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Int. No. 1341

By Council Member Louis, Banks, Marte, Zhuang, Brannan, Schulman and Stevens

A Local Law to amend the New York city charter, in relation to promoting arts and cultural institutions

Be it enacted by the Council as follows:

Section 1. Chapter 67 of the New York city charter is amended by adding a new section 2511 to read as follows:

§ 2511. Public awareness campaign. a. The commissioner, in collaboration with relevant city agencies, shall develop an annual citywide campaign to promote arts and cultural institutions located in each borough. Such campaign shall, at a minimum:

1. Promote institutions with free or discounted admission days;

2. Promote eligibility-based admissions programs for recipients of public assistance; and

3. Disseminate information about arts and cultural institutions through public service announcements, school and community-based partnerships, and social media.

b. The commissioner shall create a publicly accessible digital platform or promote an existing publicly accessible digital platform. Such digital platform may include a mobile application or website, and shall be designed to provide a comprehensive and searchable map of cultural institutions. Such digital platform shall, at a minimum:

1. Allow users to filter by cost of institution, including no cost;

2. Allow users to search by transportation method and type; and

3. Allow users to filter by type of institution.

c. The commissioner shall establish a designated annual museum week event. Such event shall promote cultural institutions through discounted or free admission at participating museums, and promote special or limited-time cultural attractions at such museums. The department shall be the primary agency responsible for developing, implementing, overseeing, and publicizing the event to public forums, including the department's website. Such publicity shall include, but not be limited to:

1. The timing and duration of such event; and

2. A list of participating museums and information about free or discounted admission.

§ 2. This local law takes effect 90 days after enactment.

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