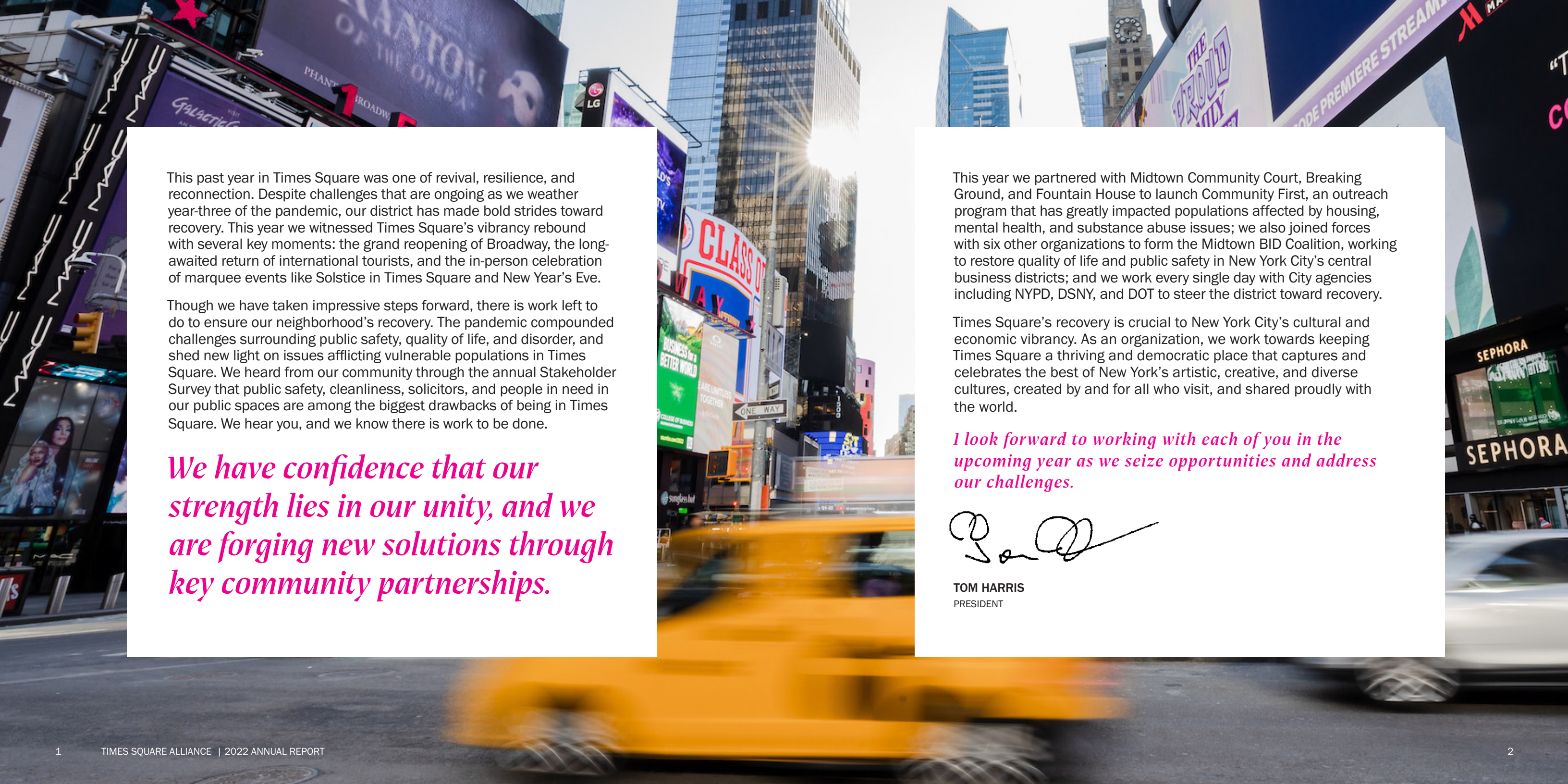




# TIMES SQUARE ALLIANCE 2022 ANNUAL REPORT





This past year in Times Square was one of revival, resilience, and reconnection. Despite challenges that are ongoing as we weather year-three of the pandemic, our district has made bold strides toward recovery. This year we witnessed Times Square's vibrancy rebound with several key moments: the grand reopening of Broadway, the long-awaited return of international tourists, and the in-person celebration of marquee events like Solstice in Times Square and New Year's Eve.

Though we have taken impressive steps forward, there is work left to do to ensure our neighborhood's recovery. The pandemic compounded challenges surrounding public safety, quality of life, and disorder, and shed new light on issues afflicting vulnerable populations in Times Square. We heard from our community through the annual Stakeholder Survey that public safety, cleanliness, solicitors, and people in need in our public spaces are among the biggest drawbacks of being in Times Square. We hear you, and we know there is work to be done.

*We have confidence that our strength lies in our unity, and we are forging new solutions through key community partnerships.*

This year we partnered with Midtown Community Court, Breaking Ground, and Fountain House to launch Community First, an outreach program that has greatly impacted populations affected by housing, mental health, and substance abuse issues; we also joined forces with six other organizations to form the Midtown BID Coalition, working to restore quality of life and public safety in New York City's central business districts; and we work every single day with City agencies including NYPD, DSNY, and DOT to steer the district toward recovery.

Times Square's recovery is crucial to New York City's cultural and economic vibrancy. As an organization, we work towards keeping Times Square a thriving and democratic place that captures and celebrates the best of New York's artistic, creative, and diverse cultures, created by and for all who visit, and shared proudly with the world.

*I look forward to working with each of you in the upcoming year as we seize opportunities and address our challenges.*



TOM HARRIS  
PRESIDENT

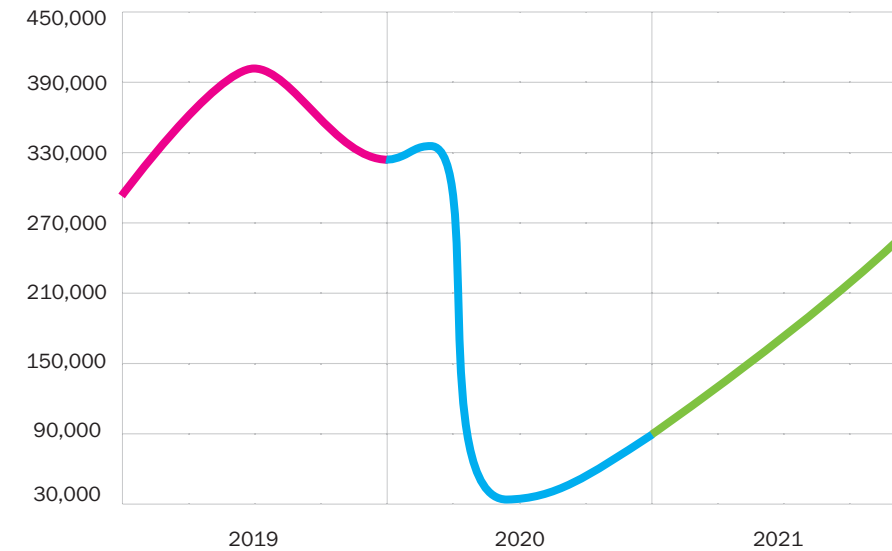
## *Our FY2023 Focus Areas:*

- Creating an exceptional public space experience
- Connecting our programming and initiatives directly to our mission
- Maintaining and developing strategic partnerships that enable our businesses to flourish
- Fostering an engaged neighborhood that is vision, mission, and value driven
- Celebrating Times Square's successes



# TIMES SQUARE TOWARDS Recovery

## AVERAGE PEDESTRIAN COUNTS



## ANNUAL AVG.

2019	356,059
2020	125,401
2021	173,808

## PEDESTRIAN COUNTS

Pedestrian counts averaged 173,808 people a day in 2021, up nearly 40% from 2020. Foot traffic has risen steadily throughout the year, with March 2022 averaging nearly 260,000 daily visitors. Our counts reached a year-to-date high of 342,536 people on March 19th, down only 9% from the same day in 2019.

## BROADWAY'S RETURN

With a strong return in September, celebrated by Curtain Up! festival, Broadway grosses and attendance steadily increased throughout 2021. Broadway saw a **peak weekly revenue of \$32,543,570** as well as a **peak weekly attendance of 240,602 people** in the 2021-22 season. Some weeks have climbed up as far as just 20% below 2019's pre-pandemic levels.

Source: The Broadway League

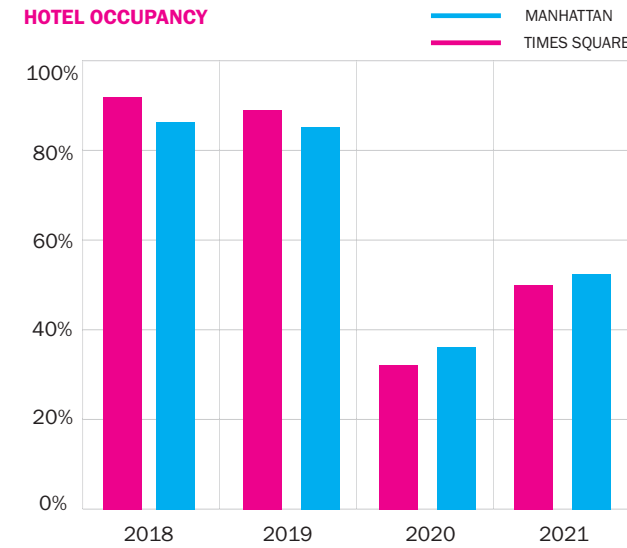
# Times Square Towards Recovery

## HOTEL RATES & OCCUPANCY

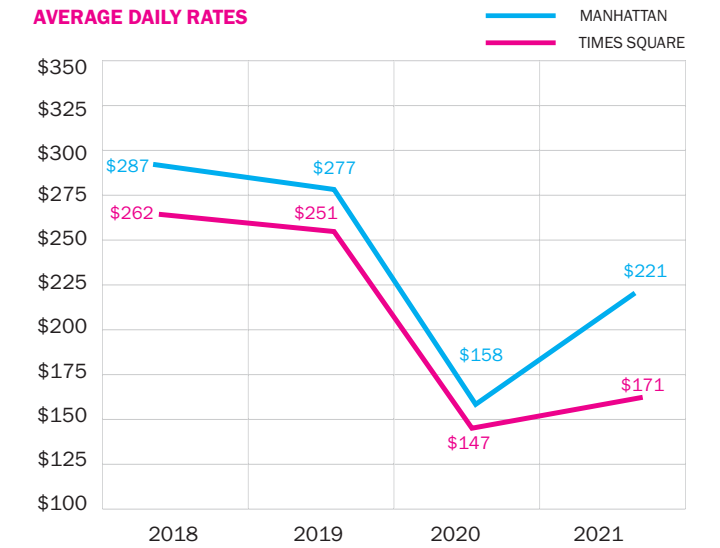
Our hospitality industry is trending toward recovery, with significant increases in both occupancy and average daily rates. In 2021, Times Square averaged 50.4% occupancy, on par with Manhattan's 51.4%. This year's holiday season was our strongest period with December **hotel occupancy at 73%** and an average **daily rate of \$297** per night.

Source: STR

HOTEL OCCUPANCY



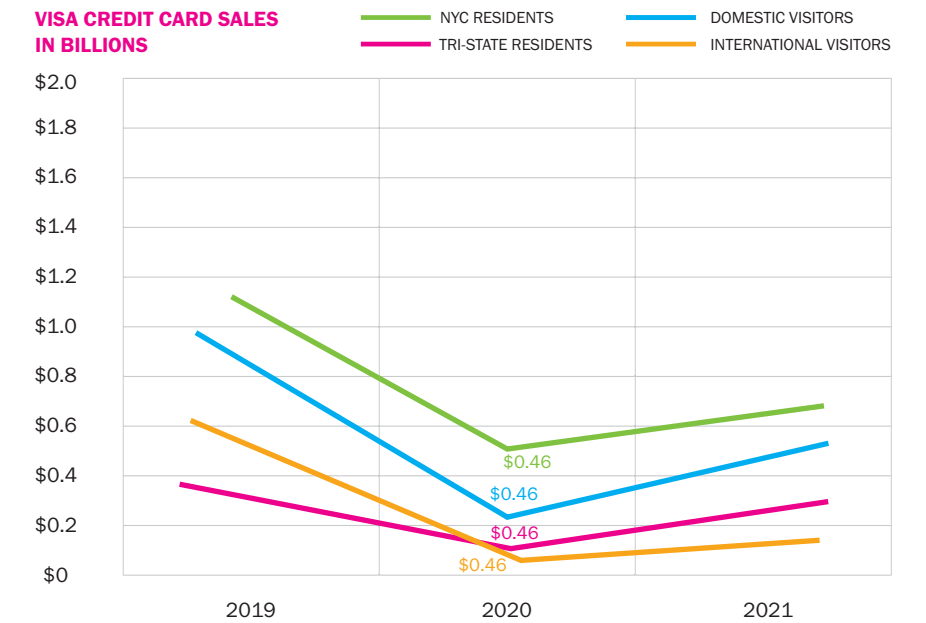
AVERAGE DAILY RATES



## CONSUMER SPENDING

Visa spending in Times Square began to recover from pandemic declines with sales totaling \$1.6 billion in 2021. This was a **60% increase (up \$584 million) from 2020**. While spending has yet to fully return to pre-pandemic levels, both domestic and international spending is trending in that direction. In the past year in Times Square, **restaurant spending increased by 80%, retail spending increased by 62%, and accommodation spending increased by over 140%**.

VISA CREDIT CARD SALES IN BILLIONS



# Reimagining WITH COMMUNITY FIRST

In the past two years, the pandemic has caused a significant increase in the number of people who are **housing insecure** and living with **severe mental health or substance abuse issues** – and many of those people find refuge in Times Square. As stewards of this community, we are reimagining the ways we can provide support and real help to those vulnerable populations.

**Community First** is an initiative in partnership with Midtown Community Court, Breaking Ground, and Fountain House that builds trusting relationships with people in need and, over time, connects them to critical services that support their transition off the street and into stability.

**Community Navigators**, who have relevant lived experience, engage with potential clients, offering clothing, blankets, or food, and starting conversations around each client’s particular challenges and needs.

Community First focuses on relationship-building and meeting clients “where they are at” before attempting to link them to more significant services, which ensures that clients have greater chances for long-term success.

The number of individuals sleeping on the streets in Times Square reduced from 31 to 9.

265

individuals served



food provided in 193 interactions



information provided in 147 interactions

31

individuals accepted long-term care

455

interactions facilitated



clothing provided in 250 interactions



harm reduction materials provided in 17 interactions

*“I do this work because I know what being in these systems is like. I know I can use my experience to help advocate and inspire change at the personal level and beyond.”*

**CAMILLA**

COMMUNITY NAVIGATOR

*“Being in the mental health system for over 15 years, I’ve acquired a lot of insight into to how to work with people in the same system. If a person is in need, I try to help with that.”*

**DAVID**

COMMUNITY NAVIGATOR

*“Sometimes I get to see my clients in a better place afterwards.”*

**HARLEY**

COMMUNITY NAVIGATOR





# Reframing DISTRICT ACTIVITY



## New Development

### TREND

Hotel development continues at a brisk pace in Times Square. There are at least five hotels in the neighborhood currently under construction, and three more hotel developments in the site assembly and design stage.

### HIGHLIGHT

The Hive, a new Class A commercial building stretching from 42nd to 43rd Streets on Eighth Avenue recently opened and is now leasing. In addition, Times Square recently welcomed the 650-bed Riu Plaza Manhattan Times Square hotel and the 450-bed Hard Rock Hotel.

## Commercial Real Estate

### TREND

Commercial real estate in Times Square, like most neighborhoods, was slowed by the pandemic. Class A vacancy has increased from approximately 6.8% in Q4 2019, to approximately 13.5% today. 16 new leases, totaling 991,000 SF, have been signed in the past two quarters, compared to 29 leases and 1.1 million SF in the same quarters in 2018 and 2019. While we expect this trend may continue in the short term, Times Square's long-term fundamentals- access to transportation and entertainment, and a dynamic atmosphere- remain strong.

### HIGHLIGHT

Nearly one million square feet of new leases have been signed in the last six months. Most exciting, in addition to stalwart industries like finance and law, Roku (237,000 SF) in 2022 joining TikTok (232,000 SF) in 2020 and Schrodinger (108,000 SF) in 2021, demonstrate new strength in the tech sector as well. Touro College's large lease (243,000 SF) in 2022 has pioneered a new model for commercial real estate, creating a campus for thousands of students in the Crossroads of the World.

## Retail Real Estate

### TREND

While the pandemic certainly took a toll on the retail sector, Times Square has begun to bounce back, with nearly 80% of storefronts now filled by active businesses, up from 13% in the height of the pandemic. Looking forward, this upward trend should only continue. Retail locations facing the Bow Tie are almost completely leased, and many exciting new businesses have signed leases throughout the district.

### HIGHLIGHT

Times Square is welcoming a variety of new retail businesses, representing a growing boom in food and beverage, and a sustained interest in entertainment. We are excited to welcome renowned cuisine (Din Tai Fung, Singapore Hawker's Market), destination experiences (RiseNY, Museum of Broadway), and New York hotspots (Brooklyn Chop House, Mermaid Inn), while continuing to see growth in quick service favorites (Jolibee, Raising Cane's).

# Reinventing PUBLIC SPACE



## 42nd Street

The City has planned a water main and street reconstruction project on 42nd Street, which we believe is an opportunity to significantly improve a corridor that has long been severely overcrowded, unsafe for pedestrians and vehicles, inaccessible for theatergoers, and poorly regulated.

Based on discussions with our stakeholders, and work with consultants from engineering firm Stantec, we have identified the following key objectives:

- **Maximize pedestrian space and reduce sidewalk obstructions**
- **Provide an organizational structure for uses of pedestrian space, including street vendors**
- **Improve pedestrian safety, including bollard installation**
- **Improve bus speeds and efficiency**
- **Provide flexibility for key vehicular street uses, including pick-up and drop-off for theater, sanitation, and deliveries**

This project is an opportunity to reimagine iconic 42nd Street as a safe, functional, and dynamic street for the next century.



## Broadway Vision

In 2009, Broadway in Times Square was among the first corridors in New York City to become a fully pedestrianized corridor. The closure of Broadway created a world class public space, notable as a viewing destination for visitors, a gathering space for New Yorkers, a setting for innovative art and performance, and a world famous icon of New York City.

Now, 13 years later, NYCDOT has unveiled a new vision for the entire Broadway Corridor from Columbus Circle to Union Square. Broadway will become New York's first pedestrian priority corridor, featuring plazas and shared streets with limited vehicular traffic, widened pedestrian areas, and continuous bike lanes. In Times Square, Broadway north of 47th Street has been redesigned as a shared street corridor, with limited vehicular traffic, widened pedestrian areas, a largely protected bike lane, and multiple opportunities to locate unique art installations and lively events.

## Restaurant Row & Eighth Avenue

Our neighborhood is privileged to have an asset as unique as Restaurant Row, a largely residential block with historic architecture featuring cuisines from around the world. This area emerged as one of the most lively and successful blocks for outdoor dining during the pandemic. Now is the time to imagine how we can elevate the best of that outdoor experience, while preserving Restaurant Row as a successful public space that prioritizes the needs of restaurants, residents, pedestrians, and cars alike.

With that in mind, we are looking at how we can redesign the block to accommodate a permanent outdoor dining program with expanded space for tables and pedestrians, while balancing the needs of all users. Along Eighth Avenue, we are prioritizing improved cleanliness and sanitation. The Alliance has installed the first Citibin receptacle on 8th Avenue and 44th Street. These structures will allow us to conceal garbage bags in attractive containers so they are not stacked on the sidewalk.





# OUR YEAR *In Review*





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**1. Solstice in Times Square**

Solstice in Times Square brought back hundreds of yogis to Times Square's plazas for a festival of yoga, movement, and mindfulness on the longest day of the year.

**2. How I Keep Looking Up**

A collaboration between artist Christine Wong Yap and seniors from Encore Community Services brought 11 symbolic flags of resilience to Times Square.

**3. Taste of Times Square Week**

26 local restaurants participated in Taste of Times Square Week, offering special three-course menus to diners all week long with live entertainment.



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**4. Curtain Up!** A three-day festival celebrated Broadway's return with events, concerts, and performances all weekend long, hosted in partnership with Playbill, Prudential, and the Broadway League.

**5. Plaza Programming** Free events returned to Times Square's plazas with live music and performances all summer long.

**6. Ferris Wheel** For the first time ever, a 110-foot ferris wheel came to Times Square, providing incredible new views down Broadway at the end of August and beginning of September.

**7. Times Square Today Podcast** The Alliance launched "Times Square Today" a new podcast showcasing the latest happenings, with host David Mignano.



**8. Broadway Reopening** Broadway returned with a bang! Dozens of shows hosted opening night events and performances in Times Square, including classics like *The Phantom of the Opera*, *Aladdin*, and *The Lion King*.

**9. A Fountain for Survivors** Pamela Council's 'A Fountain For Survivors', a Times Square Arts installation covered in 400,000 acrylic fingernails, added some glam to Duffy Square.

**10. Met Opera Opening Night** For the 15th year, the Met Opera's opening night was streamed live to the public on screens in Times Square.

**11. Daffodil Project** Dozens of bulbs were planted in Times Square in remembrance of 9/11 and COVID-19 victims, as part of the Daffodil Project with New Yorkers For Parks.





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**12. Show Globes**

Four larger-than-life Show Globes inspired by Broadway musicals popped up in Times Square for the holiday season.

**13. Welcome Back World**

We welcomed international tourists back to NYC with a "Welcome Back World" banner on the iconic Red Steps.

**14. Stephen Sondheim Tribute**

The Broadway community gathered on Times Square's Red Steps for a moving tribute to the late Stephen Sondheim.



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**15. New Year's Eve** celebrations returned to Times Square in full force! We welcomed revelers safely with new precautions including a Covid vaccine mandate.

**16. Confetti Test** In the lead up to our biggest day of the year, we test the confetti to ensure it will float down beautifully on New Year's Eve.

**17. Ball Test** We triple check everything to ensure celebrations go off without a hitch! The 2022 New Year's Eve Ball Test was a success.

**18. Good Riddance Day** We said BYE to 2021 in Times Square at the annual Good Riddance Day, this year burning unwanted memories of the past year.

**19. Numeral arrival** The 2022 Numerals arrived in Times Square, after a cross-country journey with Kia.

**20. Crystal Instillation** The New Year's Eve Ball got a new look with 192 Waterford Crystals installed featuring "The Gift of Wisdom" design.



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**21. Swearing in** Just after the Ball dropped to mark the start of 2022, Eric Adams was sworn in as New York City's 110th Mayor on the New Year's Eve stage.

**22. Broadway Stars** Stars from Broadway's Aladdin, Chicago, and The Phantom of the Opera joined us in costume to celebrate the reopening of live entertainment and the importance of Broadway to New York City.

**23. Live Performers** This year's Times Square New Year's Eve event hosted live performances from KT Tunstall, Ja Rule, Ashanti, and Journey.

**24. Bloom** 'Bloom' by Habitat Workshop was the winner of Times Square Arts' 14th Annual Love and Design Competition.

**25. Michelle Go Tribute** People gathered on Times Square's Red Steps in a moving tribute to honor and remember Michelle Go.

**26. NYC&Co Winter Outing** Times Square businesses participated in NYC Winter Outing, showcasing a flurry of seasonal offers on dining, attractions, hotels, and Broadway shows.



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**27. Love in Times Square** On Valentine's Day we celebrated a proposal, a wedding, and vow renewals as part of our annual Love in Times Square traditions.

**28. Reopening** Mayor Eric Adams announced from Times Square that many key Covid restrictions will be lifted in NYC.

**29. Make Up For Lost Time** The Alliance launched a marketing campaign encouraging people to Make Up For Lost Time in Times Square.

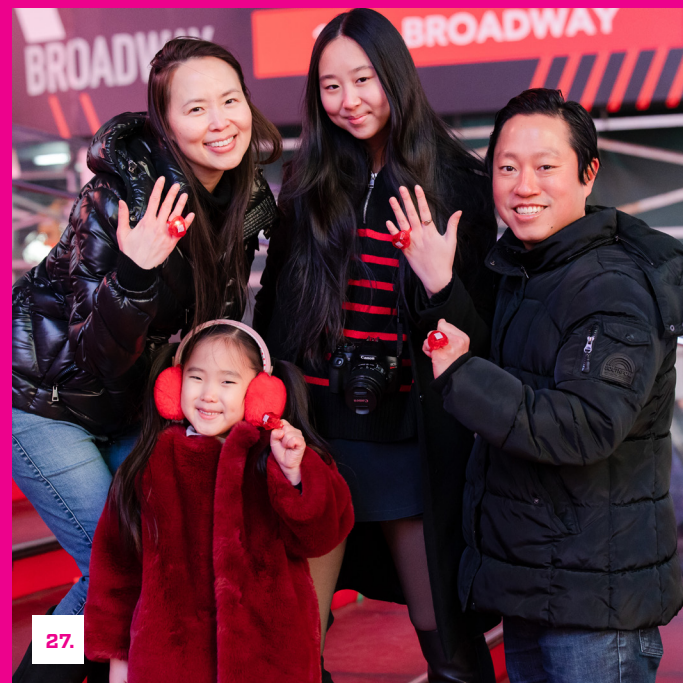
**30. NYC Half Marathon** The NYC Half Marathon ran through Times Square, marking the only time besides New Year's Eve TSQ's streets are closed to the public.



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**31. Broadway for Ukraine** The Broadway community gathered in Times Square to send a song of solidarity to the people of Ukraine.

**32. Midnight Moments** The 9th year of our Midnight Moment public art program featured works by artists including David Hockney, Pamela Council, and Cory Arcangel, and appeared on more screens in Times Square than ever before. This April marks the 10th anniversary of the program and the start of a full year dedicated to works by women.



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# ABOUT THE *Alliance*

The Times Square Alliance, founded in 1992, works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century.

In addition to providing core neighborhood services with its Public Safety Officers and Sanitation Associates, the Alliance promotes local businesses; encourages economic development and public improvements; co-coordinates numerous major events in Times Square, including the annual New Year's Eve and Solstice in Times Square celebrations; curates and presents public art projects throughout the district via Times Square Arts; and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues.



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