



DEMOCRAT FOR MAYOR

VIBE NYC

Vision for **I**nternational
Business & **E**vents

Scott Stringer's plan to bring back major events, supercharge tourism, and reassert New York City as the world's cultural and economic epicenter.

“New York isn’t just the biggest city in America. It’s the capital of the world. That means bringing back the biggest events, the brightest spotlights, and the boldest ideas. Under my administration, New York will be the place the world comes to meet — and every borough, neighborhood, and block will benefit. ” - **Scott Stringer**

OVERVIEW

In recent years, cities like Las Vegas, Chicago, and Miami have lured away events that once belonged to New York. At the same time, NYC’s small businesses, hotels, and tourism workers are still recovering from the pandemic’s economic blow and the political turbulence that continues to tear through the country.

Under the Trump administration, New York City’s international reputation has suffered. Travelers fear entering the country. Tourists from Europe and Canada are staying away, with NYC officials projecting a 17% drop in foreign visitors and an anticipated \$4 billion loss in tourist spending in 2025 ([The New York Times](#)). Major attractions are already seeing declines and global event organizers are increasingly wary of associating with a city caught in the crossfire of national chaos.

Scott Stringer’s plan to restore New York as “The World’s City” lays out a bold agenda to reclaim our standing as the planet’s premier host city. From securing the 2028 Democratic National Convention and making the city a playground for global tourists during next summer’s World Cup to expanding the Tribeca Film Festival and bringing Comic-Con Global to the Javits Center, this plan is about unlocking the full power of events and tourism to create jobs, boost neighborhoods, and show the world what NYC can do.

With a mayor who understands how to cut red tape and deliver results, New York can once again be the global stage where culture, commerce, and community converge—and emerge as a beacon of fellowship during a divisive political era.

Scott will finally make the work of NYC Tourism + Conventions a priority and align their efforts with the city government through business event funds and a place in City Hall.

The Problem

When it comes to putting on a spectacular show for a global audience, other cities are eating our lunch.

Since 2015, the NFL Draft has rotated away from NYC. Major business confabs like Web Summit and Money20/20 go elsewhere. In 2024, Chicago won the DNC bid. Events that bring in millions in hotel, restaurant, and tourism revenue are choosing other cities over New York.

Meanwhile, the city's post-pandemic recovery remains uneven. Midtown still hasn't fully bounced back. Jobs in hospitality and tourism are growing—but still below pre-pandemic levels. Local businesses that thrive off tourism face long off-seasons and dwindling foot traffic. Trump's inflammatory rhetoric and erratic foreign policy are driving away potential visitors and giving pause to others who had previously made the city their top destination.

There's no reason New York should be losing out. But there's a clear reason why we are: For too long, City Hall has been reactive rather than visionary. If we want to lead again, we need a Mayor who goes out (and not just to private clubs), speaks to the people and stands strong when national leadership undermines our global brand.

The Solution

Scott Stringer will implement a five-point plan to make NYC the world's go-to destination for major events, conferences, and cultural moments. His efforts will be laser-focused on partnering with NYC Tourism + Conventions and building on their successes:

1. Create the NYC Events & Global Partnerships Office

One-stop coordination for marquee events, acting as a government partner to NYC Tourism + Conventions

- Housed in City Hall, this new office will be NYC's dedicated team for attracting, managing, and promoting major events.
- It will lead NYC's bids for events like the DNC, NFL Draft, and World Economic Forum summits.
- It will coordinate across city agencies to streamline permits, logistics, and city services—offering a red carpet, not red tape.

New York needs a full-time team whose sole mission is to make us the world's event capital. Under Mayor Stringer, we will create a new Office of Citywide Events & Partnerships inside City Hall to lead NYC's competitive bids for major global gatherings—ranging from the DNC to the Web Summit. The office will coordinate across agencies and boroughs to make the process smooth for organizers and impactful for residents. It will serve as an “events concierge,” managing logistics from permitting to security, and ensuring every neighborhood gets a piece of the action. This isn't just about logistics—it's about leadership. City Hall will actively recruit events, not passively wait for opportunities.

This work is already being done by NYC Tourism + Conventions, but Scott's new office will bring them right into City Hall and act as an active partner.

The Office of Citywide Events & Partnerships will also treat the city's geographic diversity as an asset, not an afterthought. By proactively scouting event venues across all five boroughs—stadiums in the Bronx, parks in Queens, art spaces in Brooklyn, cultural corridors in Harlem and Staten Island—we'll show the world that every inch of New York can be a stage. This approach not only spreads economic opportunity, but strengthens our case in winning bids by demonstrating the logistical flexibility and cultural richness only NYC can offer.

2. Launch the "Capital of the World" Campaign

A bold initiative to reassert New York's global brand.

- NYC will kick off a new global marketing push positioning the city as the epicenter for business, culture, and connection in the 21st century.
- The campaign will showcase New York's diversity, creativity, and readiness to host the world again.
- Anchored by a premier events calendar and global partnerships, the campaign will draw organizers, investors, and innovators back to NYC.

New York must reassert its brand as the world's ultimate host city—and do it loudly.

The "Capital of the World" campaign will be a global, multimedia push to position NYC as the destination for business, culture, and innovation in the 21st century. It will include international roadshows, a digital storytelling platform, and partnerships with influencers across tech, fashion, sports, and art. This campaign won't just spotlight our skyline—it will highlight our neighborhoods, our resilience, and the unique energy that only New York delivers. When people think of where to gather the best minds or launch their biggest ideas, they'll think of us.

Under this plan, signature events will no longer be concentrated in Manhattan alone. From the Bronx to Staten Island, we'll scale up cultural programming and build borough-specific experiences that become international draws in their own right. We'll make sure that every borough gets its moment—and its share of the spotlight.

3. Offer Competitive Incentives and Event Support Packages

Make it easy to choose New York.

- Under a Stringer administration, NYC will offer tailored incentive packages for high-impact events.
- That includes streamlined city services, temporary fee waivers, and co-marketing support.
- Major events can generate over \$100 million in local spending. It's worth the investment.

Big events bring big returns.

Under a Stringer administration, the city will offer targeted support to lure the most impactful events. That includes temporary fee waivers, infrastructure assistance, and rapid permitting processes for organizers who commit to hosting in NYC. Each major event can inject hundreds of millions into the local economy—supporting workers, filling hotels, and activating retail corridors. We'll also build interagency rapid-response teams—so that organizers don't face a bureaucratic maze but a unified, ready-to-go City Hall. If cities like Las Vegas can roll out the red carpet, so can we—and better.



4. Expand NYC's Signature Events

Grow what we already do well.

- Support expansion of iconic NYC events: Tribeca Film Festival, UN Climate Week, Frieze and Armory Shows, Met Gala programming, Fashion Week, and the National Retail Federation Big Show.
- Create borough-based extensions to spread economic impact citywide—Queens art fairs, Bronx music festivals, Brooklyn design weeks.
- Grow public access and engagement through free events, cultural nights, and satellite programming.

We already have world-class events; it's time to supercharge them. Scott Stringer will expand festivals like the Tribeca Film Festival and UN Climate Week, enhance the cultural ecosystem around the Met Gala, and elevate Fashion Week and Frieze New York to be truly global magnets. We'll also launch new borough-based festivals—Brooklyn Design Week, Bronx SalsaFest, expanded Queens Night Markets—that celebrate the full mosaic of New York. Support from the city will help these events grow in scale and ambition, attracting more visitors and spreading economic benefit beyond Manhattan.

5. Bring the World's Marquee Events to NYC

Make New York the permanent host of global ideas and innovation.

Scott Stringer will lead a competitive push to win back and bring in the world's biggest gatherings:

- **2028 Democratic National Convention** – A powerful symbol of democratic leadership, civic pride, and economic opportunity. With 50,000+ attendees and global press coverage, this would be a defining moment for New York.
- **NFL Draft & MLB All-Star Game** – National sports extravaganzas that bring in hundreds of thousands of fans and tens of millions in spending. NYC should host them regularly.
- **World Economic Forum: Urban Transformation Summit** – Positions New York as a thought leader on sustainable, equitable cities.
- **Web Summit / Collision** – Tech mega-conferences that could draw 70,000 global entrepreneurs, affirming NYC as a tech capital.
- **Money20/20** – The world's premier fintech event, perfect for Wall Street's next chapter.
- **Comic-Con Global** – Capitalizes on NYC's pop culture strength and existing infrastructure to attract 200,000+ attendees.
- **Vanity Fair New Establishment Summit** – A prestige event fusing celebrity, media, tech, and culture.
- **Summit Series / Founders Forum** – Exclusive innovation retreats that link NYC to the next wave of unicorn founders.
- **Aspen Ideas NYC** – An East Coast hub for the world's biggest debates on democracy, climate, and equity.

Each event is more than a spectacle—it's a signal. That New York isn't just back. It's leading again.

Building on the successes of NYC Tourism + Conventions, Scott's administration will study the feasibility of a business event fund and fully fund the efforts of NYC Tourism + Conventions.

Why It Matters

- **Jobs & Revenue:** The tourism sector supports nearly 400,000 NYC jobs. In 2024, NYC welcomed 65 million visitors, generating over \$79 billion in economic impact.
- **Hotel & Restaurant Boost:** Hotel occupancy hit record highs in 2024, with average room rates topping \$400/night. Events fill the city in off-peak months.
- **Small Business Impact:** From halal carts in Queens to restaurants in Little Italy, events bring foot traffic and customers citywide.
- **International Headwinds:** Due to Trump's renewed influence, international visits to NYC are projected to drop by 17% in 2025, with over \$4 billion in lost spending. Canadian tourism is sharply down, and European visitors are avoiding U.S. destinations over visa delays and anti-immigrant rhetoric.
- **Brand Power:** Hosting the DNC or World Economic Forum positions NYC as a global leader in democracy, innovation, and culture—especially vital when Washington's leadership sows confusion abroad.

Scott Stringer's Experience

Scott has a track record of making government work.

As Comptroller, he audited city agencies for performance and oversaw tourism and economic development budgets. He pushed for support of NYC's cultural and hospitality industries during COVID, warning of the long-term economic risks. And as Borough President, he worked with communities to bring local arts and culture into city planning.

He understands that these events aren't handed out—they're won. And under his leadership, New York City will win again.

