

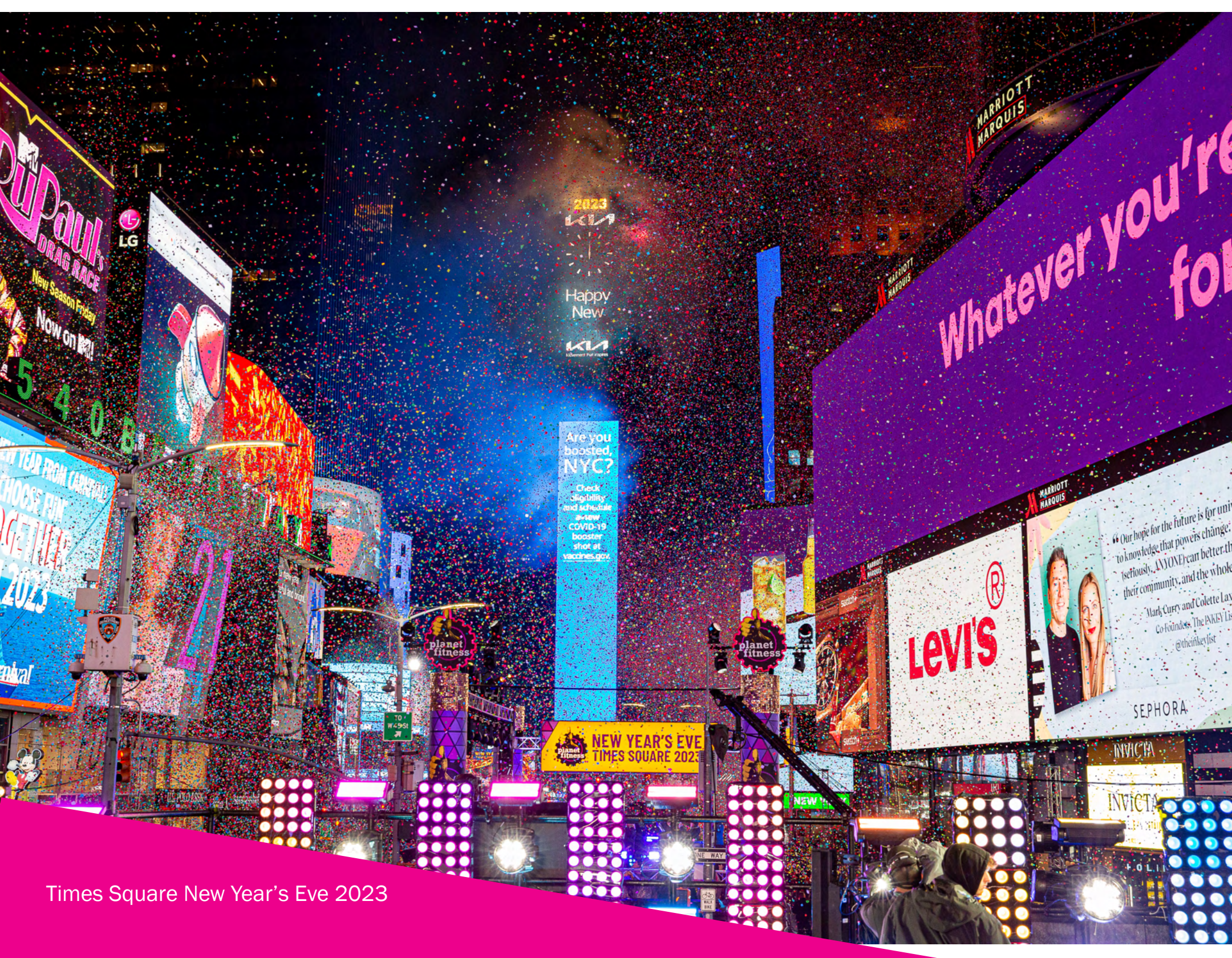


TIMES
SQUARE
ALLIANCE



TIMES SQUARE EVENT SPACE INFORMATION GUIDE 2024

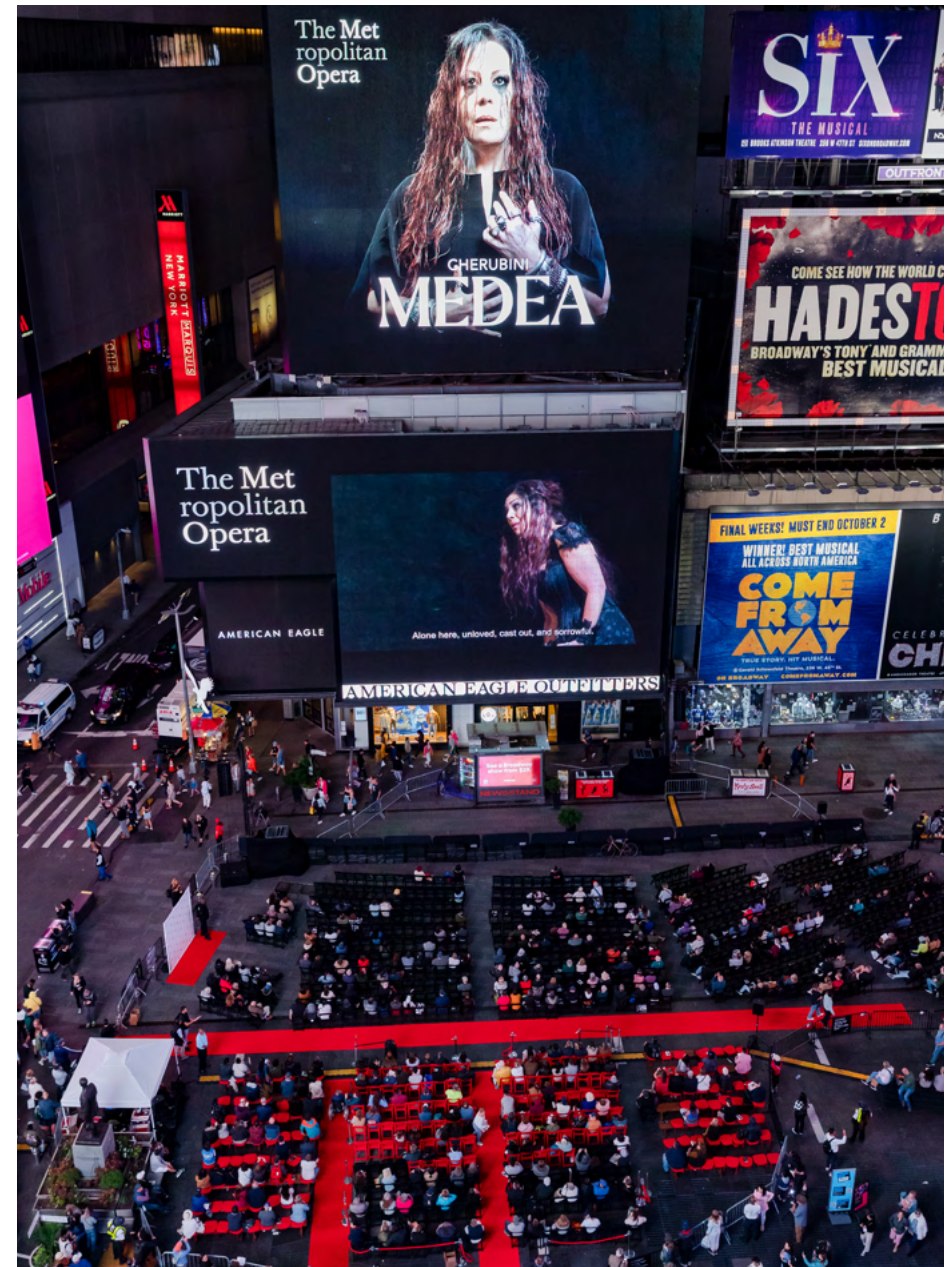
rev. dec 2023



Times Square New Year's Eve 2023

TABLE OF CONTENTS

Times Square District Profile	5
About the Alliance	6
District Statistics	7
Permittable Spaces	9
Map	10
Film Permits	11
Event Application Process	16
SAPO Application	17-18
Parks Application	19-20
BID Requirements	21
Fees, Insurance & Rules	22
Plaza Fees	23
Parks Fees	24
Insurance Requirements	25
Code of Conduct	27
Accessibility	28-29
Site Plans	31-37
Summary	38



The Metropolitan Opera Live Simulcast event, Fall 2022



Protect yourself,
New York.
Get vaccinated.
Stay up to date with a booster.
Wear your mask.

SHY'S
CHOCOLATE

ES 80
20TIMES

The City of New York
Michael R. Bloomberg
Christine Quinn, City Council Speaker

Times Square Alliance
Theatre Development Fund
Coalition for Father Duffy
NYC Department of Parks & Recreation
NYC Department of Cultural Affairs

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®

COVID-19
TESTING

25



TIMES SQUARE DISTRICT PROFILE

OVERVIEW

Located in Midtown Manhattan, the Times Square District is a major commercial intersection, tourist destination and entertainment center. Hailed as one of the world's busiest pedestrian areas, it is also the hub of the Broadway Theater District.



Notable locations within the Times Square District include Father Duffy Square - home to the Red Steps and TKTS, as well as 42nd Street, Restaurant Row, and 41 Broadway theaters.

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 Sanitation Associates and Public Safety Officers, 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 celebrations
- Curates and presents public art projects throughout the district via Times Square Arts
- Advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues

The Alliance's district covers most of the territory from 40th Street to 53rd Street between 6th and 8th Avenues, as well as Restaurant Row (46th Street between 8th and 9th Avenue).

The Times Square Alliance is a 501(c)3 not-for-profit organization and is governed by a large, voluntary Board of Directors.



Clockwise from top left: Times Square Alliance Public Safety Officer on patrol; Times Square Alliance Sanitation Associate sweeps litter left on the ground; participants perform yoga in the annual Solstice in Times Square event held on the Broadway Plazas.

DEMOGRAPHICS & STATISTICS

Commonly referred to as the *Crossroads of the World*, Times Square boasts a staggering daily population average of **365,000 people** per day. Times Square is a hub that captures and celebrates the city's artistic, creative, popular and diverse cultures and is home to more than **5,800 residents**, with another **172,000 office workers** traveling through daily. With a wide array of dining and shopping opportunities, there is something for everyone here.

Times Square represents...



0.1% of the city's land area, but
15% of its economic output



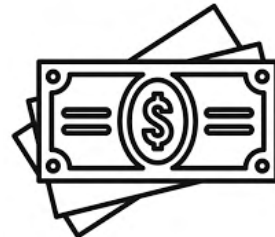
7% of the city's jobs



32 million SF of commercial
office space



**47,635 Broadway
seats** with **\$1.76 billion**
generated, supporting
97,000 jobs



\$105 billion in overall
economic output to NYC,
equivalent to that of a full
mid-sized American city
like Nashville



See something?
Do something.
For emergencies, dial 911.
Anonymously tell us your safety or cleanliness concern.
Scan or text streetwatch to 62975.

EXPLORE MORE IN TIMES SQUARE

DISCOVER THE BEST OF TIMES SQUARE'S
DINING, SHOPPING, AND ENTERTAINMENT.





PERMITTABLE SPACES

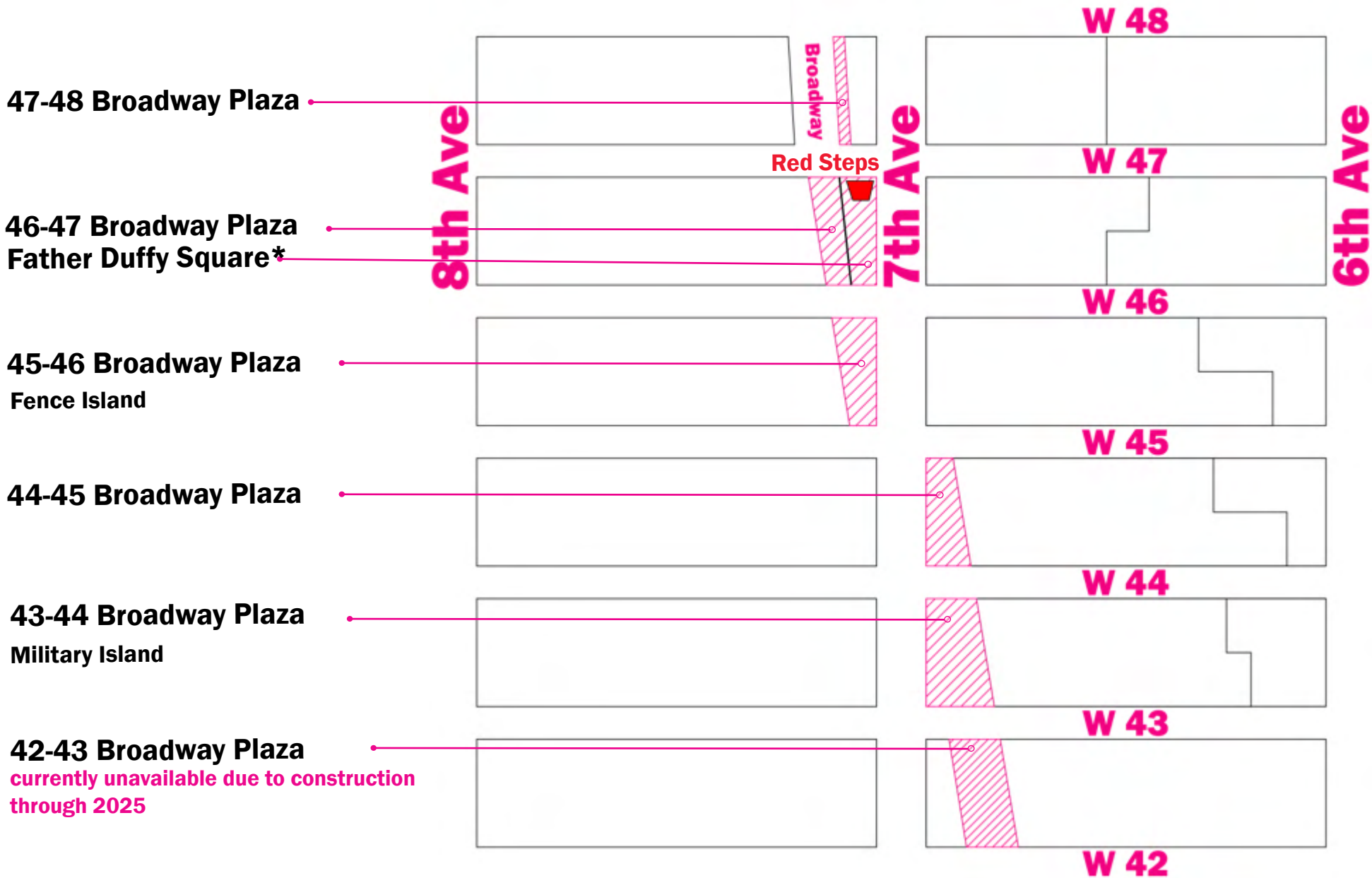
AVAILABILITY

The Times Square Alliance coordinates the activation and use of the Broadway Pedestrian Plazas and Father Duffy Square in partnership with the City of New York.

These public open spaces are available for activation by private commercial entities, religious groups, non-profits and other organization types through the **Street Activity Permit Office (SAPO)**, **New York City Department of Parks & Recreation** and the **Times Square Alliance**.

PERMITTABLE SPACES MAP

! *Father Duffy Square is permitted by the New York City Department of Parks & Recreation and has a different permit application process than a plaza. See page 17 for the Father Duffy Square application steps.



PERMIT TYPES

FILM SHOOTS

Times Square is the most photographed public space in the world. It's landmark status and iconic character have drawn countless television shoots and major motion pictures to the district for decades.

Most film and photography shoots on public plazas require film permits from the Mayor's Office of Media and Entertainment (MOME) and applicable insurance documents.

The Times Square district also holds three sanctioned areas designed specifically for filming; Father Duffy Square, Fence Island located on the northeast tip of the 45-46 Broadway Plaza and Military Island located on the 43-44 Broadway Plaza.

In addition to these requirements, a donation to support the operations of the Times Square Alliance is greatly appreciated.

FILM COSTS

The three sanctioned areas mentioned above are donation based. Donations to the Alliance go back into daily maintenance and upkeep of all of our public spaces.

If a film shoot would like to take over a Broadway Plaza, a \$50,000 fee is incurred (\$22,000 to Times Square Alliance & \$28,000 to the Mayor's Office of Media & Entertainment, commonly referred to as MOME).

BRAND ACTIVATIONS

With approximately 375,000 visitors passing through the Times Square area daily, the district's public plazas serve as optimal spaces for brand activations.



Coca-Cola activation to celebrate their new digital screen. Unique seating arrangement on the 46-47 Broadway Plaza for the public to use with built in coolers that held Coca Cola drinks.

CONCERTS & FESTIVALS



Diwali at Times Square, 2022

An annual event featuring various performers, food vendors and special Indian dignitaries to honor the holiday.



Recording artist Post Malone performs
at New Year's Eve 2020



Music artist Bruce Springsteen and U2 band members perform at World AIDS Day in Times Square, 2014.

APPLICATION & PERMITTING PROCESS



World Aids Day Concert. 46-47 Broadway Plaza. Performances by Kanye West, Carrie Underwood, Chris Martin, Bruce Springsteen, The Edge & Chris Martin.

Broadway Pedestrian Plaza activation permits are provided by the Street Activity Permit Office (SAPO), part of the Mayor's Office of Citywide Event Coordination and Management (CECM), and coordinated through the Times Square Alliance.



NFL on FOX Pregame Show for Sunday Broadcast. 46-47 Broadway Plaza & Duffy Square.

Father Duffy Square permits are provided by the New York City Department of Parks & Recreation, and coordinated through the Times Square Alliance.

SAPO APPLICATION FOR BROADWAY PEDESTRIAN PLAZA PERMIT

Applications for plaza use are made through the [SAPO website E-Apply portal](#). The following steps serve as a general guideline for the SAPO application process.

1 E-APPLY

Create an E-Apply account, or log in to your existing account, on the SAPO website.

2 APPLICANT INFO

Enter all contact information for the applicant, event sponsor, and event producer.

3 EVENT INFO

Provide event name, description, and dates. **Applications for pedestrian plaza activations must be made at least 45 days before the planned activation.**

4 SELECT PLAZA

Use the “Plaza Level” drop-down menu to select “Pedestrian Plaza, Level A” and then select your preferred plaza space:

- 42/43 Broadway Pedestrian Plaza
- 43/44 Broadway Pedestrian Plaza
- 44/45 Broadway Pedestrian Plaza
- 45/46 Broadway Pedestrian Plaza
- 46/47 Broadway Pedestrian Plaza
- 47/48 Broadway Pedestrian Plaza

SAPO APPLICATION FOR PEDESTRIAN PLAZAS (continued)

5 QUESTIONNAIRE

Fill out the questionnaire detailing additional information regarding the proposed event.

6 UPLOAD

Upload all applicable documents to the SAPO portal including site plan and run of show.

7 PAYMENT

Pay the \$25 SAPO application processing fee by credit or debit card.

8 SITE VISIT

Pending the approval of your application details, you will have a site visit with all relative city agencies and representatives from Times Square Alliance to walkthrough all elements of your event. Be prepared to come with a run of show, production schedule, and site plan that shows all of the infrastructure that will be used for your event.



Applications for plaza activations must be made at least 45 days before the planned event date.

Applications for film production must be made at least 10 days prior to planned production.

PARKS APPLICATION FOR FATHER DUFFY SQUARE PERMIT

Applications for the use of Father Duffy Square are made through the [Parks Special Event Permit Request online portal](#). The following steps will guide you through the process.

1 APPLY ONLINE

Log in or create a new account on the NYC Parks website. If you have already created an account with the Street Activity Permit Office or Mayor's Office of Media and Entertainment, you do not need to create a new account. Please log in using your existing account.

2 APPLICANT INFO

Enter all contact information for the applicant including address, phone number and email.

3 EVENT INFO

Provide event name, description, dates & times, anticipated attendance and organization information.

Applications for Duffy Square activations must be made at least 21-30 days before the planned activation.

4 SELECT LOCATION

Making sure 'Special Event Area' is selected, you will see dropdowns for Borough, Park and Select Area.

- Borough: MANHATTAN
- Park: FATHER DUFFY SQUARE
- Area: FATHER DUFFY SQUARE

PARKS APPLICATION FOR DUFFY SQUARE (continued)

5 QUESTIONNAIRE

Fill out the questionnaire detailing additional information regarding the proposed event.

6 UPLOAD

Upload all applicable documents to the Parks portal including site plan and run of show.

7 PAYMENT

Pay the \$25 Parks application processing fee by credit or debit card.

8 SITE VISIT

Pending the approval of your application details,, you will have a site visit with all relative city agencies and representatives from Times Square Alliance to walkthrough all elements of your event. Be prepared to come with a run of show and a site plan that shows all of the infrastructure that will be used for your event.



Applications for Duffy Square activations must be made at least 21-30 days before the planned event date.

TIMES SQUARE ALLIANCE REQUIREMENTS

After filing an application either via the SAPO or NYC Parks portal, **email Damian Santucci, Vice President of Production & Operations at dsantucci@tsq.org** to provide the Alliance with details of your proposed event.

The Alliance coordinates events with the City of New York and you must submit the following:

Detailed Event Description

1

- Product and client
- Description of activation
- Primary event producer and contact
- Additional relevant information

Site Plan

2

Indicate the location of all production elements, power access, and temporary infrastructure.

Parking Plan

3

Indicate where necessary production staging and vehicles will be located for an event, from load-in through load-out. These details will determine whether plaza bollards will need to be removed to allow production vehicles to enter the plaza.

Production Plan & Schedule

4

Indicate the amount of time needed to complete load-in, set-up, break-down, and load-out; describe any on-site equipment to be utilized, such as lighting, lifts, cranes and generators. Identify trash removal and clean-up plans. Alliance sanitation will be on site to assist with general sanitation needs including sweeping of the plaza and dumping of the garbage receptacles. Alliance Public Safety will be on site to provide general security enforcement.

Certificate of Insurance

5

Once all the above requirements have been fulfilled, the Times Square Alliance will draft a Letter of Agreement (LOA) between you (the applicant) and the Times Square Alliance, codifying the mutual obligations for utilization of the plaza. This includes insurance and signature of the indemnify clause. This serves as the Times Square Alliance's final step in the approval process.



In addition to SAPO, Parks, and Times Square Alliance application requirements, additional permitting by other city agencies may be required. Details regarding these additional permits will be provided by the City based on your application details.

Examples include but are not limited to:

NYPD - Amplified Sound Permit

Department of Health - Food & Beverage Permit

Department of Buildings - Structural Permits



Times Square Alliance Sanitation Staff



Curtain Up! Broadway Festival, annual 2021-2023

FEES, INSURANCE, AND PEDESTRIAN PLAZA RULES

FEES

Activations in these spaces have associated City and BID fees and are determined by the size and total scope of the activation.

The Times Square Alliance, contracted as the pedestrian plaza and parks maintenance partner by the City of New York, utilizes these fees to offset the costs associated with hosting public events and daily maintenance of the public spaces for public enjoyment 365 days a year.

SCHEDULE OF FEES - PEDESTRIAN PLAZAS

The City of New York dictates the size & total scope of the proposed event. Fees are per plaza/ per day. The Times Square district plazas are considered “A Level” plazas and are therefore priced according to the following schedule:

Event size:	SMALL	MEDIUM	LARGE
Definition includes factors not limited to:	<25% of plaza square footage with an expected attendance less than 25% of plaza capacity	25%-50% of plaza square footage with an expected attendance between 25% and 50% of plaza capacity	>50% of plaza square footage with an expected attendance greater than 50% of plaza capacity
City Event Fee (per day):	\$15,500	\$15,500	\$31,000
Times Square Alliance Event Fee (per day):	\$15,000	\$31,000	\$50,000
Total:	\$30,500	\$46,500	\$81,000

DISCOUNTS

Rates are discounted for 501c3 non-profit or charity.

Discount up to 80% off the fee for a non-profit.

Discount up to 90% off the fee for a charitable organization.

Fees are subject to change depending on the time of year.

These fees do not include additional costs that may be incurred from additional city permits for amplified sound, serving food & beverage, Department of Buildings engineering permits & others.

SCHEDULE OF FEES - FATHER DUFFY SQUARE

These fees do not include additional costs that may be incurred from additional city permits for amplified sound, serving food & beverage, etc.

Father Duffy Square is the island between Broadway and 7th Avenue, between 46th and 47th streets. Father Duffy Square is permitted through the NYC Parks Department. Fees are per day.

COMMERCIAL

starting at \$35,000

NON COMMERCIAL OR GENERAL

starting at \$18,000

These rates do not include Parks Department add-on costs based on event scope specifics, such as adding amplified sound, staging, dynamic infrastructure, etc.

For the full NYC Parks Concession Fee schedule, visit <https://www.nycgovparks.org/rules/section-2-10>



INSURANCE & INDEMNIFICATION

In order to host an event or activation on a public pedestrian plaza or Father Duffy Square within the Times Square district, you must provide the Times Square District Management Association (TSDMA) with a Certificate of Insurance (COI) detailing adequate insurance coverage. Additionally, an indemnification clause from the Times Square Alliance must be signed by the event production entity.

Some examples of coverage include the following:

Commercial General Liability Insurance

in an amount not less than \$1,000,000 combined single limit per occurrence and \$2,000,000 in the aggregate

Coverage must include, as an additional insured, the Times Square District Management Association, 1560 Broadway, Suite 1001, New York, NY 10036. Insurance must be primary and non-contributory with respect to any other insurance in place for TSDMA. A waiver of subrogation in favor of TSDMA is required.

Commercial Automobile Insurance

for all vehicles used in connection with the event or premises, in an amount not less than \$1,000,000 combined single limit per occurrence

If there are no such automobiles used in connection with the event or premises, written confirmation is required.

Workers' Compensation and Employers' Liability Insurance

for all employees or workers used in connection with the event or premises, with limits of \$1,000,000 per occurrence.

If there are no such employees or workers used in connection with the event or premises, written confirmation is required. A waiver of subrogation in favor of TSDMA is also required.



The certificate of insurance and applicable fees must be received & paid before any load in or on-site activity can occur.



Additional insurance may be required based on the scope of the event.

MINSKOFF THEATRE

Disney

THE LION KING

MINSKOFF THEATRE

AKIMBO
A NEW MUSICAL

CITY
PARKING

SCHOENFELDER
BOOTH

CITY
PARKING



Kimberly
Akimbo
a new musical

MOULIN
ROUGE!
MUSICAL

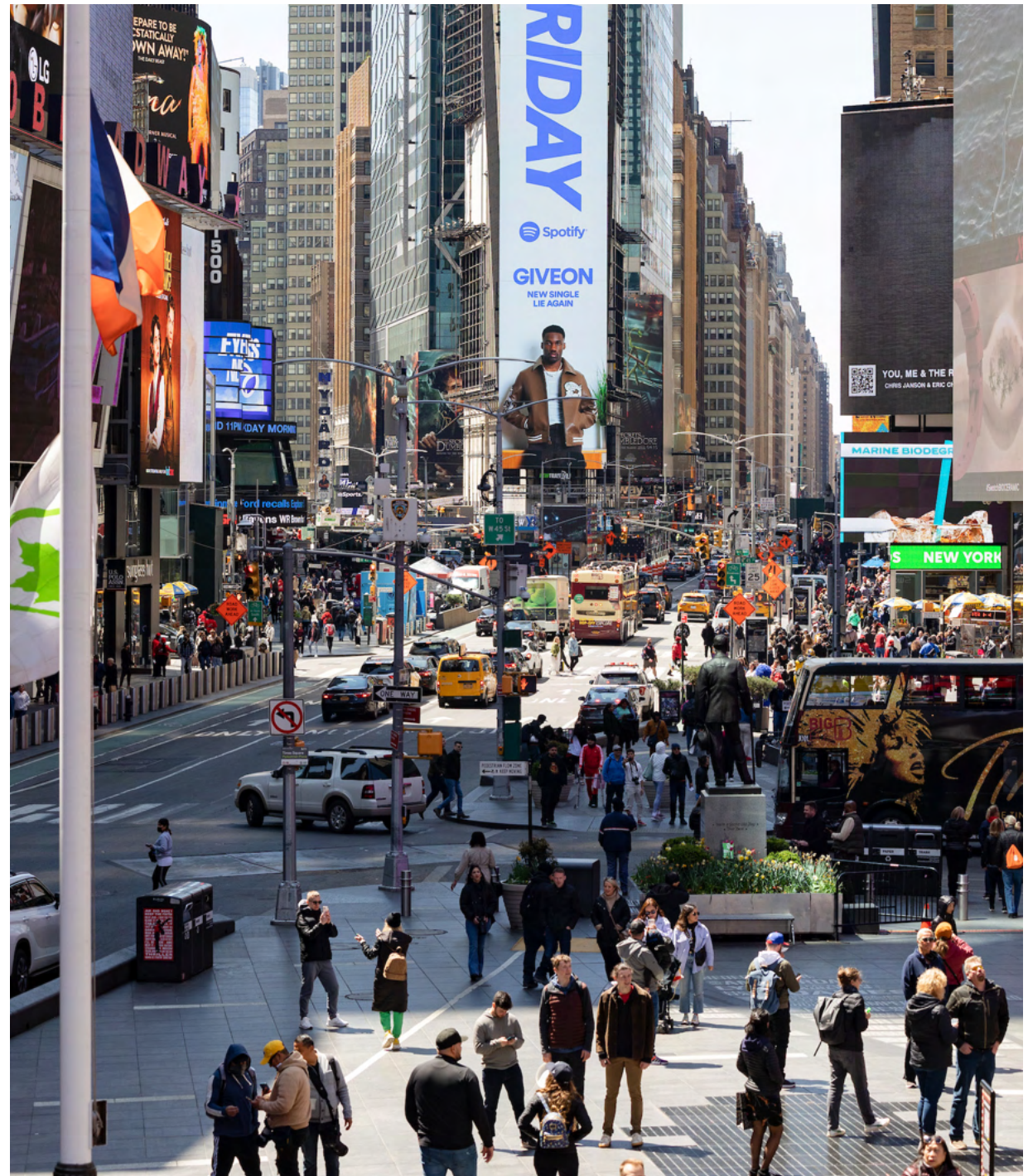


RULES & CODE OF CONDUCT

In order to host an event or activation on a pedestrian plaza or on Father Duffy Square within the Times Square District, all permit holders must abide by the City of New York and Times Square Alliance rules regarding utilization of the public space. For a full list of plaza utilization rules and regulations, please refer to the “Rules” tab on the SAPO website.

Commercial sales and the provision/consumption of alcohol are not permitted in the public space at any time.

In addition to insurance requirements, all events and film shoots are required to sign and submit an **indemnification clause** on behalf of the Times Square Alliance. This must be signed and returned before any load in for an event can begin.



ACCESSIBILITY

The Times Square Alliance abides by all applicable ADA codes and standards as mandated by federal, state, and local laws. The Alliance is committed to going above and beyond these codes and standards to allow for a more inclusive experience for those with and without disabilities.

This can include but is not limited to wider accessible paths of travel, requirements for quiet spaces, wayfinding solutions, higher percentage of accessible amenities, and multiple sources of effective communication.



Physical Disabilities

Accessible path of travel, accessible seating with an unobstructed view of stage, and accessible table height.



Vision Disabilities (Blind and Low-Vision)

Wayfinding to event, accessible seating, accessible information with Braille, large print (at least 16pt font) and color contrast (black on white).



Hearing Disabilities

Assistive Listening Devices (FM, Loop system, or Bluetooth based), captioning, American Sign Language interpreter, Communication Access Realtime Translation (CART).



Neurodiverse Disabilities

Quiet Spaces (On or off-site), sensory kits available



Older Persons

Accessible Seating , assisted listening devices, captioning, seating with armrests and cushioning, wayfinding to event, unobstructed view of stage/performance

ACCESSIBILITY

Types of resources



Open Captions

Cannot be turned off by viewer



Closed Captions

Can be turned on/off by viewer (example: TV captions)



Assistive Listening Devices (ALD)

Assistive Listening Devices (FM, Loop system, or Bluetooth based), captioning, American Sign Language interpreter, Communication Access Realtime Translation (CART).



C.A.R.T

Communication Access Realtime Translation (CART)

Real-time captioning (similar to court stenographer), most accurate



Loop System

Magnetic wireless signal that is picked up by a hearing aid when it is set to the T-setting (telecoil). Many hearing aids are equipped with a telecoil (t-coil) technology. Preferred system for Hard of Hearing/Deaf communities.



American Sign Language (ASL) Interpreter

Live interpreter that performs ASL in-person; must be incorporated into live streaming of events (preferably picture-in-picture)



Visitors enjoy tasty offerings from the Bisbee Beer Garden on the 43-44 Broadway Plaza, serving a variety of city-local beers, wine and classic NYC bites including custom-made hotdogs, pastrami, and Rueben sandwiches.



SITE PLANS

The technical diagrams on the following pages may be referenced and utilized by applicants for event infrastructure mockups.

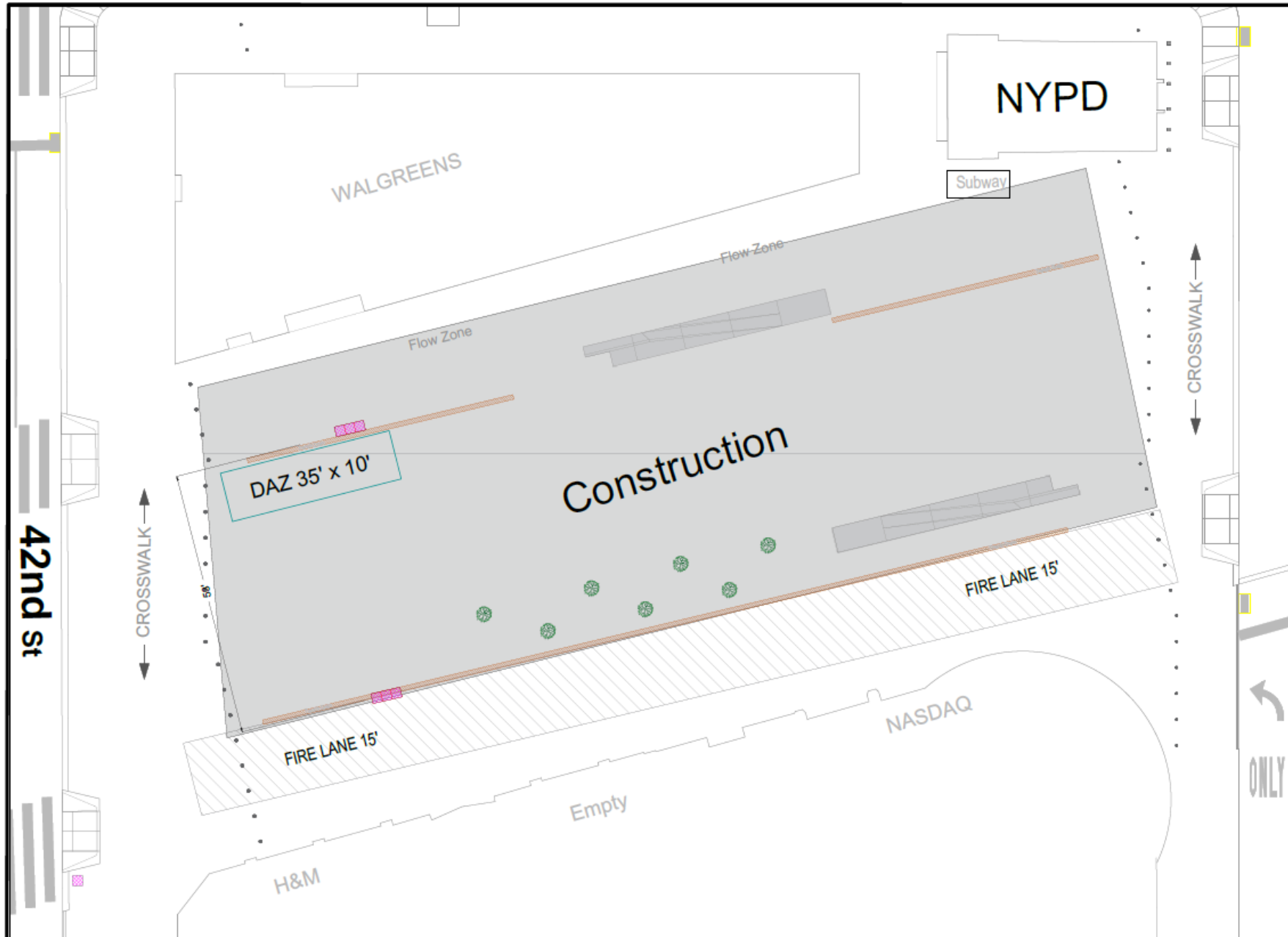
When designing your site plan, be sure to include labels and dimensions for all elements.

DWG files are also available upon request.

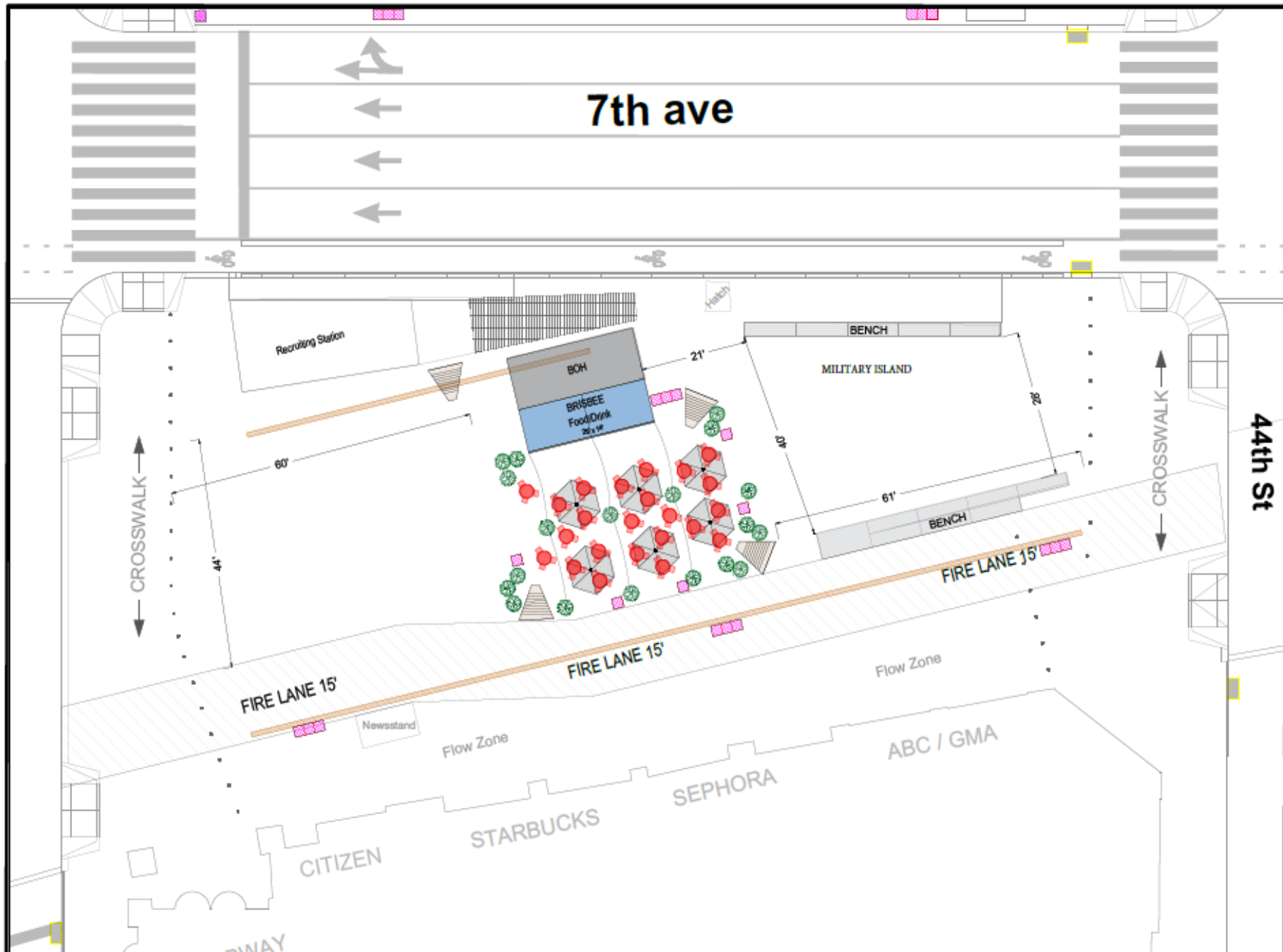
Site plans illustrated in this document are subject to change dependent on furniture layouts, construction, and available event space.

Please make sure you are always working off of the most current drawing - contact the Alliance for the most up to date drawings.

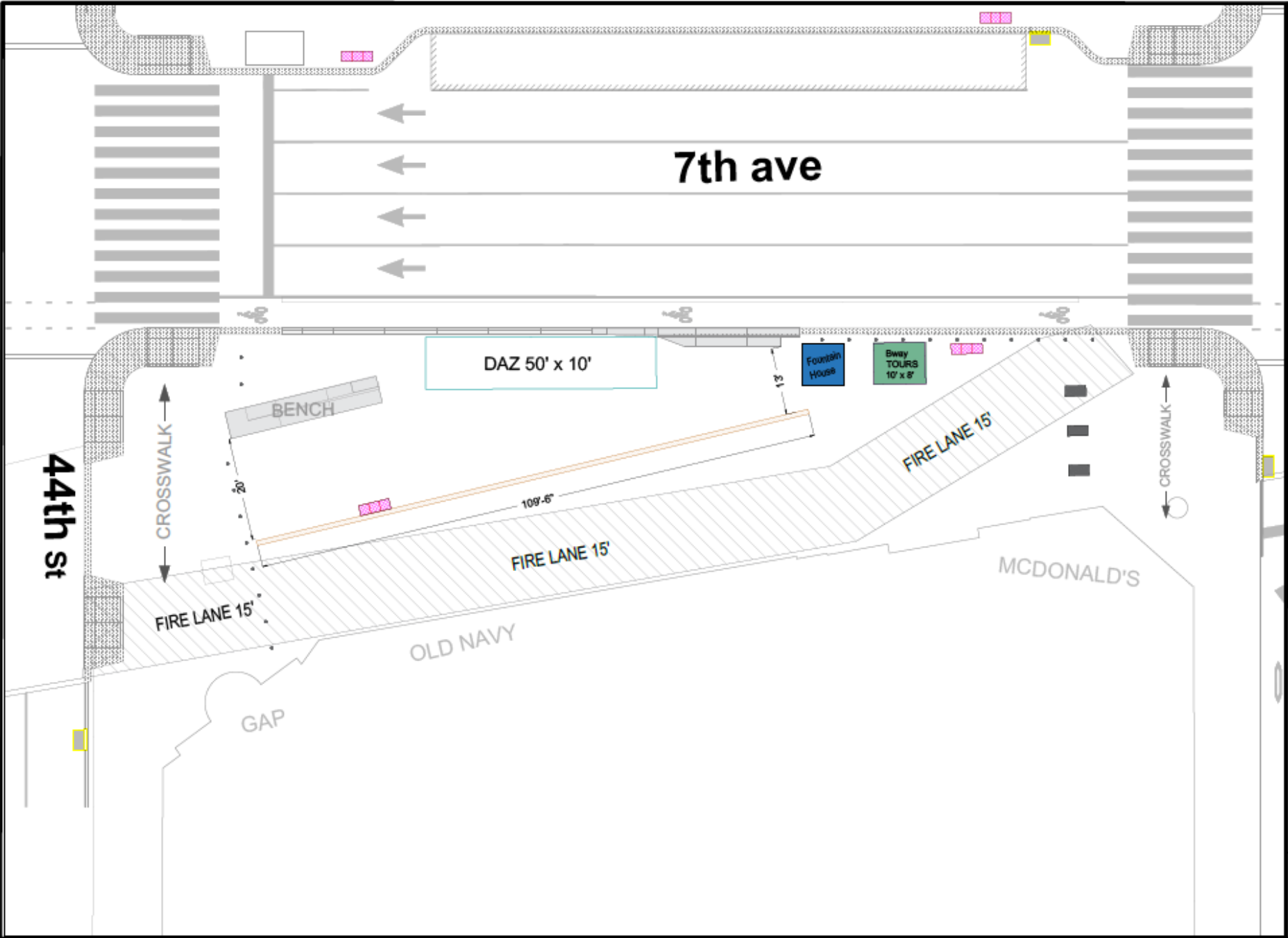
42-43 BROADWAY PLAZA | currently unavailable due to construction



43-44 BROADWAY PLAZA

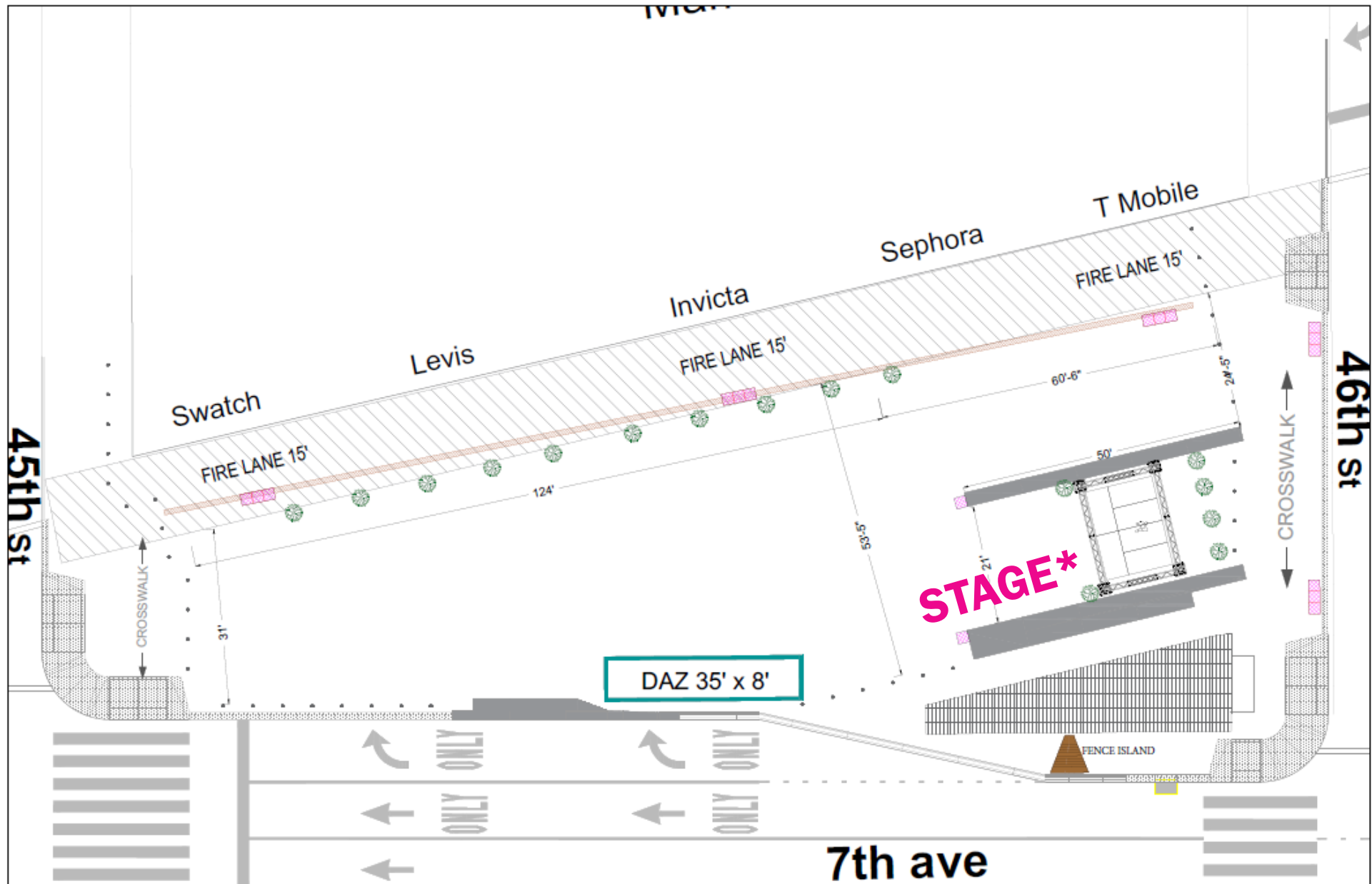


44-45 BROADWAY PLAZA

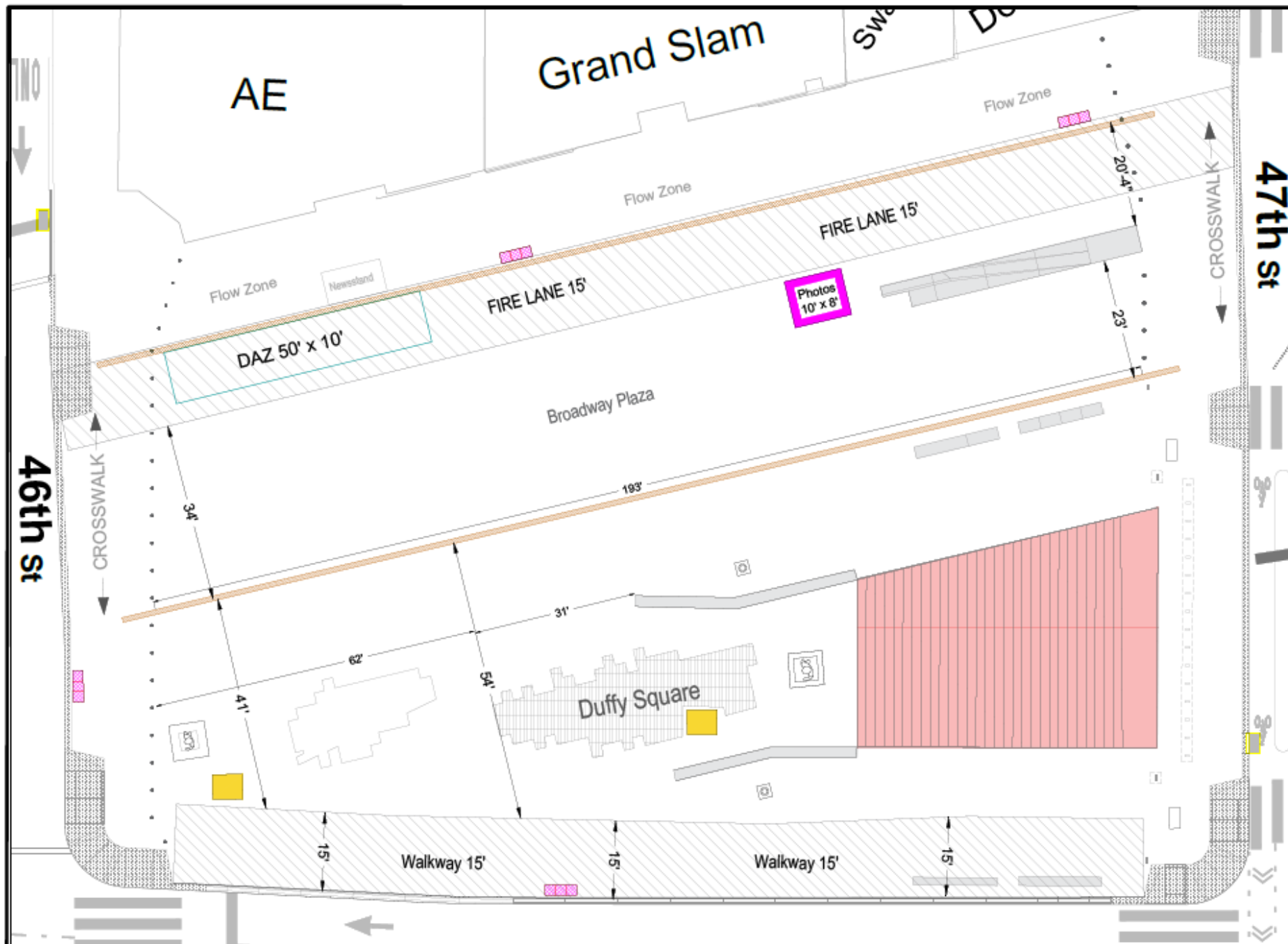


45-46 BROADWAY PLAZA |

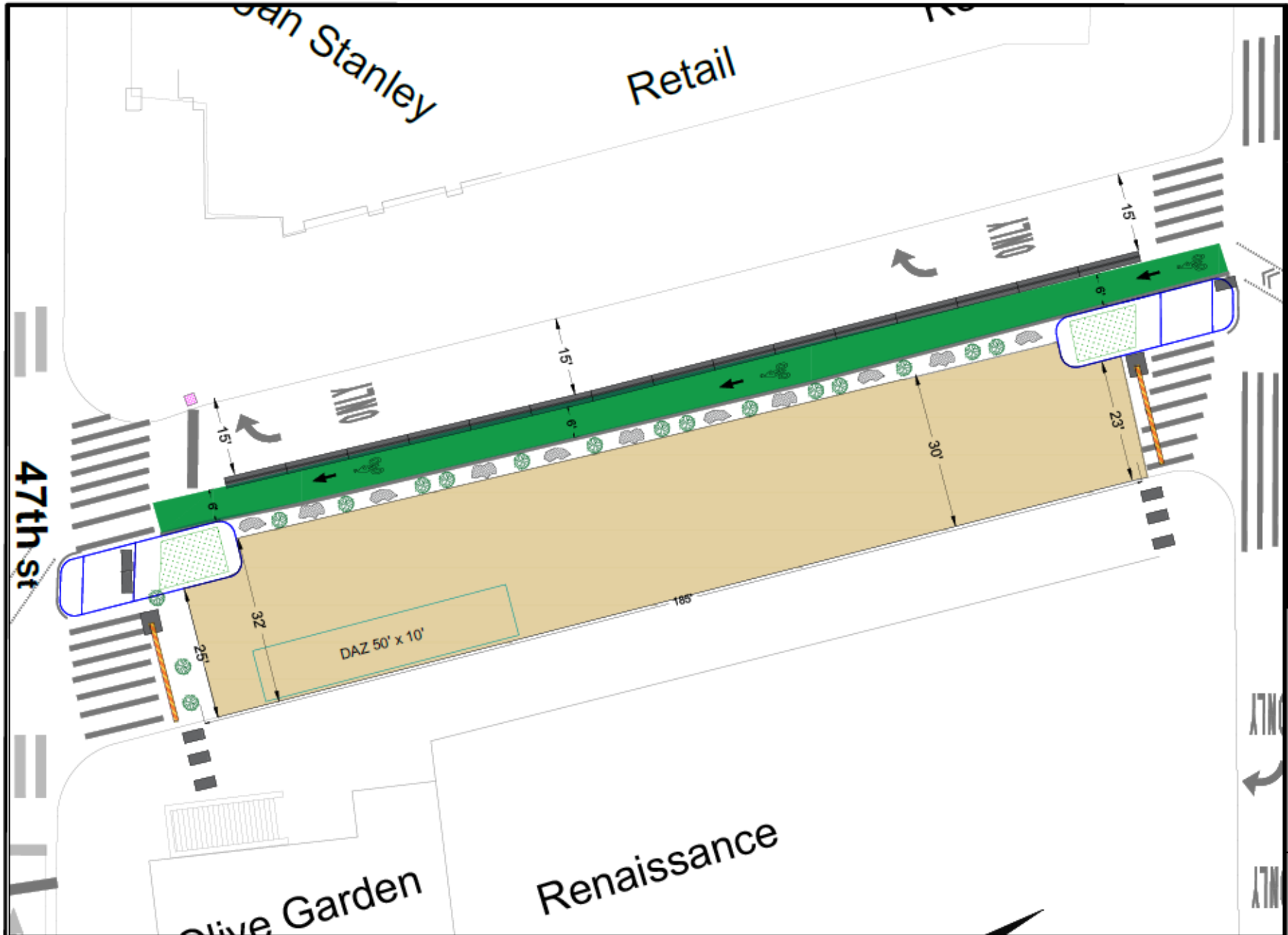
*Stage is installed seasonally and cannot be relocated for events or film shoots. Events can, however, choose to utilize the stage.



46-47 BROADWAY PLAZA & DUFFY SQUARE



47-48 BROADWAY PLAZA



SUMMARY

Event Spaces | Broadway Plazas

- Broadway Plazas permitted by SAPO: 41-42, 42-43, 43-44, 44-45, 45-46, 46-47, 47-48
- Minimum of 45 days from application submission to planned event date.
- Apply online at <https://nyceventpermits.nyc.gov/cems/>

SMALL
\$30,500

MEDIUM
\$46,500

LARGE
\$81,000

Event Spaces | Father Duffy Square

- Located on Broadway between 46th and 47th Streets
- Permitted by NYC Parks
- Minimum of 30 days from application submission to planned event date.
- Apply online at <https://nyceventpermits.nyc.gov/parks/Login.aspx?ReturnUrl=%2fParks%2f>

COMMERCIAL
starting at
\$35,000

NON COMMERCIAL
starting at
\$18,000

Film

- Filming is available in all public spaces within Times Square
- Three sanctioned film areas that are donation based to the Alliance and incur no permit fees: Father Duffy Square, Military Island on the 43-44 Broadway Plaza and Fence Island on the 45-46 Broadway Plaza.
- If a film shoot would like to take over a Broadway Plaza, a \$50,000 fee is incurred (\$22,000 to Times Square Alliance & 28,000 to the Mayor's Office of Media & Entertainment (MOME).
-

Primary Contact

Damian Santucci

Vice President, Production & Operations

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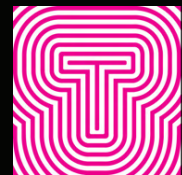
Secondary Contact

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