Times Square: What’s in its Future?

Nightmares & dreams expressed by the community
Operations Update
Public Safety
Conditions Tracking

GeoPal Conditions
January 1, 2015 – April 22, 2015
1099 Total
Herbert Murray

STANDING TALL IN TIMES SQUARE

Herbert Murray
Big Belly Trash Cans
Crime in Times Square
Yearly, 2004-2014

2004: 1,323 instances
2014: 881 instances
Crime in Times Square
Q1, 2009-2015

2009
232 instances

2015
194 instances


Violent Crimes
Non-Violent Crimes

2009 197 instances
2010 166 instances
2011 190 instances
2012 197 instances
2013 166 instances
2014 163 instances
2015 170 instances
Construction Update
Neighborhood Indicators
Retail & Development Trends
Constituent & Consumer Research
Who We Surveyed

982 Total Respondents

12% work in Times Square
2/3 are New Yorkers

Zagat = 409
Zagat mailing list (diners)

TSq/Theater = 573
Alliance, TDF, Broadway lists
Times Square visits in the past year

- 0-4 Times Square/Theater: 33%
- 0-4 Zagat: 56%
- 5+ Times Square/Theater: 68%
- 5+ Zagat: 44%
Why do people come to Times Square?

- **100%**
  - Broadway: 90%
  - TSq/Theater: 77%
  - Dining: 52%
  - Zagat: 43%
  - Shopping: 26%
  - Seeing a Movie: 18% (TSq/Theater), 15% (Zagat)
How satisfied are people with their visits to Times Square?

Those stating they were somewhat satisfied or very satisfied:

- Times Square/Theater: 69%
- Zagat: 38%
Why were people dissatisfied?

- Crowds: 94%
- Solicitors: 53%
- Characters: 51%

Zagat: [94%]
TSq/Theater: [39%] [41%] [51%]
How could Times Square improve?

67% Zagat
64% TSq/Theater

Fewer solicitors and costumed characters

48% Zagat
33% TSq/Theater

More diverse and/or less expensive dining options
Events & Programming
A Year in Events & Programming

CLICK HERE FOR VIDEO
TASTE of TIMES SQUARE
June 2, 2014
46th Street, Broadway to 9th Ave
Celebrate Food & Music
NEW YEAR'S EVE
Coming Up...
Public Art
A Year in Public Art

CLICK HERE FOR VIDEO
Media & Communications

Photo: Anthony Quintano / AnthonyQuintano.com
“All eyes drifted upward as images of a digital countdown rose up buildings in a variety of hot colors that jointly turned crimson in the final moments. It was better than New Year’s Eve and, in the chill of the night, quite a bit more exclusive.”

- Linda Yablonsky
Haute Food Court City Kitchen Now Open In Times Square

BLOUINARTINFO
Broadway is Boffo and Bullish as it Enjoys a Record-Breaking Holiday Season

COMMERCIAL OBSERVER
Get With the Times: The Ever Changing Face of Times Square

INTERNATIONAL BUSINESS TIMES
Eric Garner Protesters March From New York's Times Square To Christmas Tree Lighting Ceremony

Mashable
New York City's Knickerbocker Hotel reopens more than a century after its debut

gothamist
Estimated 15,000 Protestors March to Times Square to Demand Living Wage
Times Square’s Crushing Success Raises Questions About Its Future
Times Square Cookie Monster charged in alleged grope of teen girl

Times Square Woody Arrested on Sex Charges

Spider-Man punches NYPD cop in Times Square

BOOM, POW: Batman, Spider-Man Arrested Following Brawl With Man In Times Square
Toys ‘R’ Us Leaving Flagship Times Square Location

Times Square Revitalization Project Taking Toll on New Yorkers

Double Decker Tour Buses Collide in Times Square

After 34 Years of Broadway History, Café Edison Is Closing

Customers bustle into Café Edison for one last plate of French fries. (Photo credit: Julius Motal/New York Observer)

Amid Times Square’s Bright Lights, Murders in the Shadows
New Yorkers
dreams &
nightmares

CLICK HERE FOR VIDEO
Share your dreams & nightmares
Guest Remarks

Manhattan Borough President
Gale Brewer
Councilmembers
Dan Garodnick
Corey Johnson
Looking Forward
Context and Larger Environment

Locally

- Ongoing disruption from construction
- Dissatisfaction with quality of life issues in public spaces

Competitive Environment

- Downtown, East Midtown, Hudson Yards, Downtown Brooklyn

Tourism

- Strong dollar & weak foreign economies
- Lack of investment
- Increased capacity
The To-Do List

1. Improve public plaza & **public space experiences** while working towards a regulatory solution

2. Embed **creativity & NYC elements** in digital & physical programming

3. Connect **constituents** to events & programming & to each other

4. Research, advocacy & alliances to make the case for **tourism**
FY15 Snapshot Year-to-Date

Positive budget variance as of March 31st

Expect to add approximately $200K to cash at the end of the fiscal year
FY16 Budget Goals

1. Present a balanced budget
2. Continue to grow non-assessment revenues
3. Increase cash reserves
4. Address operational obligations from plazas re-opening
Assessment Rate Declines

FY06 FY07 FY08 FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16

0.2670% 0.2546% 0.2538% 0.2350% 0.2195% 0.2173% 0.1977% 0.1916% 0.1870%
Revenue & support % breakdown

- FY09: 22%
- FY10: 23%
- FY11: 25%
- FY12: 25%
- FY13: 27%
- FY14: 29%
- FY15: 32%
- FY16: 37%

- FY09: 78%
- FY10: 77%
- FY11: 75%
- FY12: 75%
- FY13: 73%
- FY14: 71%
- FY15: 68%
- FY16: 63%
Revenue % By Source

- Assessment Revenue: 63%
- Program Service Revenue: 18%
- Contributions / Grants / Sponsors: 19%
- Interest Revenue: 0%
Expenses by Department

- Sanitation: 28%
- Public Safety: 20%
- Events & programs: 18%
- General Operating: 8%
- Visitor Services: 1%
- Events & programs (Sponsor funded): 10%
- Policy Planning Research: 5%
- Administration: 5%
- Communications: 5%
- Research: 5%
- Administration: 5%
Thank You!
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Times Square Alliance
Annual Public Meeting
MONDAY, APRIL 27, 2015