

TIMES SQUARE ALLIANCE

Annual Public Meeting

Monday, April 26, 2021



Agenda

I. Welcome, Call to Order, and Remarks by Special Guests

II. Approval of Minutes

- November 19, 2020 Annual Public Meeting
- April 27, 2020 Annual Public Hearing

III. By-laws Amendment Process

IV. Financial Report

- Interim Operating Results – Nine Months ending March 30, 2021
- FY 2022 Proposed Budget

V. Election of New Board Members

VI. A Year in Review

VII. Diversity, Equity, & Inclusion Update

VIII. State of the District

IX. Opportunities

X. Recovery Efforts

Short Term

- Economic Development
- Cleaner, Safer and Healthier
- Arts and Culture, The Pedestrian Experience
- Tourism and Marketing
- Communications

Long Term

- Public Space Management Vision
- 42nd Street Project
- Broadway Corridor Vision
- Block-by-Block Overview
- TSQ Arts Fund
- Revisit Contractual Relationships with SBS, DOT, DP&R, etc.

XI. Meeting Adjourned



Election of the Board of Directors

Proposed Board Nominees

Class A



Fred Rosenberg
Sherwood Equities

Class B



Jasmine Gerald
Jasmine's Caribbean Cuisine

Class B



Maura Hayes
The Walt Disney Company
Times Square Studios

Class C



Sunny Song-Dubiner
Times Square Resident

Non-Voting



Sulu LeoNimm
Theatre of the Oppressed

Non-Voting



Garrett J. Lucien
Coro NY Leadership Center

Non-Voting



Jeffrey Maddrey
New York Police Department

Non-Voting



Carl Weisbrod
HR&A Advisors

Times Square Alliance Board of Directors – Proposed

Chair: Erin Rudin, Rudin Management
Vice Chair: Ellen Albert, Viacom International
Treasurer: Nicki Livanos, AXA Equitable

Class A: Property Owners

1. Dana Amendola, Disney Theatrical Productions
2. Geraldine Baum, Craig Newmark Graduate School of Journalism. CUNY
3. Roland Caputo, The New York Times*
4. Marvin Davis, Davis Realty*
5. Steve Durels, SL Green
6. Douglas Durst, Durst Organization*
7. Ali Esmaelizadeh, Forest City Realty
8. David Gillcrist, Project Find
9. Russell Granet, The New 42nd Street
10. David Greenbaum, Vornado
11. Jeffrey Gural, GFP Real Estate*
12. Julia Levy, Roundabout Theatre Company
13. Nicki Livanos, AXA Equitable*
14. Laura Maioglio, Barbetta
15. Dan Nadeau, Marriott Marquis*
16. Julio Peterson, Shubert Organization
17. Michael Phillips, Jamestown Properties
18. Amie Pospisil, Breaking Ground
19. John Powers, Boston Properties
20. Bill Register, Nederlander Organization
21. Fred Rosenberg, Sherwood Equities*
22. Jordan Roth, Jujamcyn Theatres*
23. Eric Rudin, Rudin Management*
24. Robert Snyder, Tishman Hotel Corp.
25. Jason Vacker, Meringoff Properties
26. John Varrone, Morgan Stanley
27. Robert Wankel, Shubert Organization*
28. James Whelan, Paramount Group

Class B: Commercial Tenants

1. Ellen Albert, Viacom International*
2. Victoria Bailey, Theatre Development Fund
3. Jeffrey Bank, Alicart Restaurant Group
4. Joseph Benincasa, Actor's Fund
5. Jenna Chrisphonte, Dramatists Guild of America
6. Jasmine Gerald, Jasmine's Caribbean Cuisine
7. Maura Hayes, The Walt Disney Company
8. Caroline Hirsch, Caroline's
9. Mary McColl, Actors' Equity
10. Jeremy Merrin, Havana Central
11. George Ntim, Renaissance NY Times Square Hotel
12. David Rabin, The Lambs Club*
13. Paul Salvatore, Proskauer Rose*
14. Eldon Scott, Urbanspace
15. Charlotte St. Martin, The Broadway League*
16. George Stonbely, Spectacular Ventures
17. Joe Tucker, D3LED
18. David Wicks, NASDAQ OMX

Class C: Residential Tenants

1. Tim O'Neal Lorah
2. Sunny Song-Dubiner
3. Max Weisfeld

CLASS D: NYC Government

1. Gale A. Brewer, Manhattan Borough President (Rep. Jessica Mates)
2. Jonnel Doris, NYC Dept. of Small Business Services (Rep. Calvin T. Brown)
3. Corey Johnson, Speaker, New York City Council (Rep. Laurie Hardjowirogo)
4. Scott Stringer, NYC Comptroller (Rep. Jessica Silver)

CLASS E: Community Boards

1. Vikki Barbero, Chair, Community Board 5 (Rep. Sam Levy)
2. Burt Lazarin, Chair, Community Board 4 (Rep. Sarah Mills)

OTHER NON-VOTING

1. Duane Jackson, Street Vendor & Veteran
2. Myron Johnson, Port Authority Bus Terminal
3. Sulu LeoNimm, Theatre of the Oppressed NYC
4. Garrett Lucien, CORO NY Leadership Center
5. Jeffrey Maddrey, NYPD
6. Dipal Shah, Center for Court Innovation
7. Carl Weisbrod, HR&A Advisors

KEY: *Indicates Executive Committee member

New Board Committees and Co-Chairs

Quality of Life/Public Safety

- Nicki Livanos
- Marvin Davis

Diversity, Equity, & Inclusion

- Jenna Chrisphonte
- Eric Rudin

Tourism & Marketing

- Charlotte St. Martin
- Dan Nadeau

Diversity, Equity and Inclusion Update

DEI Phase 1:

Assessment (December to February)

- Surveys
 - Focus Groups
 - HR assessment
-

DEI Phase 2:

Strategy Planning (March to April)

- Employee Resource Group
- Board Committee
- Communications Strategy

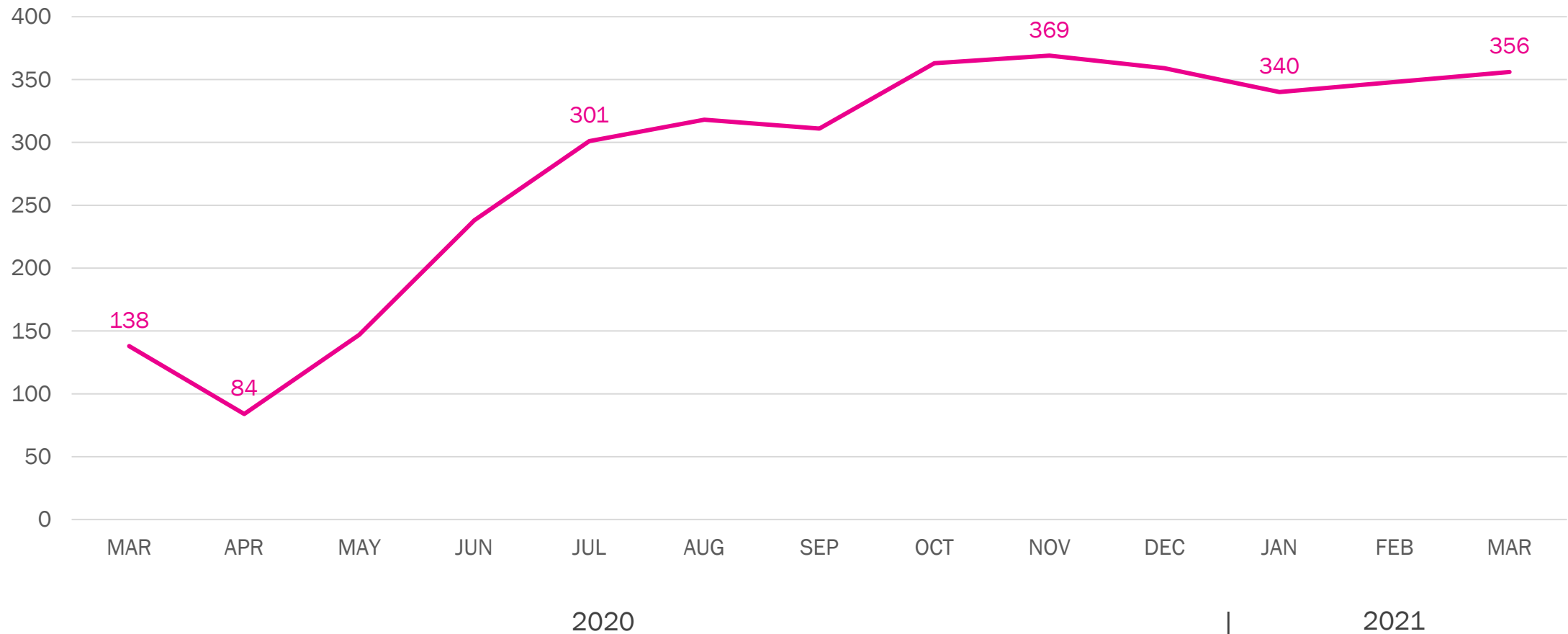




State of the District

At the height of the pandemic, just 13% of storefront businesses were open, compared to 55% in March 2021

Times Square Open Storefront Businesses | Mar 2020 - Mar 2021

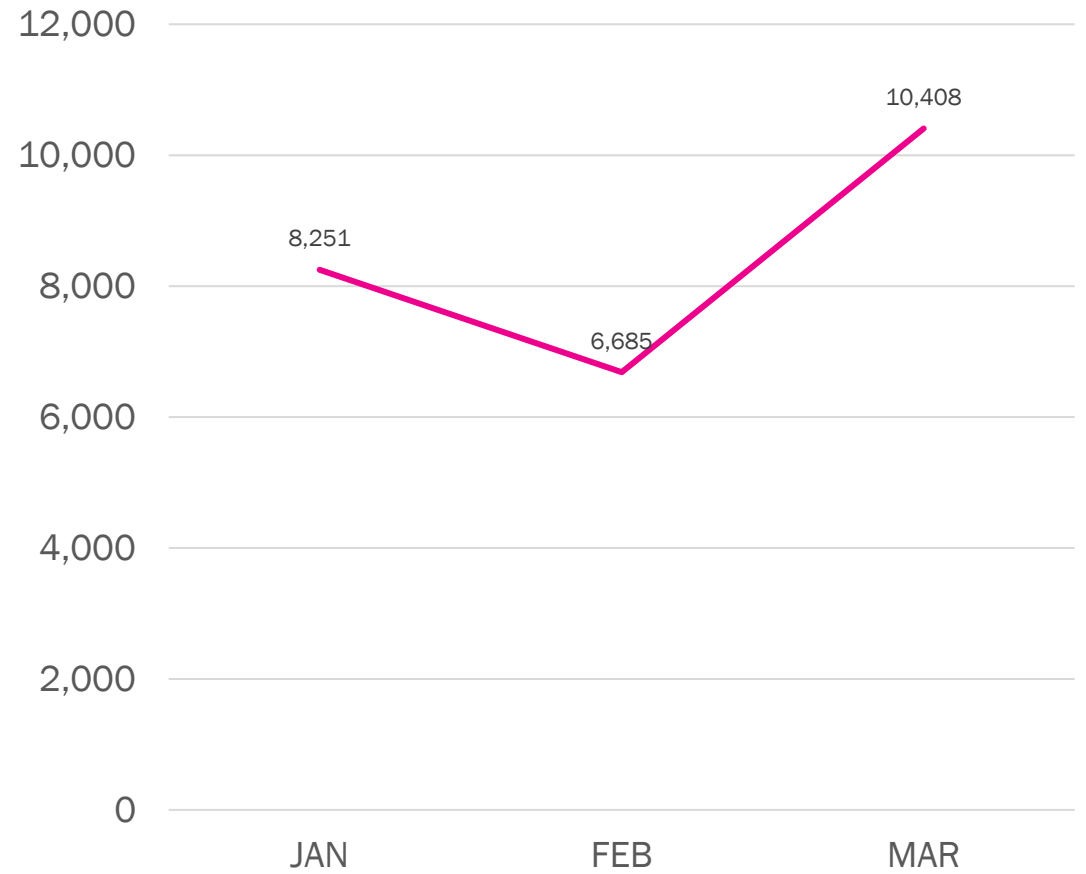


Quality of Life | Q1 2021

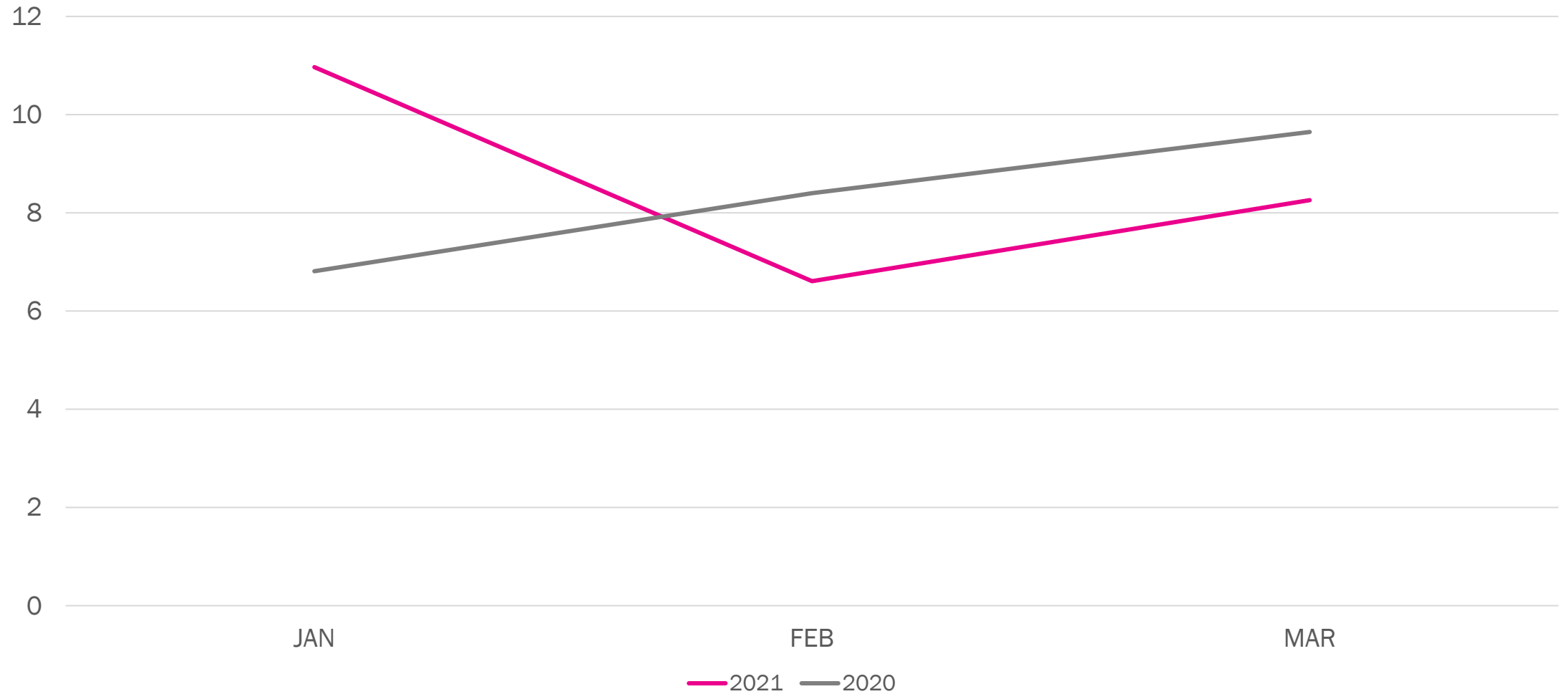
Graffiti Incidents



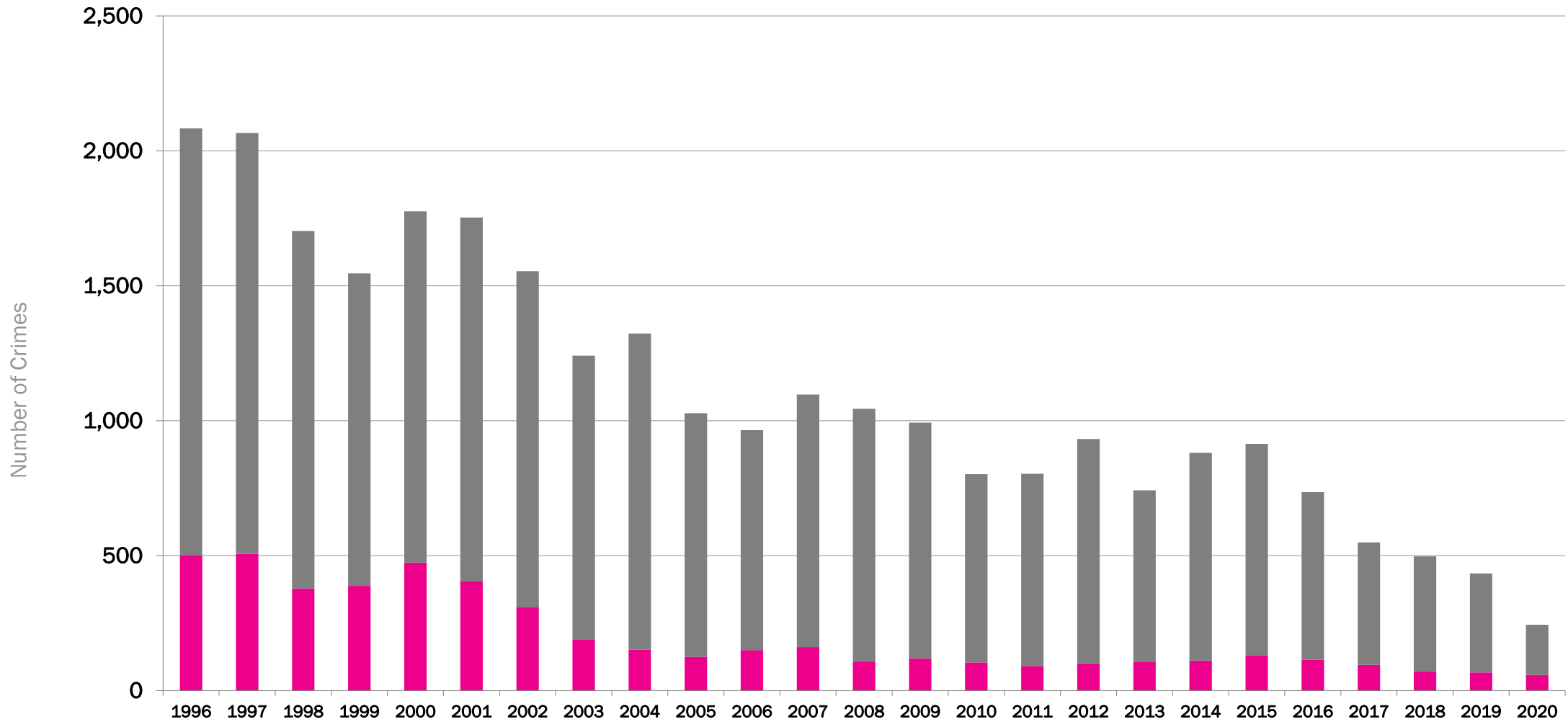
Garbage Bag Collection



Average Count of Unhoused Individuals | Q1 2021



Annual Crime | YOY 1996 - 2020

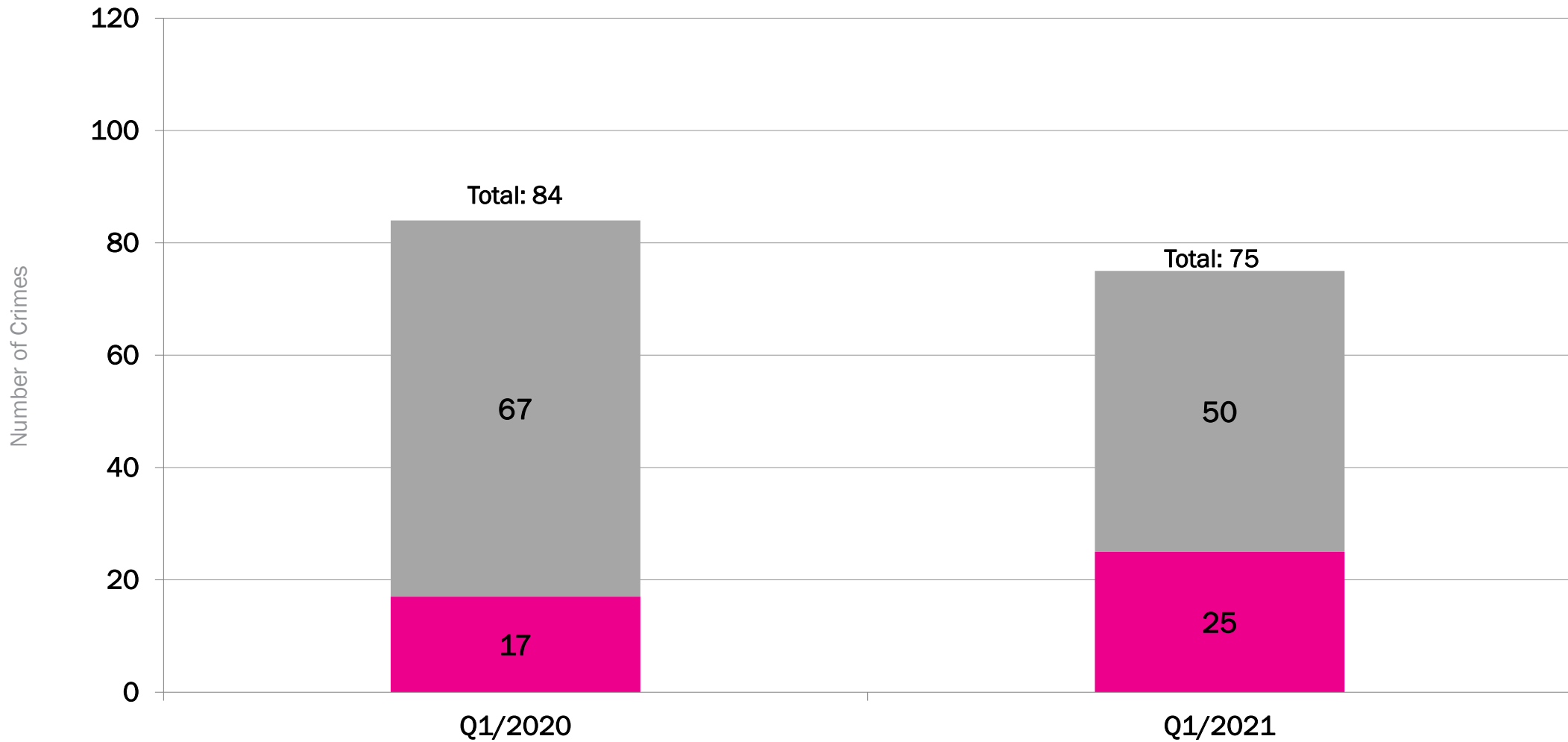


Source: NYPD Midtown South and Midtown North
Violent crime includes murder, rape, robbery and assault

■ VIOLENT

■ NON-VIOLENT

Quarterly Crime | Q1 2020 – Q1 2021







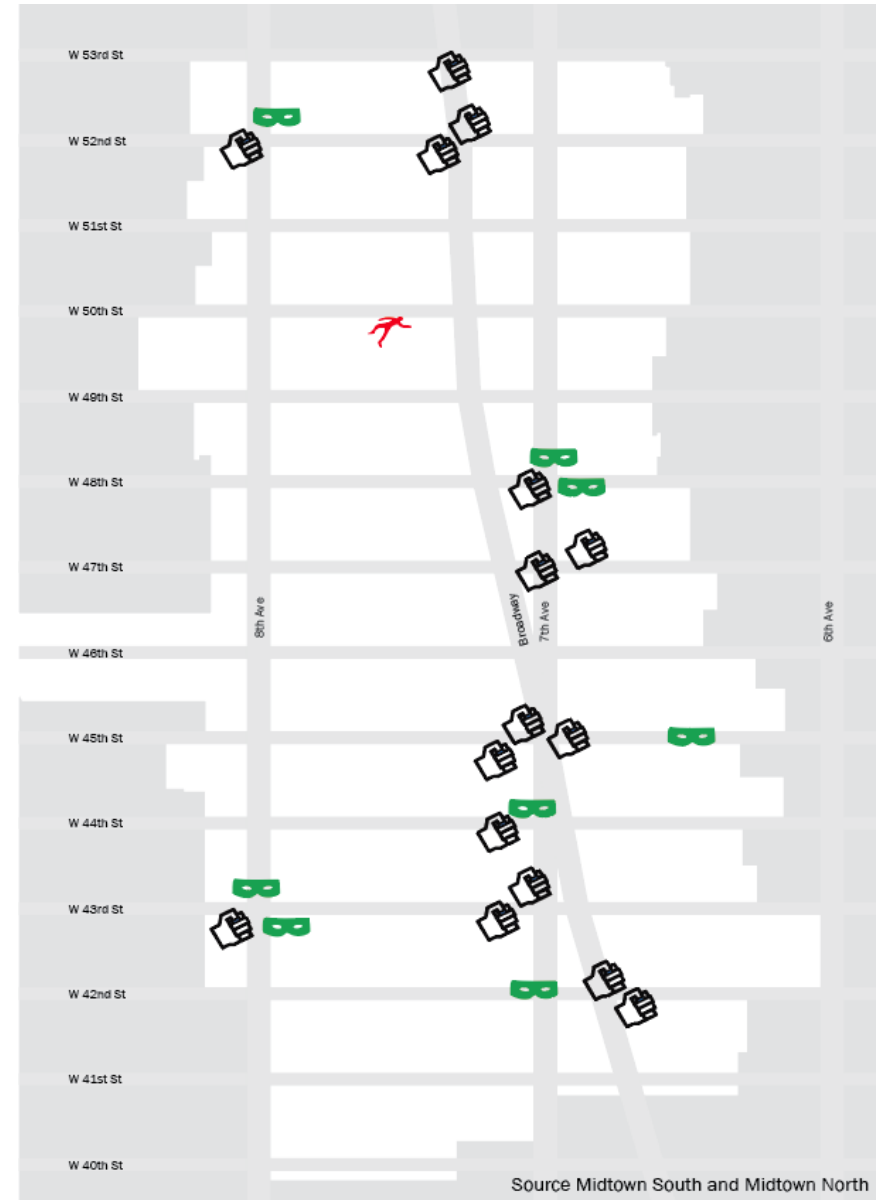
Source: NYPD Midtown South and Midtown North
Violent crime includes murder, rape, robbery and assault

■ Violent Crime

■ Non-violent Crime

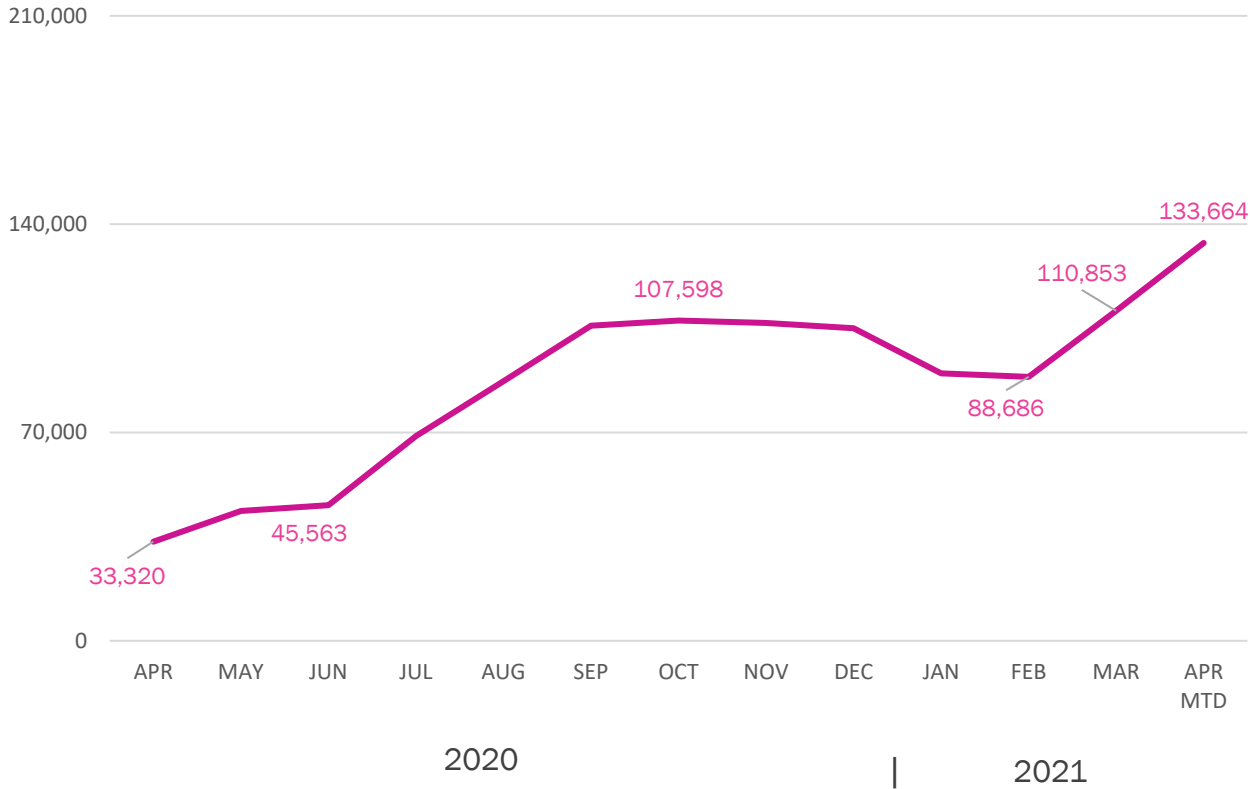
Violent Crime | Q1 2021

	2021 33% of Total Crime	2020 20% of Total Crime
 Assault	16	5
 Robbery	8	12
 Rape	0	0
 Murder	1	0
Total	25	17



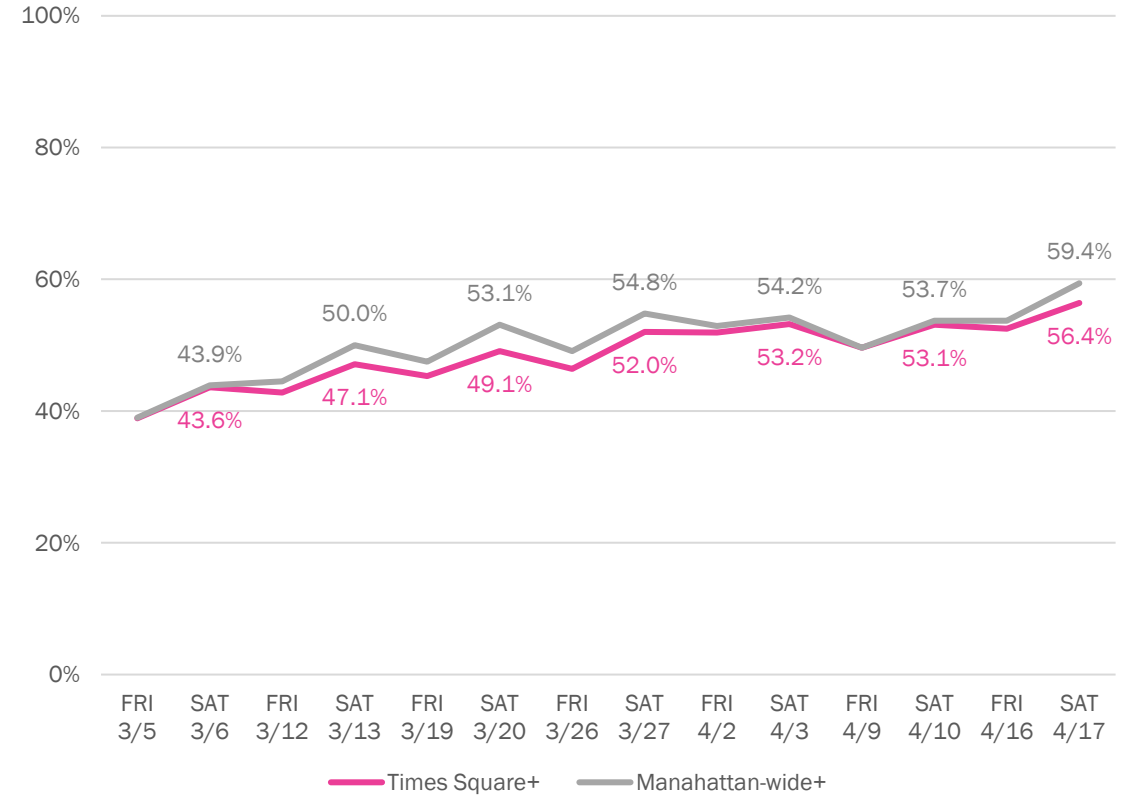
District activity continues to pick up from pandemic lows

Average Daily Pedestrian Counts | Apr 2020 – Apr 2021



Source: Springboard

Weekend Hotel Occupancy March-April 2021



Source: STR Weekly Reports

Stakeholder Survey Results

- Most expect a full time return to Times Square in **the second half of 2021 (35%)**, while 18% have already returned and 23% are unsure
- Among office employees, **65% anticipate their post-pandemic schedule to be a hybrid of in person/work from home**, with 32% expecting to be full-time in person
- Greatest benefits of working in Times Square were good transportation options (58%) and proximity to theater and other cultural activities (57%)
- **Greatest drawbacks of working in Times Square were too many costumed characters (56%)** and homelessness/people in need of assistance in public spaces (55%)

442
Constituent
Responses

Opportunities

Reimagining

our district and our organization. We have reorganized to be more proactive to our challenges, responsive to our stakeholders, and more aware of equity and inclusion.

Reconnecting

with our mission, vision, values and purpose so we all have line of sight to our shared vision for Times Square.

Rebounding

from the pandemic and its impact.

Reforging

our future for a better Times Square. We must reshape our future as the cultural capital and economic engine that drives this city.

Recovery Plan

**What got us here,
won't get us there**

Recovery Plan: Short Term

Economic Development, Policy & Advocacy

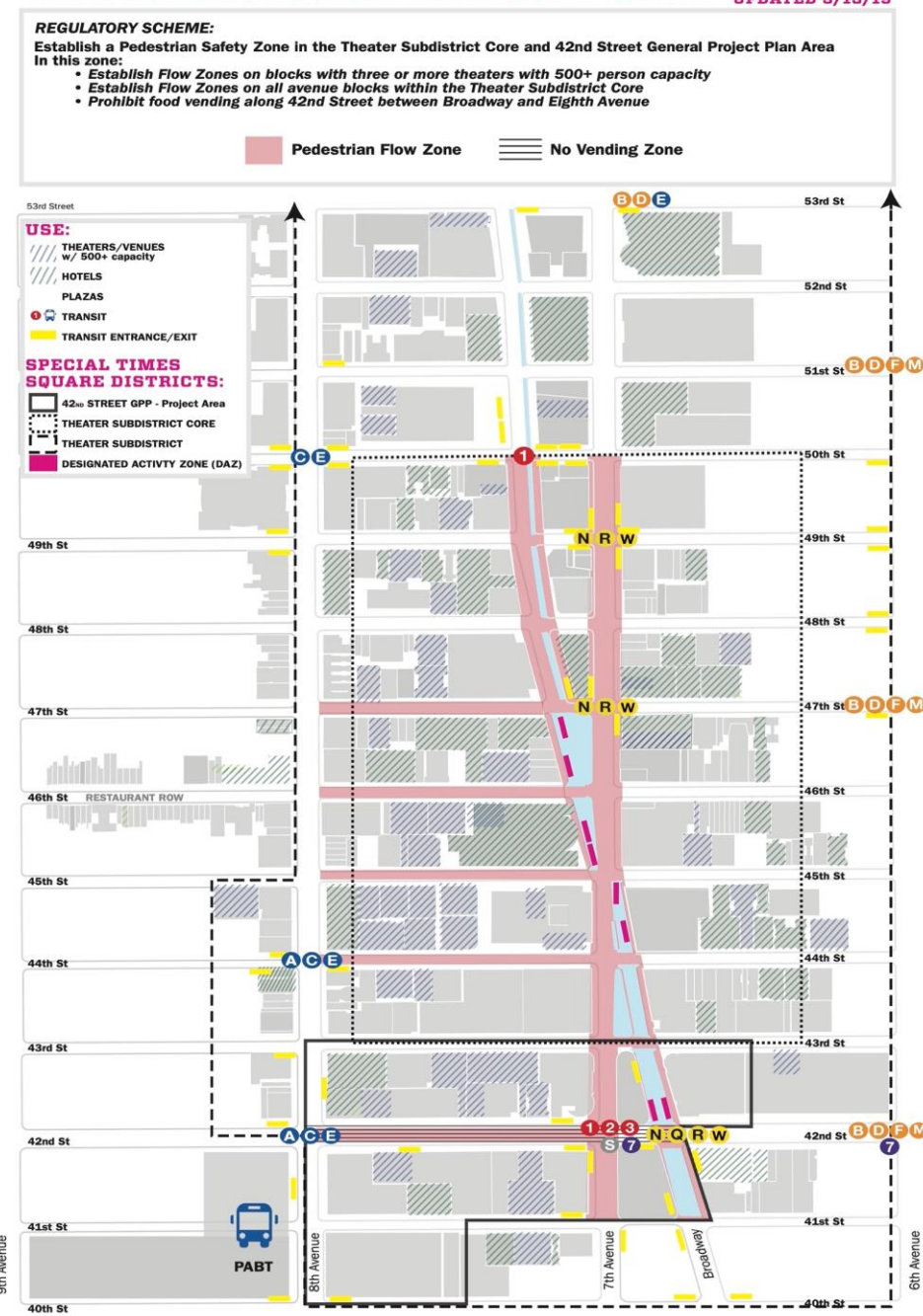
- Create a great Times Square Experience and people will come
- Promote the Value of Times Square
 - Convenient Transportation, Arts & Culture, Broadway
- Meeting with various stakeholder groups
- Short Term Public Improvements
 - Broadway Vision (47-53 and 42-41)
- Advocacy Agenda
 - Public Space Management
 - Build a bridge between now and full recovery
 - Tourism agenda
 - Elected officials outreach

Intro. 1811

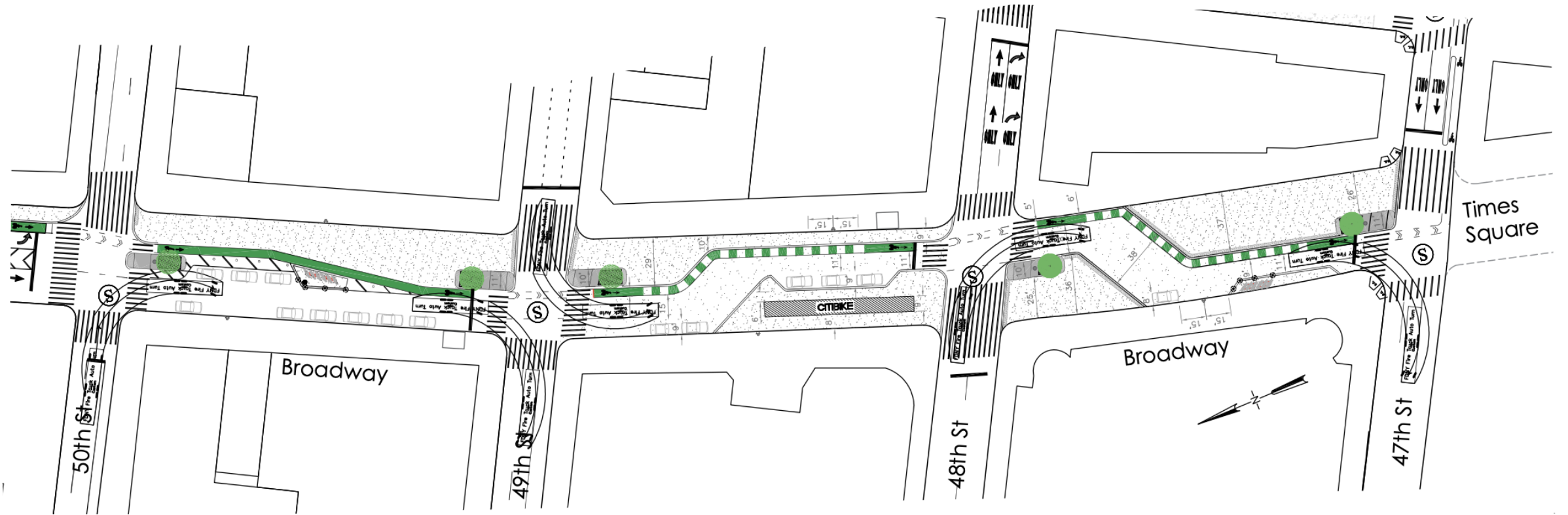
Int. No. 1811, would clarify and strengthen the existing rules by requiring the City to:

1. Enforce the rule that all designated activities take place within a DAZ, and that those conducting designated activities must remain within the DAZ at all times of operation. This rule would apply within the Theatre District Safety Zone (40th to 50th Streets between 6th and 8th Avenues)
2. Establish Pedestrian Flow Zones on sidewalks on Broadway, 7th Avenue and all blocks with three or more theatres with 500+ capacity
3. Create an interagency working group of City and costumed character representatives to ensure coordination on issues related to designated activities, distribute educational materials and host a bi-annual meeting open to all individuals engaged in designated activities

TIMES SQUARE IMPACT MAP UPDATED 3/13/19



DOT's Broadway Visioning



Recovery Plan: Short Term

**Cleaner, Safer,
Healthier**

- Work with all city agencies involved in Public Space Management
- Cultivate neighborhood Conditions Panel
- Continue to develop unique solutions to perennial problems
 - Community First
 - Vending Reform

Community First

- Professional and peer “community navigators” are engaging with unhoused people in Times Square to build trusting relationships.
- Navigators facilitate linkages to services and/or help individuals gain access to necessities that are otherwise unavailable to them, like bathroom facilities.
- Navigators have engaged with **121 individuals** so far and are consistently in contact with 25.
- Navigators have full demographic info on 50 people; 48 of these identify as unhoused.



in partnership with



Recovery Plan: Short Term

Arts, Culture, & Programming

- Align with mission to improve and promote businesses and Times Square
- TSQ Arts, Past Present, Future
- Ramped up Plaza Programming
- Collaborative Partnerships
 - MOME
 - MET
 - New 42
 - STAR
 - Broadway Groups
 - Lincoln Center
 - Carnegie Hall
- Signature Events Reimagined



**TIMES
SQUARE
ARTS**

ZIPENG ZHU | *HATE HAS NO PLACE HERE*

ZIPENG ZHU



@ZZDESIGN

HATE HAS NO PLACE HERE

#STOPASIANHATE

ZIPENG ZHU
@ZZDESIGN



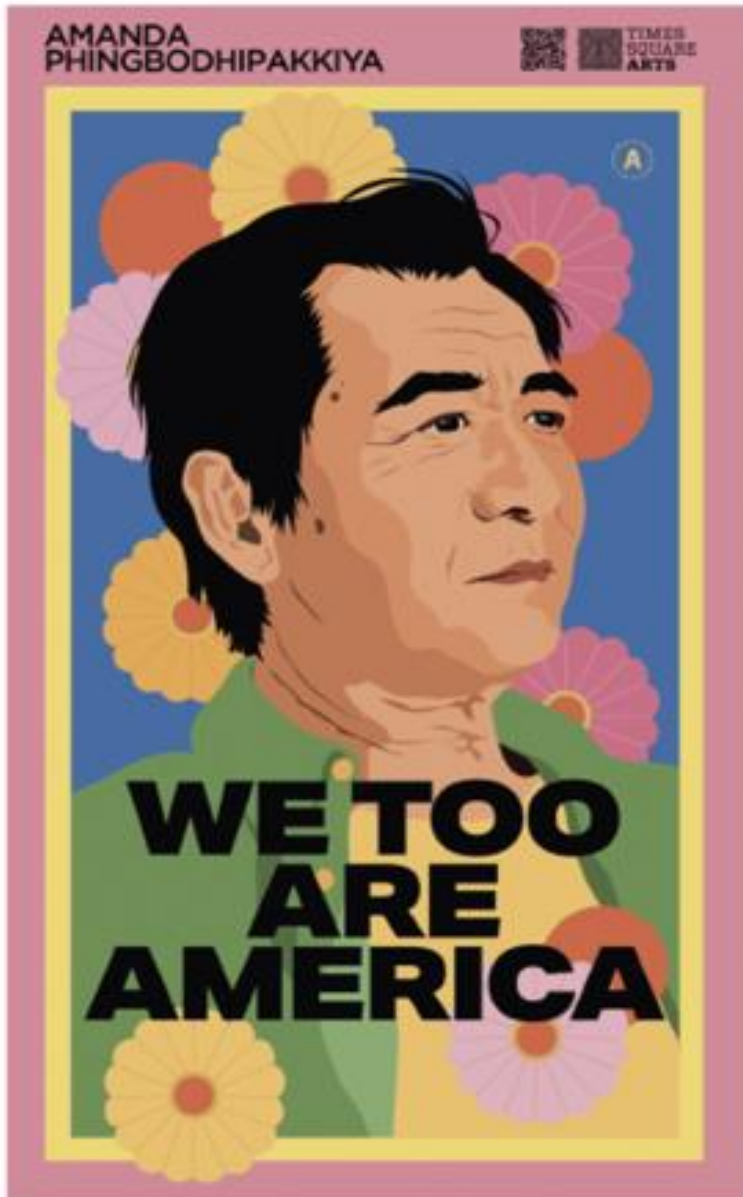
STOP ASIAN HATE

FIGHT THE VIRUS NOT THE PEOPLE

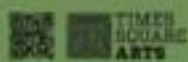




AMANDA PHINGBODHIPAKKIYA: WE ARE MORE



AMANDA
PHINGBODHIPAKKIYA



**PROTECT
OUR
ELDERS**

AMANDA
PHINGBODHIPAKKIYA



**STAND
WITH US**

AMANDA
PHINGBODHIPAKKIYA



**WE ARE
MORE**

- THAN -

**Your Asian sidekick
The confused foreigner
The future doctor
Your submissive plaything
The helpless refugee
The dragon lady
The straight A student
The computer hacker
The martial arts master
The spunky girl with dyed hair
The quiet kid
The dependable worker
The nail lady
The Tiger mom**

THE LOT RADIO

TIMES SQUARE TRANSMISSIONS x THE LOT RADIO

DUFFY SQUARE, MAY 1-31, 2021

For the month of May, Greenpoint's beloved internet radio station The Lot Radio moves from its namesake empty lot to a new home, bringing its eclectic group of DJs to broadcast live from the iconic Duffy Square with *Times Square Transmissions 2021*. In the month-long DJ residency, a vintage red K67 kiosk from the 1960s will become a plaza-level DJ booth, streaming live between 10am and 10pm every day. New Yorkers and Times Square visitors can enjoy the tunes and the scene in person or online by tuning into the live video stream at thelotrдио.com.

MIDNIGHT MOMENT | MAY 1-31, 2021





PUBLIC ARTIST-IN-RESIDENCE

CHRISTINE WONG YAP
x ENCORE COMMUNITY SERVICES

HOW I KEEP LOOKING UP: FLAGS OF RESILIENCE
TIMES SQUARE, JUNE 14, 2021

Wong Yap will invite seniors at Encore Senior Services to co-create flag designs representing their sources of resilience. The flags will be sewn by local theater workers, and selected designs will be displayed in the public plazas of Times Square on Flag Day, June 14, 2021.

2021 ARTS, PROGRAMMING & EVENTS CALENDAR OVERVIEW: MARCH-DECEMBER

ONGOING

- *Messages for the City*
- Mierle Laderman Ukeles, [For → Forever](#)
- [Street Musicians Program](#), Spring-Fall

MARCH 2021

- [We Will Be Back Broadway Event](#)
- Midnight Moment: [Erin Johnson](#)
- MM Spring Equinox Event, Mar 20
- [Dramatists Guild Pop-Up](#), March 23

APRIL 2021

- Midnight Moment: Allison Janae Hamilton
- Zipeng Zhu: *Hate Has No Place Here*

MAY 2021

- Midnight Moment, May 1-31
- NY Live Arts and Saul Williams, May 15
- [Times Square Transmissions](#) - live DJ Booth, Duffy Square, May 1-31
- Amanda Phingbodhipakkiya: *We Are More*

MAY 2021 (cont.)

- Eat Times Square - promo for restaurants
- *Messages for the City: [I Still Believe](#)*
- [Songs for Our City](#), Dates TBD

JUNE 2021

- [Taste of Times Square - Plaza Dining](#)
- Midnight Moment, June 1-30
- Christine Wong Yap, [Flags of Resilience](#), June 14, Flag Day
- [Solstice Event](#), June 20
- [Pride Event](#), June 21-27
- [Songs for Our City](#), Dates TBD

JULY 2021

- Midnight Moment, July 1-31
- [Broadway Buskers](#) live music in TSQ
- Jazz at Lincoln Center live in TSQ

AUGUST 2021

- Midnight Moment, August 1-31
- Pedro Reyes, *Atomica Amnesia*, August 2-27
- [Broadway Buskers](#) - live music in TSQ
- Jazz at Lincoln Center live in TSQ

SEPTEMBER 2021

- Midnight Moment, Sep 1-30
- Charles Gaines Opera x Creative Time (Date TBD; Duffy and Screen)
- [September 11; 20th Anniversary](#) - Broadway Advocacy Event
- [Taste of Times Square Week](#) TBD
- [Broadway Buskers](#) - live music TSQ
- Jazz at Lincoln Center live in TSQ

OCTOBER 2021

- Midnight Moment, Oct 1-31
- [Design Pavilion](#)
- [Performa](#), Oct 12-31
- Large-Scale Sculpture, Oct 1, Duffy

NOVEMBER 2021

- Midnight Moment, Nov 1-30
- Large-Scale Sculpture, Duffy

DECEMBER 2021

- Midnight Moment, Dec 1-30
- [NYE!](#)

Taste of Times Square



Solstice



If your company has interest in supporting recovery efforts in Times Square, please contact Gary at gwinkler@tsq.org or 212-452-5212.

The Return of Broadway



Recovery Plan: Short Term

Tourism & Marketing

- Ramp up our marketing strategy and efforts
- Work with NYC & Co.
- Work with NYC Hospitality Alliance
- Work with Hotel Association of NYC
- Work with NYS Hospitality and Tourism Association
- Work with NYS Restaurant Association
- Continue to advocate for more funding for tourism

Spread the love with the **TIMES SQUARE e-Gift Card!**

Send your NYC friends, family, teammates, or anyone else the gift that keeps on giving around the neighborhood: a digital gift card that they can use to eat, shop, play, and more at some of your favorite local businesses in Times Square.



30+ businesses currently registered

No cost to any Times Square business

If you'd like to support this initiative or purchase cards for your employees, please contact Gary at gwinkler@tsq.org or 212-452-5212.

Recovery Plan: Short Term

Communications

- Work with Nicholas & Lence to develop and execute a proactive PR Strategy
- Celebrate Successes
- Drown out negatives
- Develop offensive strategy
- Tell our story!

Times Square in the Press



Times Square is Alive and Kicking

NEW YORK POST

TIMES SQUARE STIRS TO LIFE

Foot traffic up to 105K a day.

Crossroads comeback

Times Square's monthly visitorship is still far from pre-pandemic levels, but area business owners are encouraged by the recent uptick — spurred in part by a partial return to indoor dining.



POST FOCUS ON COMMERCIAL REAL ESTATE

Good Times roll!

Folks flocking back to Crossroads of World

'Heartbeat of the city'

Broadway shows won't return until at least September, but warm weather and zany characters are still bringing visitors — many of them local — back to Times Square, after the pandemic left it eerily empty a year ago.

FOR the past year, Times Square has been widely depicted as a deserted ghost of its former self. But people who love the Crossroads of the World, even without Broadway, continue to bring it back to life.



STEVE CUZZO
REALTY CHECK

engine and look forward to its return, there's plenty to do, including people-watching under the bright lights." Keeping the psychological signal.

Pedestrian counts in the Broadway-Seventh Avenue Bowtie between West 42nd and 47th streets are on the upswing as the weather warms, the Times Square Alliance has found. The weekly average of people on foot increased from a paltry 33,143 in April 2020, the pandemic's darkest month in the city, to 134,659 this month. It's still way below the pre-pandemic total of 355,302, but a remarkable 306.3 percent leap over last spring's desolate condition. The number has gradually ticked up over time, with the latest figure surpassing the 105,000 daily average-visitor tally that The Post reported in February. Weekend figures were even

Harris said, "A conscious decision was made by landlords and sign companies that they were going to try to keep as much to normal as possible. Times Square is not Times Square without the lights. It showed people around the world that normal is coming again." But, without theaters and offices, where are all the new visitors coming from? Harris said, "Anecdotally, it seems that New Yorkers and tri-stateers are reconnecting with their Times Square. People in the past complained about congestion. With that gone, we can reconnect to what all the tourists knew: that Times Square is the heartbeat of the city."



Times Square pedestrian traffic
April 2020: 33,143
April 2021: 134,659
306.3% increase

2021

2020

Times Square is Alive and Kicking

The New York Times

‘The Start of a Comeback’ in 5 U.S. Cities

“We still have a ways to go until Broadway reopens, which will be a significant increase in tourism for the city and Times Square,” Tom Harris, the Alliance’s acting president, said, “but these small steps are allowing more people to safely experience what Times Square has to offer after a long year.”

THE WALL STREET JOURNAL

The Times Square Alliance, a nonprofit group that oversees the area, reports an increase in foot traffic as well. Recently, 115,000 people have come through the tourist mecca a day, an increase of 15% over the daily traffic since September.



Times Square, the ‘Crossroads of the World,’ Shows Signs of Rebound

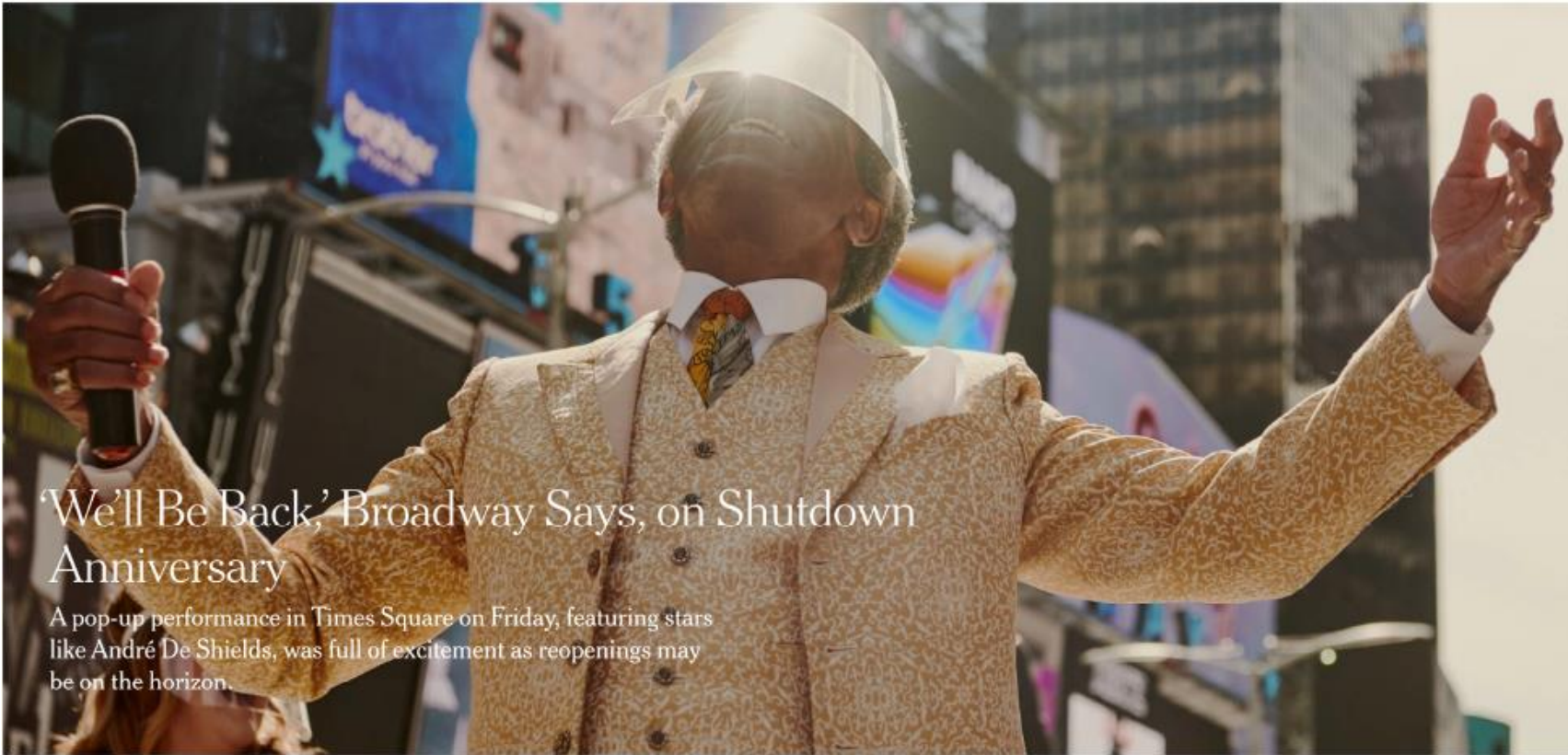
Latest Foot Traffic Data Signals Staying Power in Key New York Tourist Destination

Promoting Times Square Businesses



Broadway – WE WILL BE BACK!

The New York Times



'We'll Be Back,' Broadway Says, on Shutdown Anniversary

A pop-up performance in Times Square on Friday, featuring stars like André De Shields, was full of excitement as reopenings may be on the horizon.

By Julia Jacobs

March 12, 2021

 **CNBC**

 **entertainment**

 **REUTERS**

NEW YORK

VULTURE

AP

NEW YORK POST

DAILY NEWS

All Local Broadcast Networks

CRAIN'S NEW YORK BUSINESS

March 17, 2021 09:56 AM UPDATED 18 MINUTES AGO

New York needs a deputy mayor for public spaces

Crain's New York Business By Tom Harris

April 21, 2021 02:19 PM UPDATED 18 MINUTES AGO

Times Square's deterioration is greatly exaggerated

Crain's New York Business

By Eric Rudin &

Tom Harris

Recovery Plan: Long Term

Public Space Management

- Holistic look at how our public spaces are managed
- Deputy Mayor of Public Space
- Park Like Rules for Plazas
- Times Square Arts Fund

Landscape Changes

- Water Main and Bollard Project on 42nd Street is an opportunity to redesign the block for 2021 not 1951
- Our Broadway Vision
- 8th avenue reimaged

Revisit Contractual Relationships

- With City: Small Business Administration, Department of Transportation, Department of Parks and Recreation
- With partners: New Year's Eve and Jamestown Properties

TIMES SQUARE ALLIANCE

Annual Public Meeting

Monday, April 26, 2021

