A YEAR IN TIMES SQUARE
CLEANING UP AFTER MILLIONS, 
IN ALL CONDITIONS

Despite the nearly 400,000 pairs of feet passing through Times Square daily, the Alliance Sanitation team works tirelessly through snowstorms and major events to keep the area spotless. Seeking innovative ways to keep Times Square clean led to the recent installation of BigBelly solar-powered recycling units throughout the district.

TimesSquareNYC.org/Sanitation

Photo by David Katzenstein
We love to love our businesses, especially in the coldest, slowest months. Every Valentine’s Day, the Alliance brings thousands of romance-seekers to Times Square to marry, propose and renew their vows in front of a heart-shaped sculpture created by emerging architects and co-curated by Times Square Arts.

TimesSquareNYC.org/Love
Safety is the backbone of Times Square’s continued prosperity. The Alliance Public Safety Officers – “New York’s Most Helpful” – track and address quality-of-life conditions and support the NYPD, all while answering a myriad of inquiries from tens of millions of annual visitors.

TimesSquareNYC.org/Safety
SHOWCASING SIGNS THROUGH ADVOCACY AND ART

Lights, signs and technology are central to Times Square’s identity. Recent research by the Alliance and the Times Square Advertising Coalition (TSAC) found that 83% of visitors feel the signs add to the area’s appeal. Through Midnight Moment, a nightly synchronized video art installation, Times Square Arts and TSAC bring artistic content to these iconic signs 364 days a year.

TimesSquareNYC.org/MidnightMoment

Art: Brian Dailey
Times Square Arts with Art Production Fund
Photo by Ka-Man Tse
PROMOTING OUR BUSINESSES

The Alliance weaves networking, promotion and outreach into every event and program to generate attention for its businesses. Taste of Times Square, the Alliance’s outdoor food and music festival, celebrates the distinct and diverse cuisine of more than 50 Times Square restaurants.

TimesSquareNYC.org/Taste
SHIFTING PERCEPTIONS

Solstice in Times Square generates half a billion media impressions globally as yoga enthusiasts find peace and transcendence amidst the district’s blinking urban madness. Alliance events highlight the creativity and quirkiness of the area, and in so doing shift perceptions of Times Square.

TimesSquareNYC.org/Solstice
CREATING A LABORATORY FOR CONTEMPORARY ART

Times Square Arts collaborates with contemporary artists to experiment and engage with one of the world’s most iconic urban places. Projects range from internationally-known artist JR covering Duffy Square with 6,000 poster-sized smiling, smirking New Yorkers, to emerging artists’ work making a splash across electronic billboards, public plazas, vacant spaces and some of the most unexpected district venues.

TimesSquareNYC.org/Arts

Art: INSIDE OUT NEW YORK CITY
Photo by Marc Azoulay
Work continues to transform a pockmarked, painted street into curbless pedestrian plazas that extend uninterrupted from storefront to storefront. This 21st century urban design presents a new public space paradigm and is an example of how the Alliance works hand-in-hand with designers and City agencies to shape major projects and respond to community needs.

TimesSquareNYC.org/Transformation
SEPTEMBER

SUPPORTING DISTINCTIVE CIVIC PROGRAMMING

The Alliance forges partnerships to curate and support exceptional civic events, such as the Metropolitan Opera’s opening night simulcast across the screens of Times Square. Because Times Square is New York’s town square, the Alliance works hard to make sure that the best of the city is on display.

TimesSquareNYC.org/MetOpera
CURATING CONVERSATIONS ABOUT URBAN REVITALIZATION

The Alliance regularly convenes discussions about cities and urban revitalization. In 2013, Times Square hosted the International Downtown Association World Congress, where leading urban practitioners had the opportunity to supplement their conversations about public space by voting on an interactive scoreboard ‘Capitalism Works for Me!’, curated by Times Square Arts.

TimesSquareNYC.org/20Principles

Art: Steve Lambert
Times Square Arts with Crossing the Line Festival (FIAF)
Photo by David Katzenstein
CAPITALISM

TRUE
works for me!
FALSE
SUPPORTING AND CELEBRATING BROADWAY

Times Square is about theater, symbolized by the iconic red steps and TKTS booth, which the Alliance maintains with the help of the Theatre Development Fund. The Alliance also cares for a giant new map on Duffy Square that celebrates the Broadway theaters, created by The Broadway League and the Mayor’s Office as a part of the Spotlight on Broadway program.

TimesSquareNYC.org/Spotlight
ENTERTAINING THE WORLD

At the turn of the New Year, confetti inscribed with wishes descends upon Times Square revelers, there to reflect on the past year and realize new beginnings. New Year’s Eve remains the city’s postcard to the world, with 1 billion viewers tuning in globally to watch the ball drop and an array of A-list talent perform, all coordinated in partnership with Countdown Entertainment.

TimesSquareNYC.org/NYE