

A low-angle, upward-looking photograph of Times Square in New York City. The image shows several tall, modern skyscrapers with glass facades reaching towards a bright blue sky with light clouds. In the foreground, there are large, colorful billboards and advertisements. One prominent billboard features a woman's face and the text 'QUICK-PICK A NUMBER'. Another billboard on the right side has the text 'NEWS NEWS DOW JONES'. The overall scene is vibrant and captures the iconic energy of the city.

# **TIMES SQUARE: WHAT'S IN ITS FUTURE?**

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**Times Square Alliance  
Annual Public Meeting**

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**MONDAY, APRIL 27, 2015**

An aerial, high-angle photograph of Times Square in New York City at night. The scene is dominated by tall skyscrapers and a dense grid of streets. The buildings are illuminated with warm yellow lights, and the streets are filled with the glow of numerous bright, colorful billboards and advertisements. The overall atmosphere is one of intense urban energy and light pollution. The text is overlaid on the left side of the image.

# **Times Square: What's in its Future?**

**Nightmares & dreams  
expressed by the  
community**



# Operations Update

# Public Safety



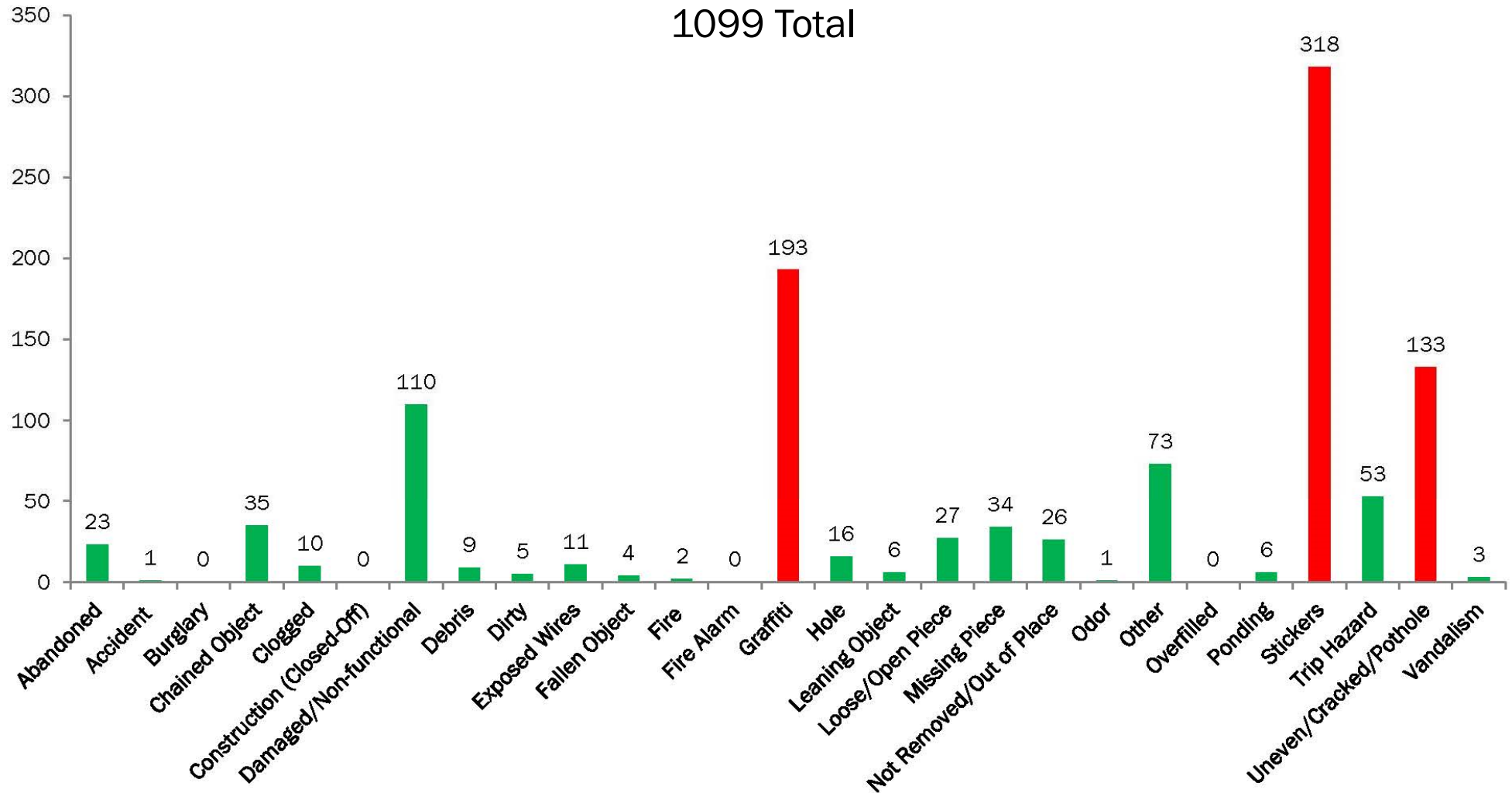
# Conditions Tracking



## GeoPal Conditions

January 1, 2015 - April 22, 2015

1099 Total





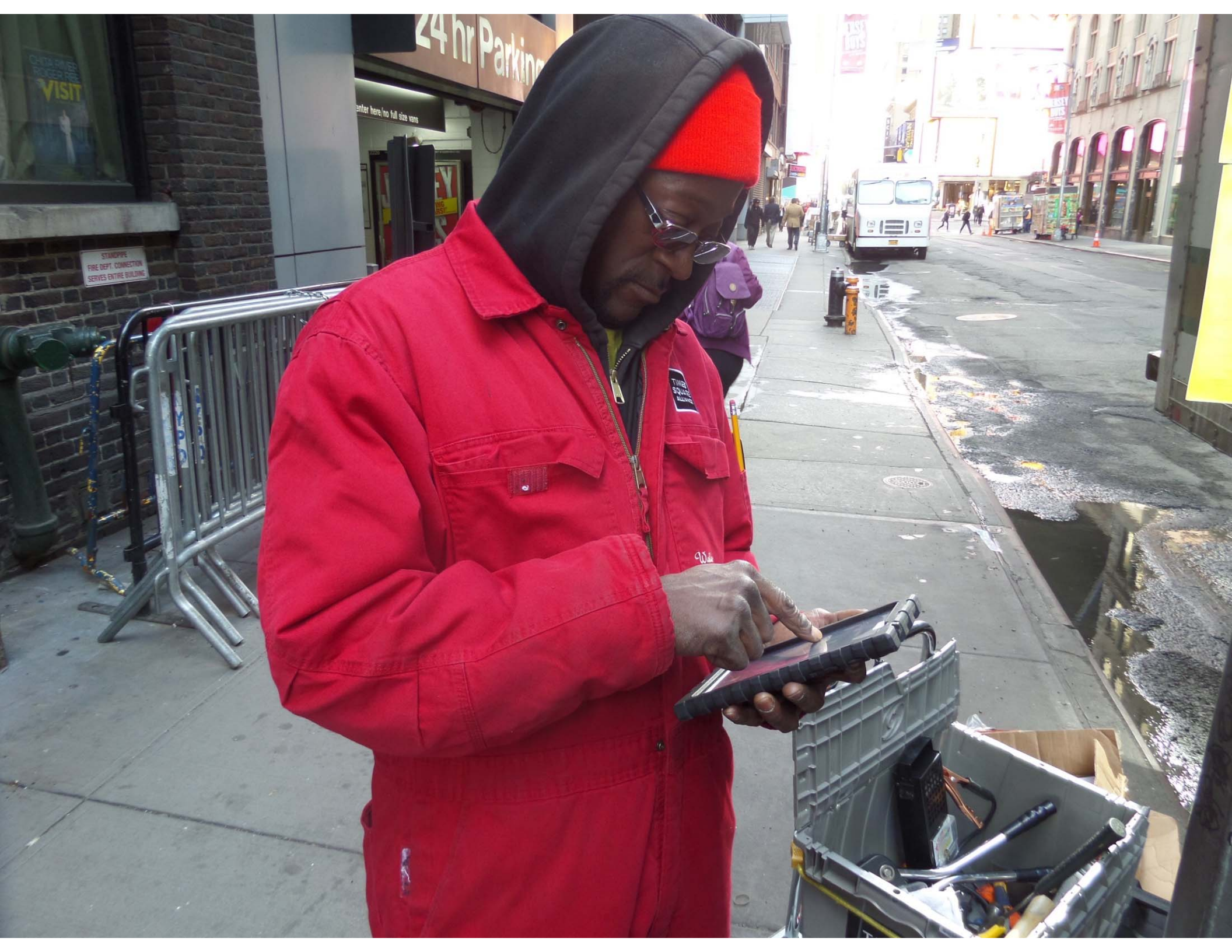
**William Jackson**



**Angel Rivera**

# Sanitation





24 hr Parking

enter here / no full size vans

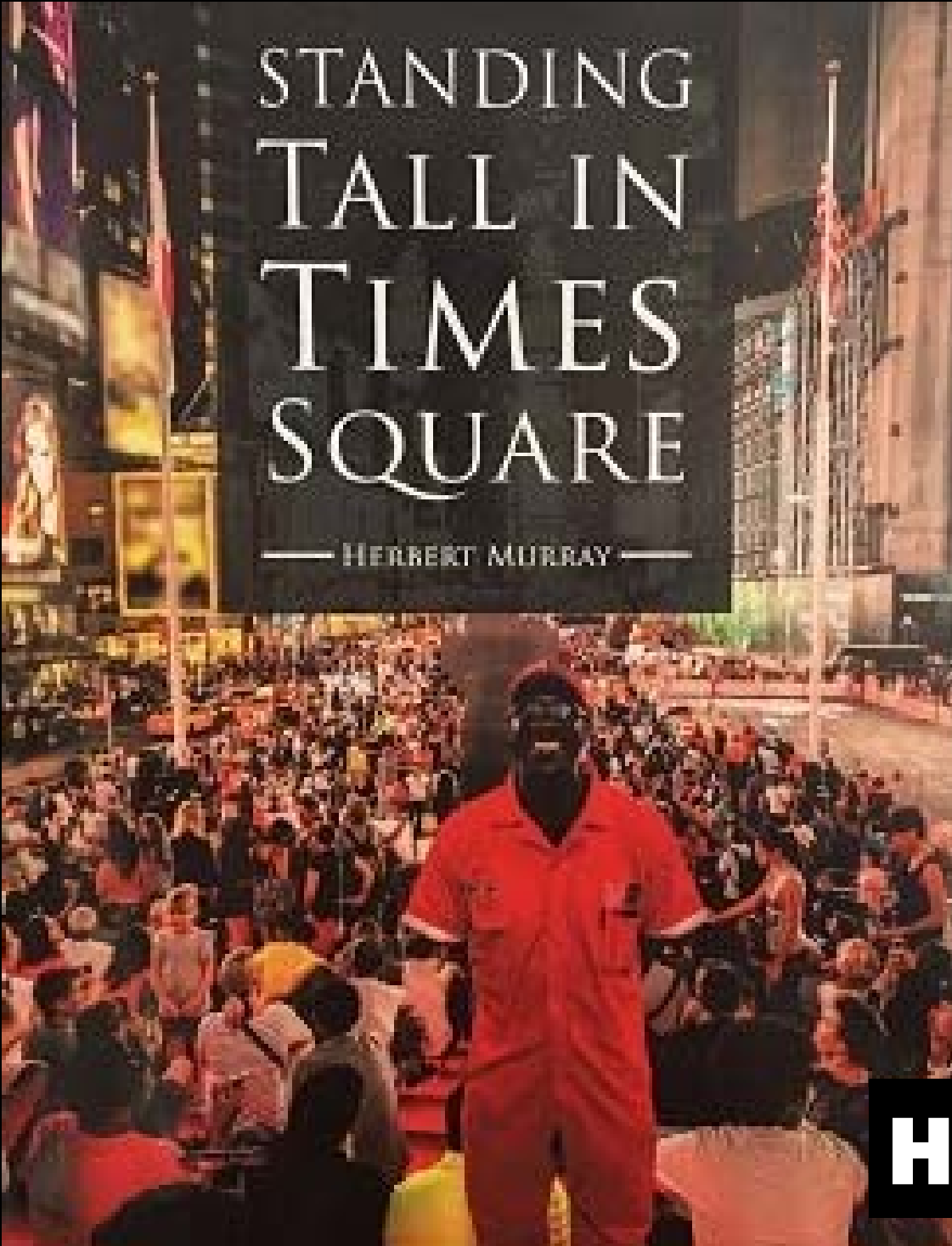
STAMPING  
FIRE DEPT. CONNECTION  
SERVES ENTIRE BUILDING

THUR  
SQUAD  
BLANK

90







STANDING  
TALL IN  
TIMES  
SQUARE

— HERBERT MURRAY —

**Herbert Murray**

# Big Belly Trash Cans



# Crime in Times Square

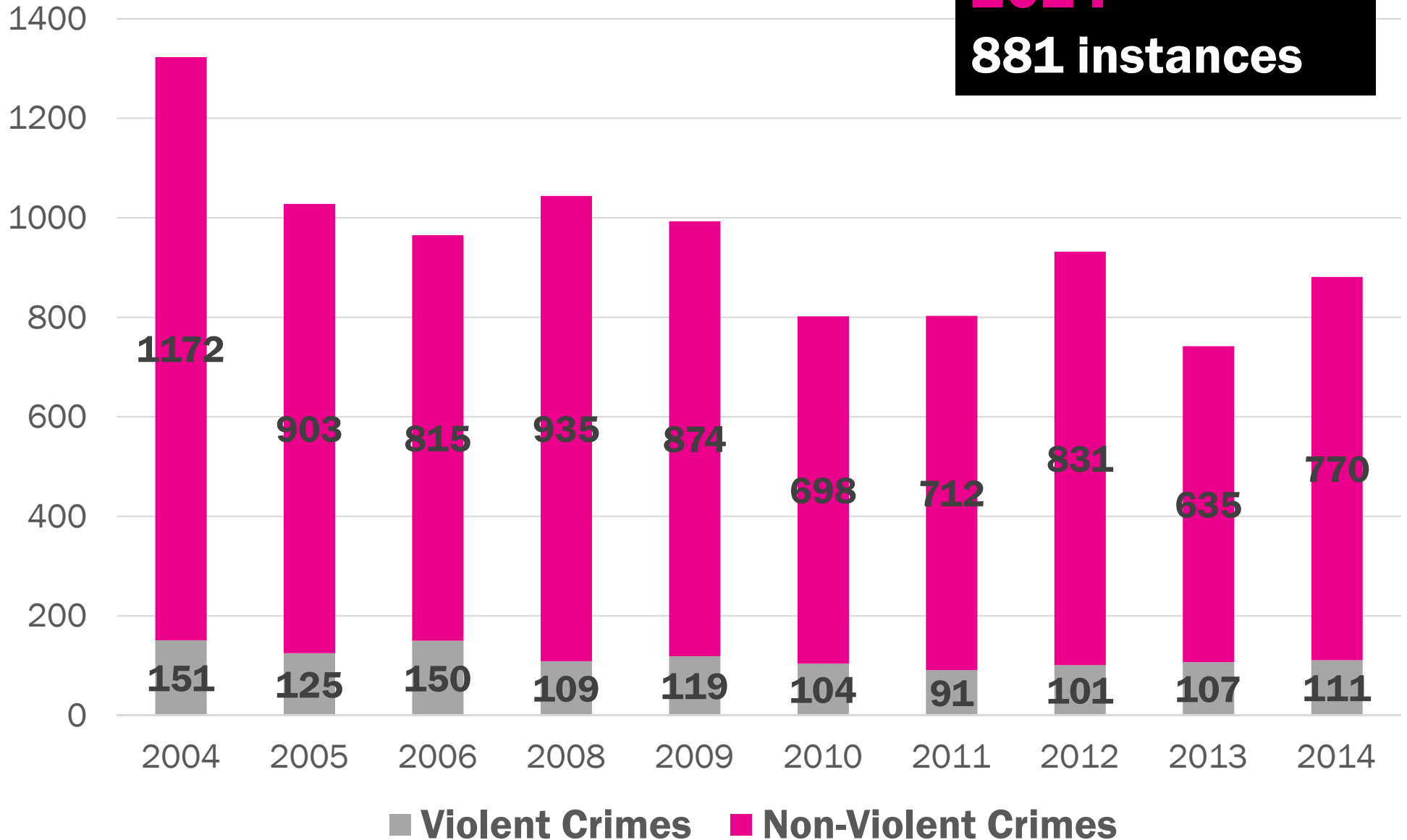
Yearly, 2004-2014

**2004**

**1,323 instances**

**2014**

**881 instances**



# Crime in Times Square

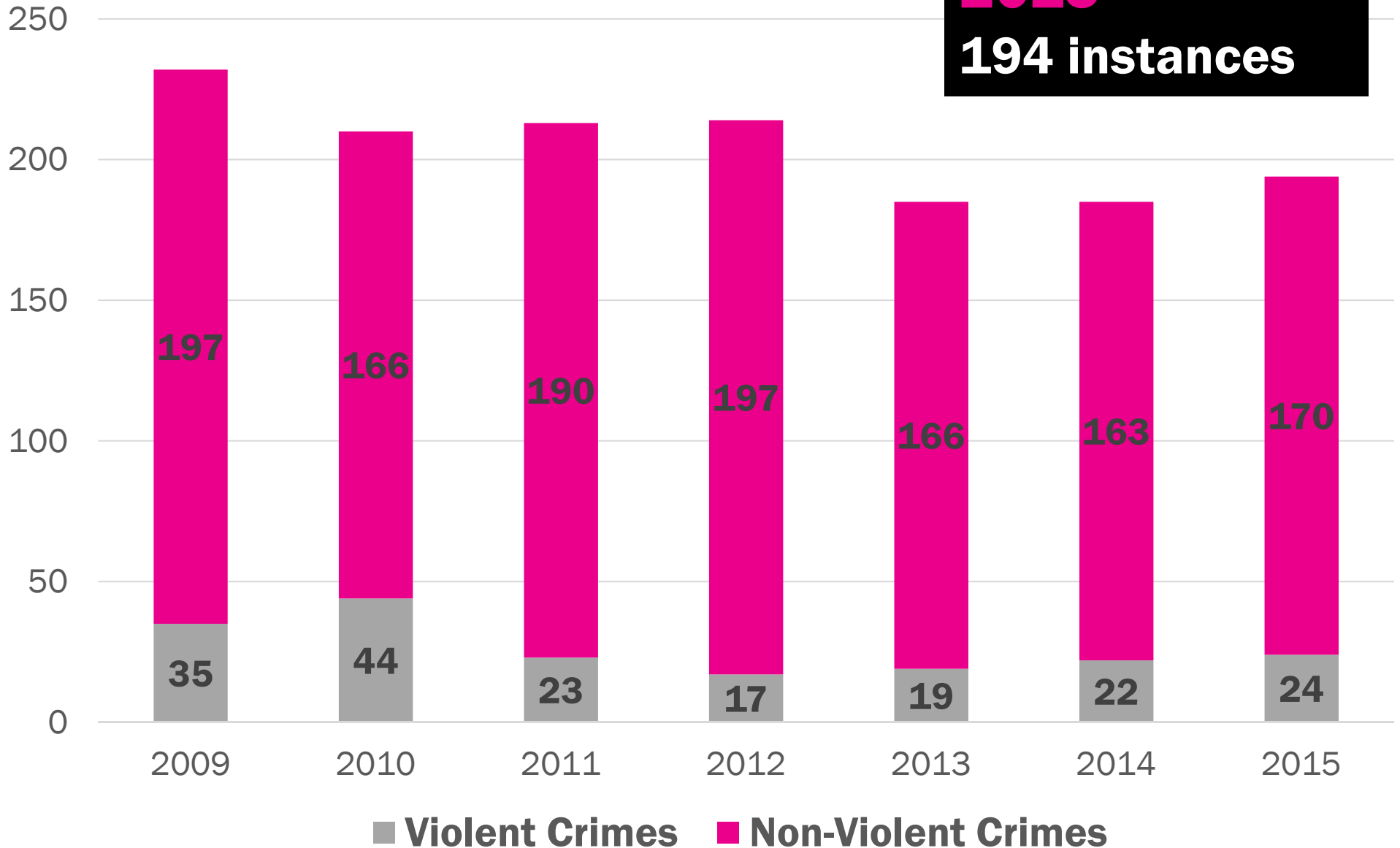
Q1, 2009-2015

**2009**

**232 instances**

**2015**

**194 instances**





# Construction Update



# Neighborhood Indicators

# Hotels



# Broadway



# Real Estate



# Pedestrians







# Retail & Development Trends



# Constituent & Consumer Research

# Who We Surveyed

**982** Total Respondents

**12%** work in Times Square

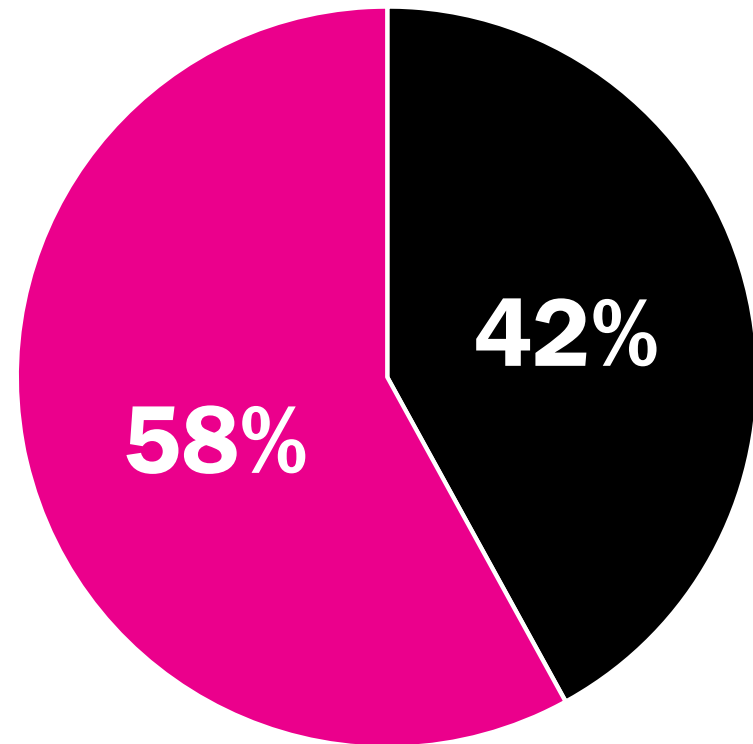
**2/3** are New Yorkers

**Zagat = 409**

Zagat mailing list (diners)

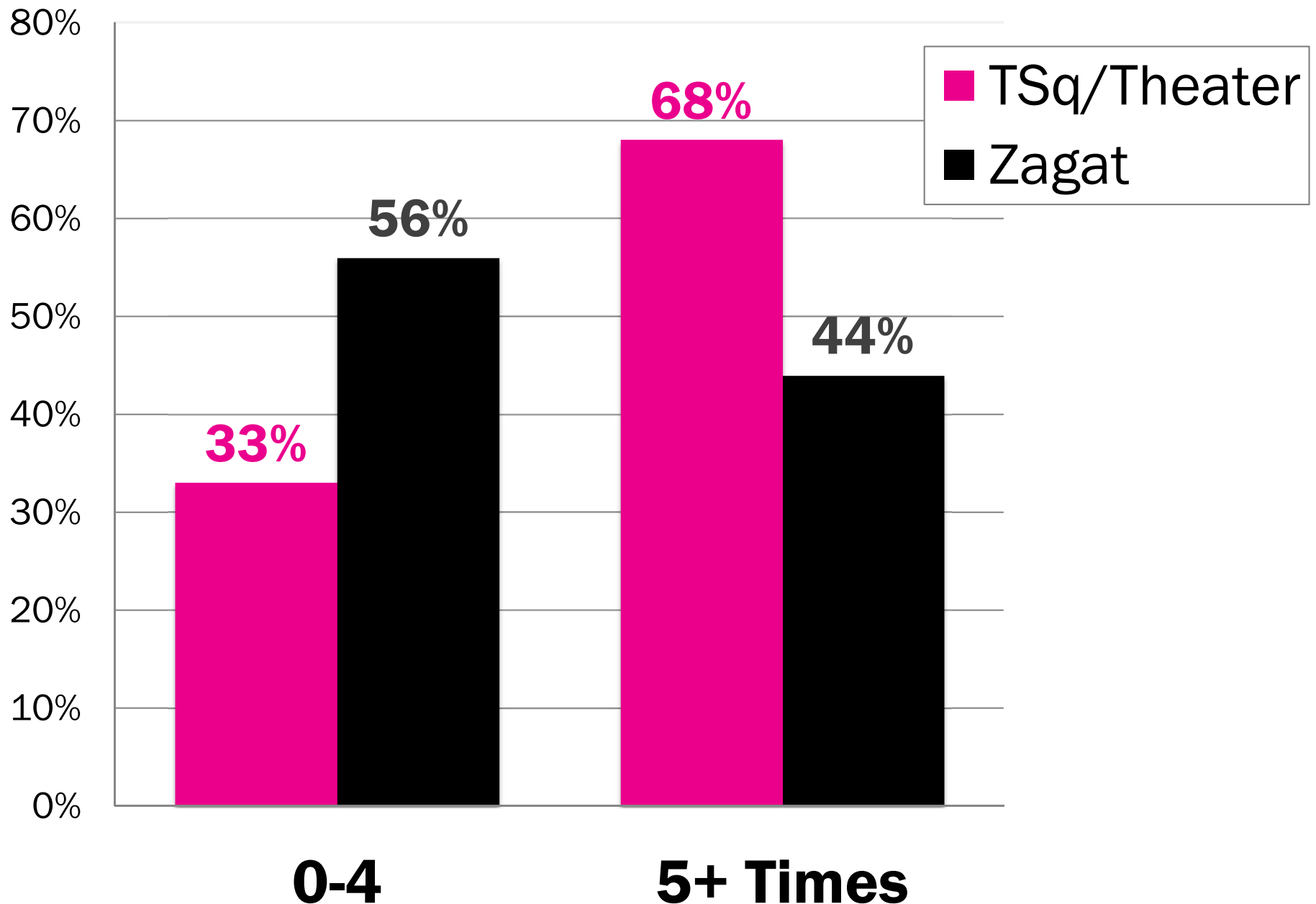
**TSq/Theater = 573**

Alliance, TDF,  
Broadway lists

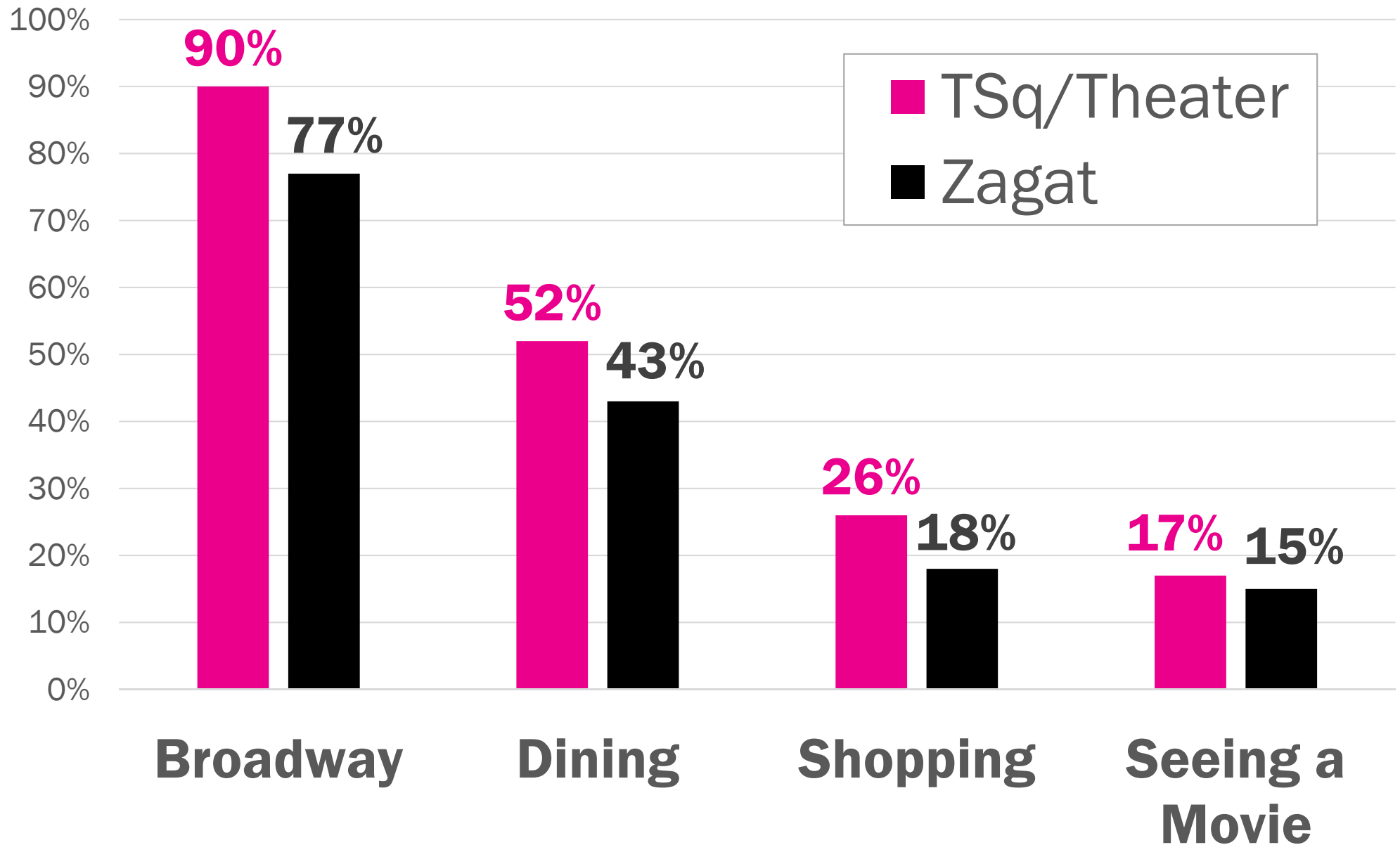


■ Zagat ■ TSq/Theater

# Times Square visits in the past year

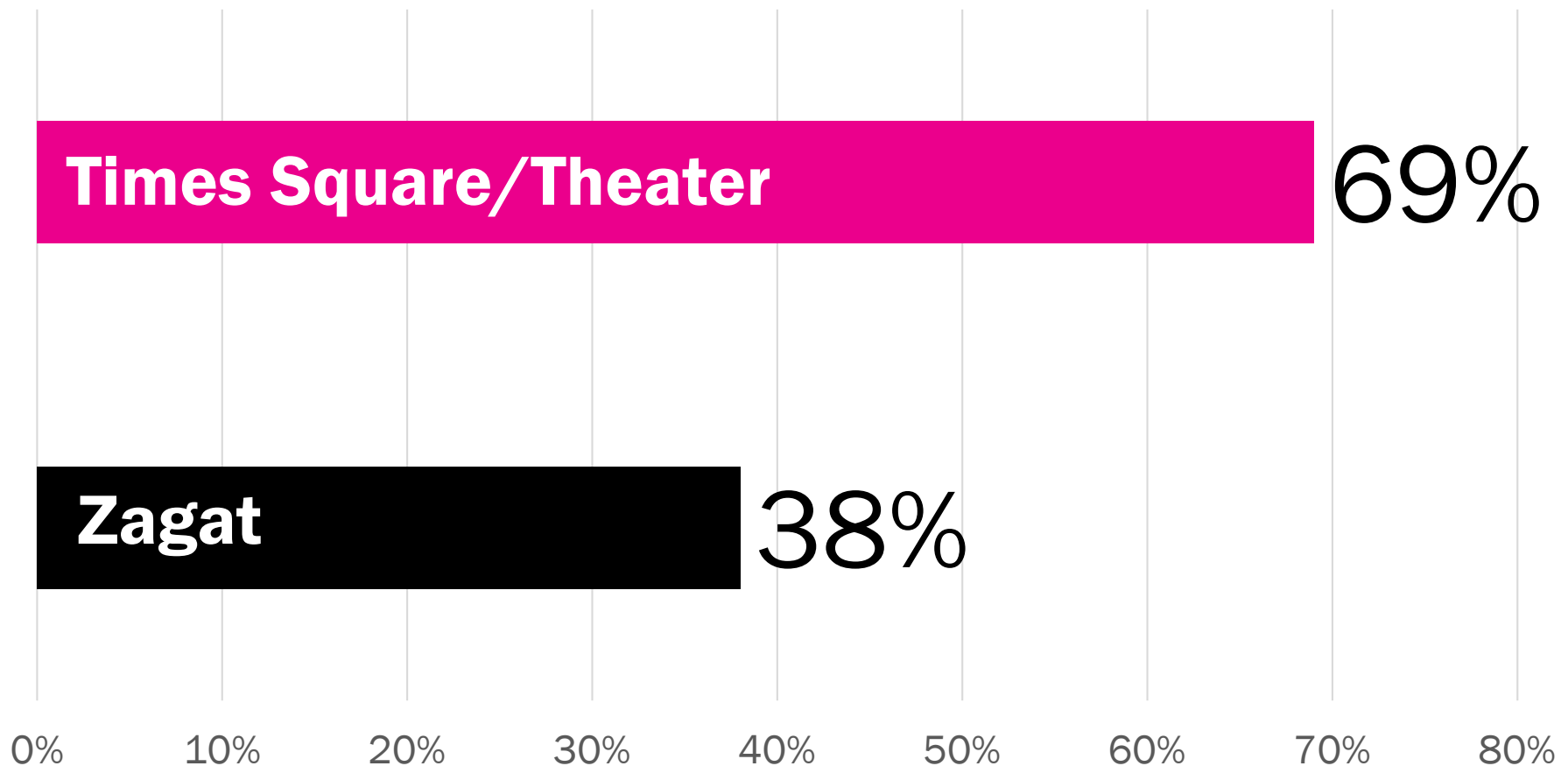


# Why do people come to Times Square?

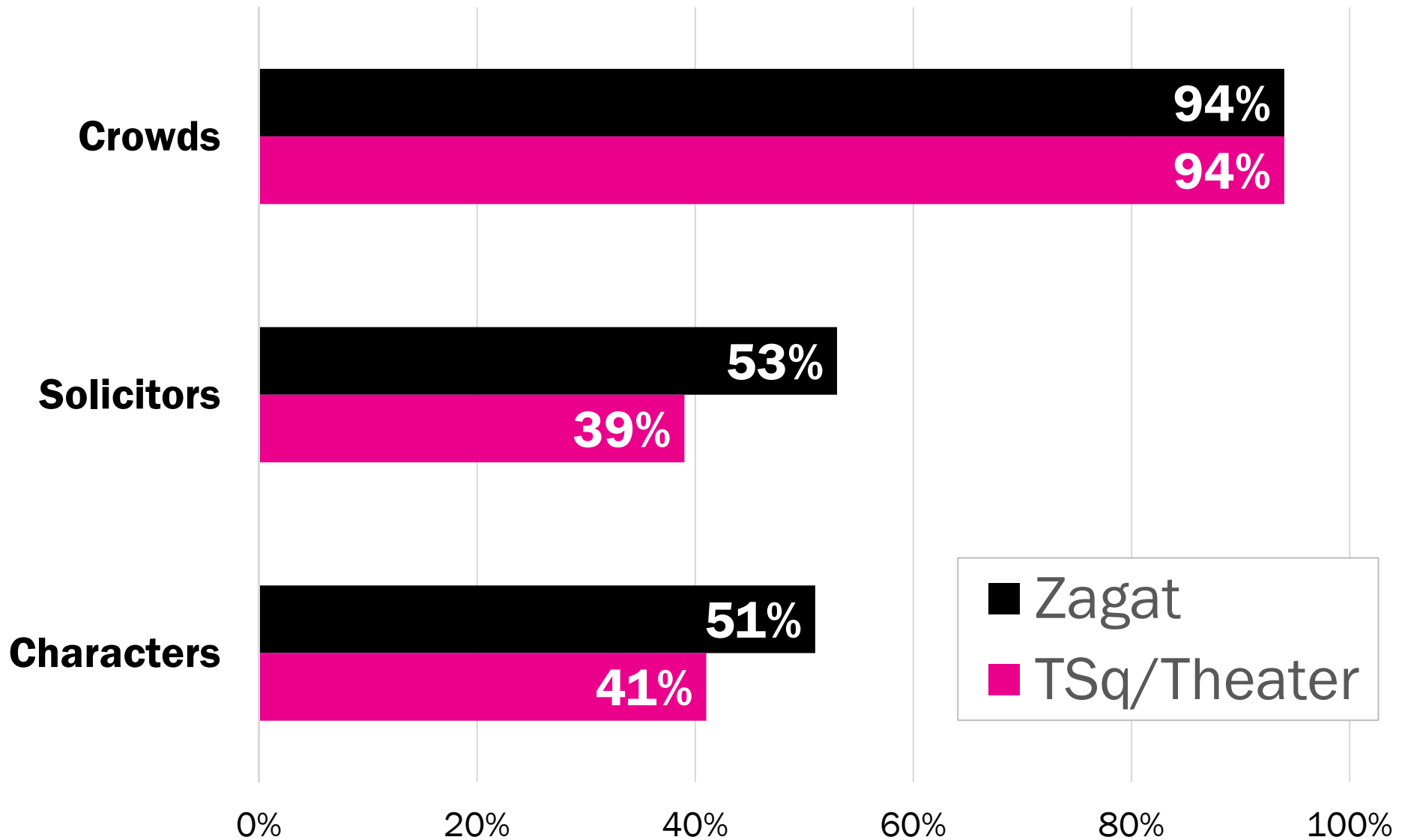


# How satisfied are people with their visits to Times Square?

Those stating they were somewhat satisfied or very satisfied:



# Why were people dissatisfied?



# How could Times Square improve?

**67%** Zagat

**64%** TSq/Theater

**Fewer solicitors and  
costumed characters**

**48%** Zagat

**33%** TSq/Theater

**More diverse and/or less  
expensive dining options**





# Events & Programming



# **A Year in Events & Programming**

**CLICK [HERE](#) FOR VIDEO**



# TASTE

of TIMES SQUARE

.....  
June 2, 2014  
.....

46th Street, Broadway to 9th Ave

Celebrate  
Food & Music



**SOLSTICE**  
in **TIMES SQUARE**

.....  
June 21, 2014  
.....

 **ATHLETA**  
Mind Over  
Madness Yoga



COSMOPOLITAN  
COVERGIRL  
TIMES  
SQUARE  
2015.

MOËT  
TIMES  
SQUARE  
2015  
CHAMPAGNE  
MOËT & CHANDON  
IMPERIAL

MOËT  
TIMES  
SQUARE  
2015  
CHAMPAGNE  
MOËT & CHANDON  
IMPERIAL  
BRUT

# NEW YEAR'S EVE



Valentine's Day 2015. Photo: Amy Hart



Valentine's Day 2015. Photo: Amy Hart



Times Square Valentine's Day 2015. Photo: Amy Hart

**LOVE**  
in TIMES SQUARE  
.....  
February 2015  
.....  
Make it Official.  
Make it Forever.



# Coming Up...



© in Times Square Valentine's Day 2015. Photo: Amy Hart



## Pop-up Retail Offerings

# TIMES SQUARE NYC

.....  
Your Town Square



## Small-Scale Live Music



## Local Lunch Hour Offerings





# Public Art

# **A Year in Public Art**

**CLICK [HERE](#) FOR VIDEO**



# Media & Communications

"All the News  
That's Fit to Print"

# The New York Times

VOL. CLXXV ... No. 34,003

World's Largest Daily

NEW YORK, THURSDAY, JANUARY 1, 2015

\$3.50

Late Edition

Today's high, 40; low, 20. High 41 tonight, clear, below, low 41. Tomorrow, partly sunny, mostly clear, high 41, becoming increasingly clear. Tuesday, mostly clear, high 41, becoming increasingly clear. Wednesday, mostly clear, high 41, becoming increasingly clear. Thursday, mostly clear, high 41, becoming increasingly clear. Friday, mostly clear, high 41, becoming increasingly clear. Saturday, mostly clear, high 41, becoming increasingly clear. Sunday, mostly clear, high 41, becoming increasingly clear.

## Crash Renewing Scrutiny Of Indonesia's Lax Airlines

As Air Travel Gains, Safety Standards Lag  
— Few Bodina Found, and Few Checks

By THOMAS HILL and KATHY BRANSON  
JAKARTA, Indonesia — When a team of United States investigators arrived in Jakarta to look into the crash of a Boeing 737, they found a troubling reality: Indonesia was not doing enough to ensure the global average in safety checks and audits for its airlines. The crash renewed the call for Indonesia, which is one of the world's fastest-growing economies, to raise its safety standards. The crash of the Boeing 737, which was on its way to Los Angeles, was a dramatic reminder of the risks of air travel in a country that is one of the world's fastest-growing economies. The crash of the Boeing 737, which was on its way to Los Angeles, was a dramatic reminder of the risks of air travel in a country that is one of the world's fastest-growing economies. The crash of the Boeing 737, which was on its way to Los Angeles, was a dramatic reminder of the risks of air travel in a country that is one of the world's fastest-growing economies.



Landmark Allowed to 2015  
As the music of midnight in New York, revelers in Times Square celebrated the New Year.

## PALESTINIANS SET TO SEEK REDRESS IN A WORLD COURT

RISK OF U.S. SANCTIONS

Sharia at Hague Opens  
Path to Being Challenged  
Against Israel

By JONATHAN WEISS  
JERUSALEM — Israeli Prime Minister Benjamin Netanyahu is expected to announce on Wednesday that he will ask the International Court of Justice, which is now based in The Hague, to order Israel to stop its military operations in Gaza. The move would be a significant step in the long-running dispute between Israel and the Palestinians. The move would be a significant step in the long-running dispute between Israel and the Palestinians. The move would be a significant step in the long-running dispute between Israel and the Palestinians.

# Newsday

## 1 million revelers in Times Square greet 2015

### DAILY NEWS

11,000 people practice yoga in Times Square for summer solstice

## ARTFORUM

“All eyes drifted upward as images of a digital countdown rose up buildings in a variety of hot colors that jointly turned crimson in the final moments. **It was better than New Year’s Eve and, in the chill of the night, quite a bit more exclusive.**”  
- Linda Yablonsky

## artnet news

### Chill Out in Justin Bettman's Living Room Project in Times Square

## ART NERD NEW YORK

### EXPERIENCE TIMES SQUARE IN SOLITUDE WITH RYOJI IKEDA'S TEST PATTERN [TIMES SQUARE] WITH SOUND

## Haute Food Court City Kitchen Now Open In Times Square



Luke's Lobster



## BLOUINARTINFO

Broadway is Boffo and Bullish as it Enjoys a Record-Breaking Holiday Season

## COMMERCIAL OBSERVER

Get With the Times: The Ever Changing Face of Times Square



## INTERNATIONAL BUSINESS TIMES

Eric Garner Protesters March From New York's Times Square To Christmas Tree Lighting Ceremony

New York City's Knickerbocker Hotel reopens more than a century after its debut



Estimated 15,000 Protestors March to Times Square to Demand Living Wage

"All the News  
That's fit to Print"

# The New York Times

Late Edition  
Today, covering to an inch of morn-  
ing snow, windier, colder, breezy  
early, low 3. Tomorrow, partly sun-  
ny, high 25.

VOL. CLXIV . . . . No. 56,759

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NEW YORK, TUESDAY, JANUARY 27, 2015

\$2.50

PRICE \$7.99

THE

FEB. 2, 2015

# NEW YORKER



## *Times Square's Crushing Success Raises Questions About Its Future*

# DAILY NEWS

Times Square Cookie  
Monster charged in  
alleged grope of teen girl

# NEWYORKOBSERVER

Times Square Woody  
Arrested on Sex Charges

# DAILY NEWS

Spider-Man  
punches NYPD cop  
in Times Square

# CBS New York

BOOM, POW: Batman,  
Spider-Man Arrested  
Following Brawl With  
Man In Times Square

**NEW YORK POST** Just a Buck!  
MONDAY, JULY 28, 2014 / Partly sunny; showers, 88° / Weather: P. 24 • 8 LATE CITY FINAL nypost.com \$1.00

**Five more Times Sq. characters arrested**  
SEE PAGES 4-5

**SUPER ZEROES**

**Torre snubs the Boss**  
SEE SPORTS

**Mets' rookie sizzles**  
SEE SPORTS

## COMMERCIAL OBSERVER

Toys 'R' Us Leaving Flagship  
Times Square Location



Times Square  
Revitalization Project  
Taking Toll on New  
Yorkers

THE WALL STREET JOURNAL  
Double Decker Tour  
Buses Collide in Times  
Square

## NEW YORK OBSERVER

**After 34 Years of Broadway History, Café  
Edison Is Closing**



Customers bustle into Café Edison for one last plate of French fries. (Photo credit: Julius Motal/New York Observer)

**The New York Times**

***Amid Times Square's Bright Lights, Murders in the Shadows***



# **New Yorkers** **dreams &** **nightmares**

**CLICK [HERE](#) FOR VIDEO**



**Share your  
dreams &  
nightmares**

# **Guest Remarks**

**Manhattan Borough President**

**Gale Brewer**

**Councilmembers**

**Dan Garodnick**

**Corey Johnson**

A photograph of a cityscape at sunset. In the foreground, a large, illuminated geometric structure, possibly a dome or a large sculpture, is covered in a grid of small, colorful, glowing panels in shades of blue, purple, and yellow. The background shows several tall, modern buildings with glass facades reflecting the orange and yellow light of the setting sun. The sky is filled with soft, orange clouds. The overall scene is vibrant and futuristic.

# Looking Forward

# Context and Larger Environment

## Locally

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- Ongoing disruption from construction
- Dissatisfaction with quality of life issues in public spaces

## Competitive Environment

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- Downtown, East Midtown, Hudson Yards, Downtown Brooklyn

## Tourism

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- Strong dollar & weak foreign economies
- Lack of investment
- Increased capacity

# The To-Do List

- 1** Improve public plaza & **public space experiences** while working towards a regulatory solution

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- 2** Embed **creativity** & **NYC elements** in digital & physical programming

---

- 3** Connect **constituents** to events & programming & to each other

---

- 4** Research, advocacy & alliances to make the case for **tourism**



# FY16 Budget Presentation

# FY15 Snapshot Year-to-Date

Positive budget variance as of **March 31st**

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Expect to add approximately **\$200K** to cash at the end of the fiscal year





# FY16 Budget Goals

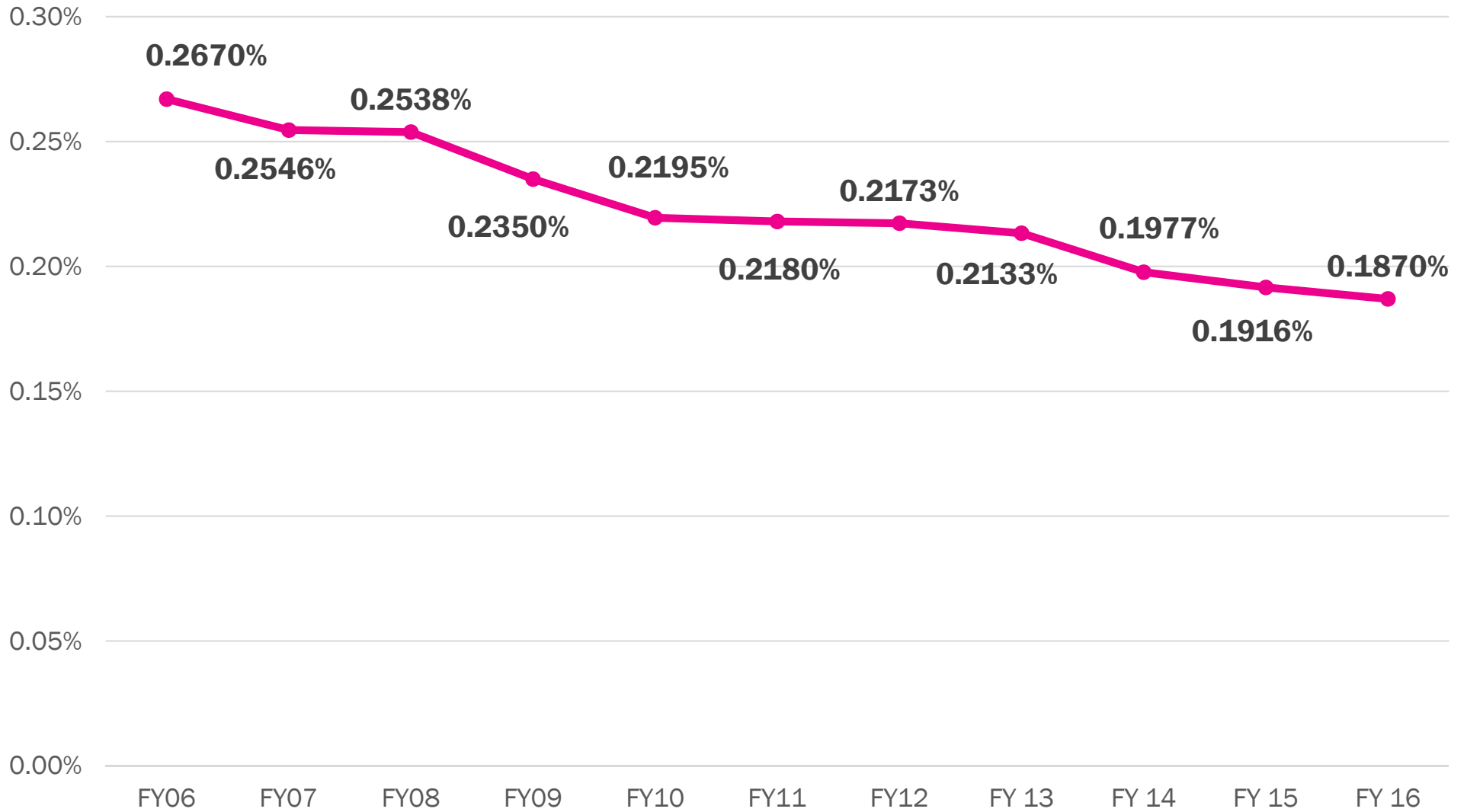
- 1** Present a **balanced budget**

---
- 2** Continue to grow **non-assessment revenues**

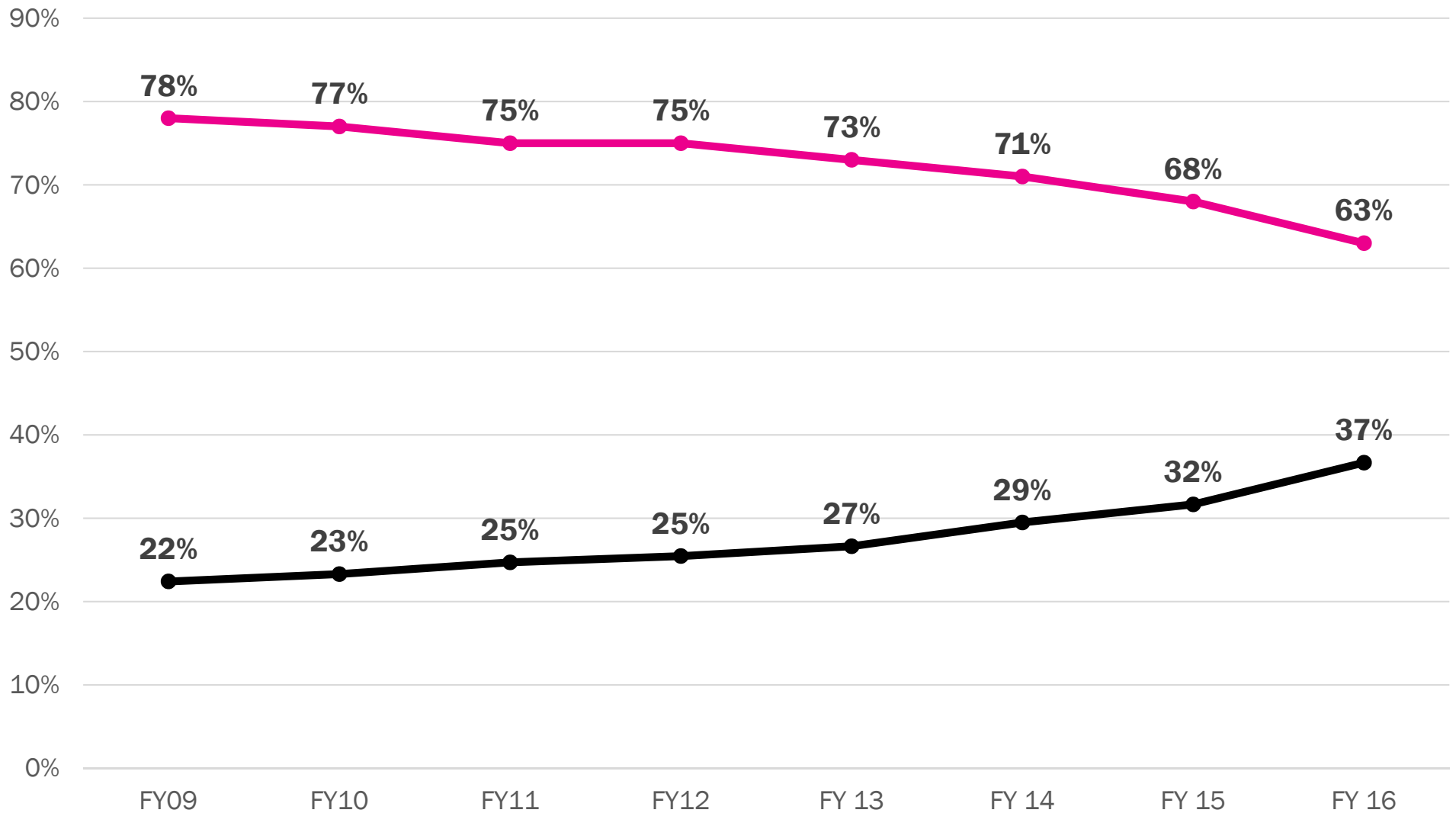
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- 3** Increase **cash reserves**

---
- 4** Address **operational obligations** from plazas re-opening

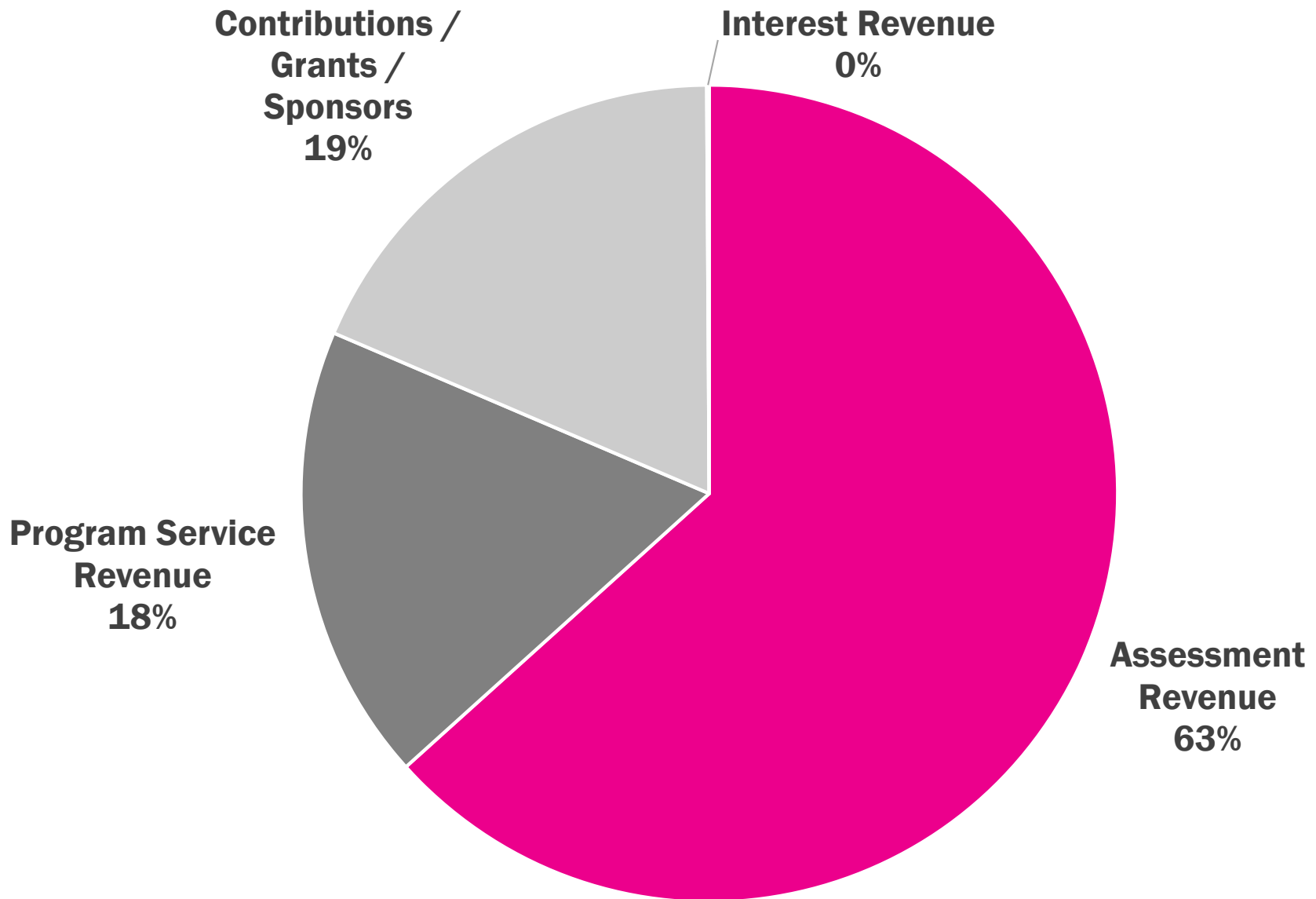
# Assessment Rate Declines



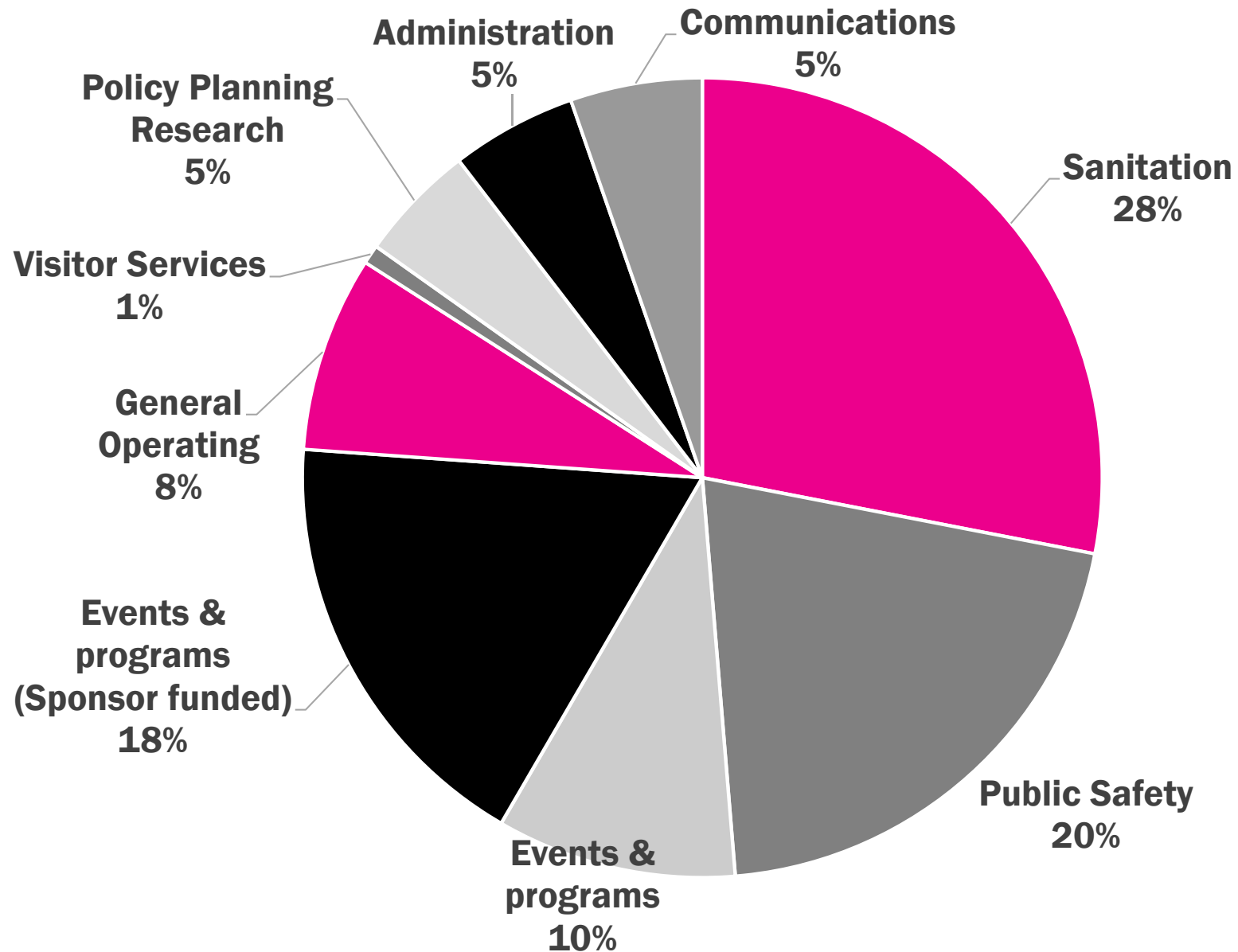
# Revenue & support % breakdown



# Revenue % By Source



# Expenses by Department





**Thank You!**



# **TIMES SQUARE: WHAT'S IN ITS FUTURE?**

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**Times Square Alliance  
Annual Public Meeting**

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**MONDAY, APRIL 27, 2015**