
12 number of restrooms available per the expected number
13 of guests coming into those areas.

14 CHAIRPERSON MALONEY: And do we know the
15 current hours of those existing facilities and if
16 they're- they would need to be extended during the
17 tournament?

18 EXECUTIVE DIRECTOR TOLSON: Well, they
19 would be specific to those tournament spaces. So they
20 would probably- they would align with the tournament,
21 with the hours of operations of those sites.

CHAIRPERSON MALONEY: And is there a plan
for temporary restrooms as well?

EXECUTIVE DIRECTOR TOLSON: That is a
temporary restroom, because- well, for example, the

1 tennis center, obviously that's fine on its own. But
2 spaces like Brooklyn Bridge Park, there would need to
3 be temporary restrooms associated with that event.
4 Tishman Speyer, I'm not sure where we have landed
5 with that, but if temporary restrooms are required,
6 then we would ensure that they are put in place in
7 those locations to accommodate the influx in the
8 number of guests coming into that area.

9 CHAIRPERSON MALONEY: Great. And do we
10 have an analysis of existing restroom capacity
11 against what we expect in terms of daily attendance
12 in the fan zones to identify that delta?

13 EXECUTIVE DIRECTOR TOLSON: We do not have
14 that. So that is something that we can look at for
15 you.

16 CHAIRPERSON MALONEY: Or I imagine would
17 be part of the plan coming in.

18 EXECUTIVE DIRECTOR TOLSON: It is part of
19 the plan.

20 CHAIRPERSON MALONEY: In June 1st. And
21 just to- for the record, which agency is going to be
responsible for delivering the plan?

CHIEF DRURY: You know, if I could just
speak from Parks' perspective, I think, you know,

our- as I think all the groups you've heard today, all the offices and entities, I think, you know, planning, is underway. You know, if the question is, will there be a binder, you know, with plan on the cover of it, that I think will take a little more discussion in terms of the- I think we're open to working with the sponsor of the legislation to kind of work through what that really looks like. I think what we're hearing today is that, you know, we all support the intent of this bill, and you know, the entities, the city is planning, preparing, this is all underway. Whether that results in some sort of work product or document is maybe a different- slightly different question that, you know, I think we're engaged with the sponsor on.

CHAIRPERSON MALONEY: The most important document would be that to the public so that the public are aware of where these facilities are. And I guess another question on this plan, but the standards for cleanliness, maintenance, and staffing during the World Cup, if there's an agency responsible for cleaning, and yeah, how we would coordinate with businesses, transit hubs, cultural

institutions that are near the fan zones to help increase the capacity around this influx of activity.

CHIEF DRURY: I think if you're characterizing the overall sort of cleanliness of, say, city streetway, you know, street corridors, that kind of thing, we're- you know, we're happy to consult with our our agency partners at DSNY to kind of have that discussion. Speaking from Parks' perspective, if there is a special event being planned, those event organizers are generally tasked, you know, with a plan to make sure that the- you know, that the park in this case is, you know, is kept clean or that resources are provided so that it can be sort of returned, you know, to normal as was- as would be expected. And I believe that's also the case for street events or what have you.

CHIEF MARKETING OFFICER MAMMANA: That is correct. The event organizers are responsible and must have sanitation and cleanup plans for any of their activities. It's a requirement for the permit. So when we're looking at restrooms and cleanliness and stuff like that, that is a part of their permit requirements to provide the appropriate number of restrooms for their event and to ensure that they're

maintained and cleaned. And also to ensure on a general sense, it's not just the restrooms alone, that the areas that they're occupying are maintained and clean at all times.

CHAIRPERSON MALONEY: Understood.

EXECUTIVE DIRECTOR TOLSON: And we also coordinate with sanitation to ensure that they are working directly with them.

CHAIRPERSON MALONEY: I'm referring to these five fan zones, where we need to see a little bit more of a plan for the capacity. I want to acknowledge that Council Member Brewer has joined us, and give her the opportunity to ask questions.

COUNCIL MEMBER BREWER: Thank you. Thank you very much. I- Council Member may have already asked. Obviously, we have lots of people who want to have events related and not related, literally even if you're just a block association that hasn't had a block association event in the past, the answer is no during this time. Is that a correct statement?

EXECUTIVE DIRECTOR TOLSON: The answer is that we're going to review your application and ensure as long as those resources are available to host the event, it can move forward. If there are not

resources available to host the event, then we can't move forward.

COUNCIL MEMBER BREWER: Okay, so it's case by case is what you're saying?

EXECUTIVE DIRECTOR TOLSON: Correct. Like, we, as you know, we get lots and lots of applications in. We do again have our policy and in our rules that the events that take place in the previous year have the right to—

COUNCIL MEMBER BREWER: [interposing] No, and that's why I made very clear, said it would be a new event.

EXECUTIVE DIRECTOR TOLSON: So all new events are being analyzed and assessed based on resources and other things, and they have input from other agencies as to whether they may be able to move forward or not.

COUNCIL MEMBER BREWER: Okay. Second question is— it's— I guess that would apply— in other words, if a bar is having an event, that would not necessarily involve the street, but it might, because everybody's going to want to do something that is not— people can't get the tickets to go, they may or may not go to Rockefeller Center if they live in

1 Manhattan, unless the event there. So, do you need—
2 are they going to need extra information if people
3 spill out into the street? Is there any other kind of
4 way that people can see the programs other than
5 Rockefeller Center, going to the Meadowlands,
6 etcetera? How else are people going to participate?
7 What's your envision for that?

8 EXECUTIVE DIRECTOR CANFIELD: Hi, Council
9 Member. Good to see you. Great question. We
10 anticipate that there will be all kinds of places to
11 view the game. So the Fan Fest will certainly be a
12 place where—

13 COUNCIL MEMBER BREWER: [interposing] That
14 we know—

15 EXECUTIVE DIRECTOR CANFIELD: free
16 viewing.

17 COUNCIL MEMBER BREWER: Right.

18 EXECUTIVE DIRECTOR CANFIELD: In addition,
19 I think over the course of the next month, we'll—
20 more and more events will be announced and stood up
21 from parks to plazas. We know that everyone is well
 aware of the permit restrictions that have been in
 place, and part of that was so some of this
 programming could be stood up. In addition, the

portal that New York City Tourism is hosting will be a place where entities can list their viewing parties. So we know that museums, all kinds of institutions are planning on hosting viewings. ABNY just released a list of their grantees. A lot of those events and activations are for viewing parties. So, I think-

COUNCIL MEMBER BREWER: [interposing]

Those are all free or just depends?

EXECUTIVE DIRECTOR CANFIELD: Those are free, yes, yes. So I think we're really at a tipping point where a month from now we'll- a lot of that programming will become public, and I'm confident that folks will be able to find a place to watch.

COUNCIL MEMBER BREWER: Okay. So, because we all have newsletters. I have the best newsletter, but for everybody has a newsletter. If you don't have it, you should sign up. But what I'm saying is we need enough advance notice to be able to tell people where all these events are taking place. Right now other than Rockefeller Center and going to the Meadowlands, I don't know where to tell people to go. So-

EXECUTIVE DIRECTOR CANFIELD:

[interposing] Yes, that's the great thing about the New York City Tourism Portal. I know we, like, sound repetitive, but we very intentionally planned for that to be the source of truth, and it's very user-friendly.

COUNCIL MEMBER BREWER: Right, I know.

EXECUTIVE DIRECTOR CANFIELD: There will be a digital interface. So what we would recommend, and we'll certainly work with your office, that your newsletter, rather than trying list individual events would point people directly to that website.

COUNCIL MEMBER BREWER: Alright, so that'll know about the small events as well as the museums and everything else?

EXECUTIVE DIRECTOR CANFIELD: That's right.

COUNCIL MEMBER BREWER: Okay, because to get into a museum, some costs, some don't. I'm just saying. So sometimes they say you can come in for free as long as you pay the admittance. That's not true of the SIGs, but it's true of others. So just be clear that that's not always free, right?

EXECUTIVE DIRECTOR CANFIELD: Understood.

COUNCIL MEMBER BREWER: Okay, the other thing is, how are these tourists— I don't know what they are— soccer fans— going know to go to what— the neighborhoods? Now obviously, we want them— I know people want them in Brooklyn. To hell with Brooklyn, I want them in Manhattan. So my question would be, are they given a list of fun places to go? How is it being— I want them to go to Columbus Avenue. We have nice shops, blah, blah, blah. And we have, you know, etcetera. So how is that all decided? Is it the concierge at the hotel who tells them what to do? That's usually what happens.

CHIEF MARKETING OFFICER MAMMANA:

Sometimes, but we—

COUNCIL MEMBER BREWER: [interposing] All the time.

CHIEF MARKETING OFFICER MAMMANA: But we hope not all the time because we've got a lot of media out there. So we started promoting this internationally last fall, and now we're going to begin running at the end of May, our local media, regional media, and long-haul domestic media. That's digital. We're also going to have our out-of-home throughout the five boroughs with QR codes going to

our website. And we will have a very robust content creator partnership. We're partnering with the mayor's office, the host committee, and our team to have a suite of content creators that are both local and then aligned with the countries that are playing here. That content's going to be driving across the five boroughs in a very robust way, and the Mayor will actually be kicking off that campaign. It's going to be called Kick It in NYC, and that's going to allow consumers to tell people how they kick it and as well as the creators. So there's going to be a lot of promotion. It's not kicking off until around Memorial Day, which is why you haven't seen anything yet, but it's— we're— that's why we're trying to drive all the traffic as much as we can to our website because that's where all of this will live. And it's meant to help people navigate. And the AI tool will also be a real-time tool that we will separately be promoting. With a QR code. So as you're out and about, you see a billboard, you scan it, and that will tell you what's nearby to the fan zones and where to go. So we're trying to deploy every channel we can.

COUNCIL MEMBER BREWER: So they can—
there'll be all five boroughs that will be
highlighted is what you're saying?

CHIEF MARKETING OFFICER MAMMANA: That's
correct. Hopefully they come to Manhattan. Thank you.

CHAIRPERSON MALONEY: Thank you, Council
Member. On the topic of hotels, the Hotel Gaming and
Trades Council contract is going to expire right in
the middle of the Cup on July 1st, during the
tournament. And I'm wondering if the administration
can speak to a contingency plan in place, in the
event that that does happen and the dispute drags
into the second half of the World Cup.

EXECUTIVE DIRECTOR CANFIELD: Thank you,
Chair. What I can say is that that is certainly top
of mind for folks, and there are a lot of ongoing
conversations around that. We could certainly get
back to your office with more details on that
planning.

CHAIRPERSON MALONEY: Great, thank you.
And for the Department of Transportation, some
questions. What role do you play in identifying
plazas or transit hubs that need temporary restroom

facilities in that bill that we were discussing before?

ASSISTANT COMMISSIONER WEIDENHOF: So we are working on a whole set of World Cup activations that are still very much in development, but we know those will draw a lot of people. So we're working on portable options that will be scaled to the events that we're planning. So that's definitely something we will share once final. We also will make sure that all of those restrooms meet ADA.

CHAIRPERSON MALONEY: All of them.

ASSISTANT COMMISSIONER WEIDENHOF: All the plans for the restrooms will meet ADA. So as you know-

CHAIRPERSON MALONEY: [interposing] I love to hear it.

ASSISTANT COMMISSIONER WEIDENHOF: like, in, you know, the code is a certain percentage of-

CHAIRPERSON MALONEY: [interposing] Right, yes.

ASSISTANT COMMISSIONER WEIDENHOF: Thank you for that clarifying question.

CHAIRPERSON MALONEY: And does DOT have a plan for wayfinding signage during the tournament so

that people who aren't from New York know their way around?

ASSISTANT COMMISSIONER WEIDENHOF: So like I mentioned, we're going to be making sure that our wayfinding signage in Midtown and Lower Manhattan has those restroom decals on them so folks are aware. But we're actually working with the World Cup team on part of the larger messaging wayfinding efforts that will be released in the coming weeks.

CHAIRPERSON MALONEY: And around fan zones, we're— want to hear more about plans around road closures, parking, bus lane enforcement, any additional traffic changes that we can expect around those fan zones and how the DOT is planning for that.

ASSISTANT COMMISSIONER WEIDENHOF: Yeah, so that's being closely coordinated with our colleagues in CECM SAPO who really help bring all the relevant agencies together to think through that planning comprehensively.

CHAIRPERSON MALONEY: And on the funding side, has the administration done an analysis of what the potential cost is to implement these three bills? And if so, what we expect the cost to be?

2 CHIEF DRURY: I'm speaking for Parks, you
3 know, in the restroom bill specifically. You know,
4 our stance is that our agency is in the process of
5 planning and preparing, you know, for an influx of
6 visitors and New Yorkers alike to enjoy our
7 restrooms. And so, you know, so we don't believe the
8 planning represents an additional cost. You know,
9 what steps eventually have to be put into place? Will
10 there be costs associated with that? You know,
11 certainly, and that's obviously still under
12 discussion and analysis. So, I don't know if others
13 have a different stance in terms of-

14 COUNCIL MEMBER BREWER: [interposing] Only
15 Bryant Park and Bella Abzug Park have good restrooms.
16 That's it. Thank you.

17 CHIEF DRURY: Thank you for that feedback,
18 Council Member.

19 EXECUTIVE DIRECTOR TOLSON: With regard
20 to, again, the fan zones, that is the- at the expense
21 of the organizers that are managing those events to
ensure that they have the appropriate number of
restrooms available to accommodate the influx of
individuals that are coming into that space. They
have planned for an event that would be accessible to

1 a certain number of individuals, and then they will
2 ensure that restrooms are provided to accommodate for
3 that influx in the number of guests coming into their
4 space. So it is their responsibility to cover those
5 costs and to ensure that five percent of those
6 restrooms are at least ADA compliant. And then we
7 will then in turn ensure that not only are they
8 compliant, but they're also accessible.

9 CHAIRPERSON MALONEY: And for the cultural
10 passport and cultural corridors, any estimated
11 implementation costs?

12 EXECUTIVE DIRECTOR CANFIELD: For the
13 short term- for just the World Cup passport, Team
14 Wonder has received a grant for that, so there will
15 be no cost to the administration for specifically the
16 World Cup Passport. We have not done an analysis of
17 that longer-term cultural passport.

18 CHAIRPERSON MALONEY: Great to hear about
19 the grant. And the map, NYC Tourism?

20 CHIEF MARKETING OFFICER MAMMANA: All of
21 our activity is being supported by the \$4.5 that we
have received from Mamdani administration. The
building of the calendar we are doing internally, so
no internal- no additional cost there.

2 CHAIRPERSON MALONEY: On the topic, I did
3 want to again ask for a more detailed breakdown of
4 how the host committee funds were provided. Is that-
5 is that something you can speak to today?

6 EXECUTIVE DIRECTOR CANFIELD: Thank you,
7 Chair. So in terms of the host committee funds, we
8 have the \$20 million allocated under the Adams
9 administration, which primarily went for marketing
10 and promotion and organizing the Fan Fests that were
11 announced yesterday, as well as the ongoing
12 coordination for transportation and public safety.
13 The new allocation from this administration, as
14 you've heard, plans are still being finalized, but we
15 expect the funding to support operations, planning,
16 community engagement, and the kind of programming
17 that we're talking about today. And I think important
18 to- for both sets of funding, that funding is
19 dispersed through the EDC on a reimbursement basis.
20 So all of the expenditures have that extra check with
21 the EDC to ensure that they are appropriate and meet
the goals of the funding.

19 CHAIRPERSON MALONEY: Any other final
20 statements? Otherwise, to wrap up, what we heard

1 today is all agencies that testified are in support
2 of these bills, correct?

3 CHIEF DRURY: We— I think we support the
4 intent of the bills, and we look forward to working
5 with the sponsor to discuss the details of how they
6 can— we can jointly meet the goals of the
7 legislation.

8 CHAIRPERSON MALONEY: Great. And
9 implementation is underway. To reiterate, we're
10 roughly 40 or so days out from the Cup. So time is of
11 the essence, but we're confident and more information
12 will be coming soon by June 1st. Great. The panel is
13 dismissed. Thank you very much for participating. And
14 I now open the hearing up for public testimony. I
15 remind members of the public that this is a
16 government proceeding and that decorum should be
17 observed at all times. Members of the public should
18 remain silent. The witness table is reserved for
19 people who wish to testify. No video recording or
20 photography is allowed from the witness table.
21 Members of the public may not present audio or video
recordings as testimony, but may submit
transcription— transcripts of such recordings. If you
wish to speak today, fill out an appearance card. And

1 we have— Alright, first up is Christopher Johnson.
2 Two minutes. If you wish— yeah, it's two minutes and
3 we're focusing on today's hearing topic, which is
4 legislation related to the World Cup.

5 CHRISTOPHER LEON JOHNSON: Alright,
6 perfect. Yeah, hello. My name is Christopher Leon
7 Johnson. I support all bills on the ticker. Uh, I
8 want to say this right now that I think that the City
9 Council Chair, both Brewer and Maloney, because I
10 know they just opened up the Deliverista Hub right
11 outside the City Council thing on Broadway and
12 Murray, they need to find a way to make it— make sure
13 that the so-called illegal vendors are protected
14 going forward when it comes to the FIFA World Cup. I
15 think that— I know that they want access more
16 bathrooms for the tourists, but they need to make it
17 where that the people that really make the city
18 happen, which are the delivery workers and the street
19 vendors, have their fair share, have the same rights
20 as the tourists and the people that actually legally
21 put that— that so-called legal vendors. And I know
that making it clear that New York does not host the
World Cup, but they need to make it— they need to
have a conversation with both the Street Vendor

1 Project and the Worker Justice Project to make sure
2 that these people are protected during those days
3 when the World Cup is happening, especially during
4 the final days. So I'm going to end it here that they
5 need to have another hearing to make sure- to have a
6 conversation with the Street Vendor Czar, Mrs.
7 Caitlin Gutierrez [sp?], to make sure that these guys
8 and gals who are deliver- who deliver food and who
9 vend stuff outside, who not mostly not going to be
10 legal authorized vendors of the FIFA World Cup, make
11 sure they don't get criminalized by the NYPD and to
12 make sure they don't get harassed by the host
13 committee and the people that work for the host
14 committee for FIFA 2026. So that's all I got to say.
15 That's why I just came here. And that's all I got to
16 say. Thank you so much and enjoy your day. Thank you.

15 CHAIRPERSON MALONEY: Thank you. And we're
16 now moving to Zoom testimony. Jessica Walker first.

16 SERGEANT AT ARMS: You may begin.

17 JESSICA WALKER: Chair Maloney, members of
18 the committee, thank you. This is Jessica Walker from
19 the Manhattan Chamber of Commerce representing
20 125,000 businesses. In February, I urged you to act
21 so small businesses across all five boroughs benefit

1 from this summer of opportunity. You answered. Thank
2 you. We support all three bills. A few suggested
3 amendments are in my written testimony. On Intro 808,
4 we don't need a new map. The Chamber and our partners
5 built one with Live XYZ. It's free, public, and ready
6 to launch. It's the most equitable tool out there
7 because every storefront in New York City is already
8 captured. No sign-up required, no advantage for paid
9 marketing. The city should integrate, not duplicate.

Two state measures we urge you to back:

10 Assemblymember Simmons' HOST Act and Governor
11 Hochul's 4:00 a.m. operating hours extension. And
12 start coordinating with community boards now. Many
13 bars are bound by stipulations forcing earlier
14 closings than their licenses allow. Without community
15 board coordination, the 4:00 a.m. rule will live on
16 paper, not in practice. On fan zones, SBS should
17 proactively educate nearby small businesses on FIFA's
18 commercial restrictions, what they can and can't
19 advertise, sell, and say. A Hell's Kitchen deli owner
20 shouldn't learn the rules from a cease and desist.
21 Lastly, we've heard suggestions that the right
posture for the city is to retreat, work from home,
wait it out. We respectfully disagree, and so will

1 most New Yorkers. New Yorkers do not sit out historic
2 moments in their own city. We show up for them. This
3 is the biggest civic moment in a generation. Our
4 residents have every right to be part of it in the
5 streets, in the bars, at the watch parties. Transit
6 congestion is real, but the answer is to fix it and
7 invite more people in, not ask New Yorkers to opt out
8 of their own city's once-in-a-generation summer.
9 Thank you.

10 CHAIRPERSON MALONEY: Thank you, Jessica.
11 And next we have Lucy Sexton.

12 SERGEANT AT ARMS: You may begin.

13 CHAIRPERSON MALONEY: You might be on
14 mute.

15 LUCY SEXTON: Hear me now?

16 CHAIRPERSON MALONEY: Yes.

17 LUCY SEXTON: Okay, good. I'm Lucy Sexton
18 of New Yorkers for Culture and Arts, here to talk
19 about intro 849. Arts and culture are infrastructure.
20 Arts and culture are economic development. Spurring a
21 whopping 13 percent of the city's economic activity.
So we are deeply appreciative of Cultural Affairs
Committee Chair, Deputy Speaker Nantasha Williams for
introducing this bill. We support its goal of

1 encouraging visitors to cultural centers in every
2 borough and community in the city. To do that,
3 outreach for partnering organizations must be done
4 with an intention to include and center organizations
5 of all sizes in communities in Queens, the Bronx,
6 Staten Island, as well as Brooklyn and Manhattan. The
7 cultural community stands ready to help with input of
8 ideas and connections for outreach. Yes, to the
9 Chair's question about accessibility. We suggest that
10 every participating organization offer a full and
11 detailed explanation of their accessibility on many
12 fronts, and that that information be listed or linked
13 in the passport's webpage. Though there has been very
14 modest investment in World Cup-specific cultural
15 programming, particularly for smaller groups in the
16 boroughs. The culture passport's idea is that it gets
17 folks visiting cultural attractions doing their
18 regular programming, right? Many people from around
19 the world would be excited to visit the Louis
20 Armstrong House Museum's exhibits if we let them know
21 it's there. We hope the city will not miss this
opportunity, but rather invest in making it a success
by engaging and employing artists, by getting the
word out about the many cultural jewels in every

borough, by giving New York City tourism the resources it needs to amplify this exciting program at the airports and subways and local media. It would be the most wonderful success if the economic benefits of the World Cup were spread to every neighborhood. It would be an even bigger success if giving visitors a taste of all New York City culture has to offer brings them back to those boroughs again and again. Arts and culture are New York City. We help power the economy and deserve this critical investment during this global festival. Thank you.

CHAIRPERSON MALONEY: Thank you so much. And that concludes our testimony. Thank you again, and hearing adjourned.

[gavel]

C E R T I F I C A T E

World Wide Dictation certifies that the foregoing transcript is a true and accurate record of the proceedings. We further certify that there is no relation to any of the parties to this action by blood or marriage, and that there is interest in the outcome of this matter.



Date August 15, 2026