Times Square Alliance
Public Hearing
April 27, 2020
Pictures: New York City shuts down as coronavirus cases rise

A virtually empty Times Square on Monday. Carlo Allegri/Reuters
OECD says leading indicators flag biggest monthly drop on record

FILE PHOTO: A Times Square Alliance street sweeper worker walks through a nearly empty Times Square in Manhattan during the outbreak of the coronavirus disease (COVID-19) in New York City, New York, U.S., April 7, 2020. REUTERS/Mike Segar
Post-COVID-19 Economic Update

Times Square grinds to a halt

- Pedestrian counts are down by over 90% daily compared to last year

- 78% (36) of Times Square hotels are closed. Of the few that remain open, none of their guests are tourists and occupancy is approx. 33%

- 87% (267) of restaurants are closed

- 84% (148) of retail stores are closed

- Commercial leasing activity has ceased
QUARTERLY CRIME Q1/2017 - Q1/2020

Source: NYPD Midtown South and Midtown North
Violent crime includes murder, rape, robbery and assault
Remained operational 24/7 at reduced levels

Some stores have been boarded up.
We have painted 9 boarded up storefronts.

There were several burglaries in Restaurant Row.
We worked with NYPD to add lights to the block and provided 24/7 coverage.

Uptick in graffiti: We have removed 130 instances since May 1
The unsung heroes of the coronavirus pandemic: NYC’s essential workers

Lisa Ringgold, 56, sanitation supervisor for Times Square Alliance, monitoring cleaning and maintenance operations
Stakeholder Support

• Weekly stakeholder updates and webinars

• Supported restaurants open for takeout-delivery via
  • Websites
  • select screens
  • physical mailer to 15K residents
  • paid ad in amNY Metro

• Promoted open businesses, essential workers and positive civic stories via social

• Keeping pulse on constituents through surveys
  • “I applied [for the PPP on] ... but didn’t hear anything after that until I received an email that the SBA is out of loan money.”
  • “NYC Retention Program gave us a $735 grant to retain employers, our average payroll is $6,000 a month.”
  • “Continue to keep up updated in all new developments regard COVID-19 business relief efforts”
In recognition of those at the frontlines, our tables and chairs have been put to work. Thank you to our first responders, healthcare workers, grocery store clerks, our very own Sanitation and Public Safety Officers, those helping our immigrants and homeless...the list goes on and on.

- Lisa Ringgold

This is the Times Square Alliance’s sanitation supervisor Lisa Ringgold, and this is the Times Square Alliance's sanitation supervisor Lisa Ringgold.

What to do with 4,000 pounds of steak? @taglaffersonyc is giving it away:

Check out how the 93-year-old restaurant donated aged steaks to first responders:

A GIRL From Gallaghers: Aged Steaks for First Responders
On Friday, the New York steakhouse opened its famed front-window meat locker to police officers and firefighters.

Tonight, the Times Square screens participated in #LightItBlue to show support for our healthcare heroes, first responders, & essential workers across our city and around the nation who are putting their lives on the line every day while facing COVID-19.
Times Square • @TimesSquareNyc • Apr 19
It's a Chorus Line in Quarantine: More than a decade after their closing night, 44 cast members of the Broadway revival of "A Chorus Line" share what brought them all "together" again. Watch the full video here:
be.ly/Wo2ZKZ

Paul McGill
21K views
0:05 / 1:14

Times Square • @TimesSquareNyc • Apr 17
“"We long for community. We’re all home checking our Tweets or YouTube and we long to share a laugh with a thousand other people.” –@lin_Manuel.

Today's #BroadwaySpotlightSaturday goes to the Richard Rodgers Theatre, currently home to @HamiltonMusical.

Spotlight on Broadway: Richard Rodgers Theatre
For more information visit SpotlightOnBroadway.com

Times Square • @TimesSquareNyc • Apr 7
It's #TakeOutTuesday and we're spotlighting @JunkieKitchen. Captured here is this week’s @JunkieKitchen Filipino-Chinese menu, available for contact-free delivery in Manhattan (Friday) & Brooklyn (Saturday).

Plated & photographed by Jennenerous_eats on Instagram.

Times Square • @TimesSquareNyc • Apr 17

Artists and designers from around the world bring messages of gratitude for America’s frontline workers to 1600 screens across NYC presented by @stearn, @posthauzen, @fortfreedom and @printmap.

Listen/Read more on BMF

Messages Of Hope, Gratitude And Safety Replace Ads In Times Square
Well-known artists and designers are taking over billboards (donated space) to brighten the landscape in an emptier-than-usual Times Square.

Gratitude page sponsors are: Aetna, TIAA, and the American Society for the Prevention of Cruelty to Animals (ASPCA).
If you would like to share an example or an anecdote of what you or your business is doing to shine a positive light on the district during these times, please reach out to us:

press@tsq.org
Events & Programming

Going virtual where possible in short-term

- Songwriting Challenge, Summer Solstice, arts residencies

Researching for the re-start

- Staying attuned to best practices, protocols and programs for rebuilding confidence
MESSAGES FOR THE CITY: A DIGITAL CAMPAIGN OF PUBLIC SERVICE ANNOUNCEMENTS AND GRATITUDE FOR NYC’S ESSENTIAL WORKERS

GEMMA O’BRIAN

DEBBIE MILLMAN

PAUL SAHRE
Messages Of Hope, Gratitude And Safety Replace Ads In Times Square

Even in the midst of the coronavirus pandemic — with tourists gone, and commuters home — about 30,000 people pass through Times Square each day. A new public art project unveiled Friday wants to give them something to look at — visual messages of hope, gratitude and public safety on Times Square’s iconic billboards.
Finance Report
FY2021 Budget Presentation
Fiscal 2021

- Objective: to present a balanced budget
  - Re-evaluate and reduce discretionary spending in response to the COVID-19 crisis
  - Reflect the impact that the COVID-19 crisis will have on Non-Assessment Revenue (i.e., Fiscal 2021 Non-Assessment revenues have been budgeted at 50% of the prior year Fiscal 2020 budgeted levels)
  - Review the timing and allocation of certain revenue and expenses to make periodic budget to actual analysis more meaningful
FY2021: Budgeted Revenue & Expenses % by Source / Department

FY21 Revenue by Source (Excluding NYE*)

- Program Service Revenue: 12%
- Contributions / Grants / Sponsorships: 2%
- Assessment Revenue: 86%

FY21 Expenses by Department (Excluding NYE*)

- Events & Programming: 14%
- Public Safety: 21%
- Sanitation: 40%
- Communications: 5%
- Policy, Planning & Research: 4%
- Administration: 0%
- General operating Expenses: 10%
The Latest: Coronavirus watch, March 22 -- Coronavirus cases in Italy reach 53,578; China's Wuhan reports zero increase for 4th day

A woman wearing a facial mask poses for a photo on Times Square in New York City, the United States, March 19, 2020. (Xinhua/Wang Ying)
New York now the center of the US coronavirus crisis - can it cope?
CALVIN DAVIS REST IN PEACE

Part of Times Square Alliance family since 2004, 16 years of service