In March 2019, we surveyed 4,071 people about Times Square online and in focus groups.

Those surveyed included:

1,504 National online survey respondents

1,082 Times Square Alliance newsletter respondents

1,485 Broadway League theatergoer respondents
Overall satisfaction strong and up across the board

Percentage of national online survey respondents who are "very satisfied" or "somewhat satisfied" with their Times Square experience.
Our live/work and theatergoer respondents are less satisfied

Percentage of Alliance newsletter live/work and Broadway league theatergoer respondents who are "very satisfied" or "somewhat satisfied" with their Times Square experience.
More than 2/3 of people believe Times Square is improving

Percentage of national online survey respondents who believe Times Square has improved in the last 10 years

- Overall: 73%
- USA: 72%
- Tri-state: 69%
- NYC: 77%
Percentage of Alliance newsletter and Broadway league theatergoer respondents who believe Times Square has improved in the last 10 years.

- **69%** Live/Work
- **78%** Frequent Theatergoer
Improved safety ratings

Percentage of national online survey respondents who rated safety in Times Square as “excellent” or “good”
...For locals, as well

Percentage of Alliance newsletter and Broadway league theatergoer respondents who rated safety in Times Square as “excellent” or “good”

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live/work</td>
<td>75%</td>
<td>85%</td>
</tr>
<tr>
<td>Frequent Theatergoers</td>
<td>88%</td>
<td></td>
</tr>
</tbody>
</table>

2015  2019
## CRIME IN TIMES SQUARE
### Q1 2016-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Violent Crime</th>
<th>Non-violent Crime</th>
<th>Total Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>21</td>
<td>105</td>
<td>126</td>
</tr>
<tr>
<td>2017</td>
<td>18</td>
<td>77</td>
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<tr>
<td>2018</td>
<td>19</td>
<td>79</td>
<td>98</td>
</tr>
<tr>
<td>2019</td>
<td>17</td>
<td>74</td>
<td>91</td>
</tr>
</tbody>
</table>

**Source:** NYPD Midtown South and Midtown North

Violent crime includes murder, rape, robbery and assault
ANNUAL CRIME IN TIMES SQUARE

Number of Crimes

Source: NYPD Midtown South and Midtown North

Violent crime includes murder, rape, robbery and assault
TYRONE WILLIAMS
PUBLIC SAFETY OFFICER

I have been working as a Public Safety Officer for twenty-five years and being in Times Square makes the world just a bit smaller. Once in a while, someone that I met previously will say hello and we catch up on what's going on in our lives. It's wonderful to know that we are able to provide such a friendly experience for everyone that someone will remember you again.
To give you some examples of my experience at Times Square: I saw the first digital screen go up and when Cats opened and when Cats closed, and Times Square has grown and cleaned itself up like an adult.
BEVERLY GRAHAM
DISPATCHER

I don’t remember my first Times Square experience, but what first struck me was the Naked Cowboy. But that was years ago when he was new. It was quite interesting to see a man with a guitar in his underwear. It’s a lot different now from when I came here for the first time.
Cleanliness: strong ratings, up from 2015

Percentage of national online survey respondents who rated cleanliness in Times Square as “excellent” or “good”
Softer but still strong satisfaction among locals/regulars

Percentage of Alliance newsletter and Broadway league theatergoer respondents who rated cleanliness in Times Square as “excellent” or “good”

- Live/work: 52% in 2015, 65% in 2019
- Frequent Theatergoers: 78% in 2019
BERNADETTE MURRELL
SANITATION WORKER

On the first day, there was a feeling of being a little nervous because the litter was so high, the streets were so dirty, and there were peep shows, prostitutes, drug addicts, and drug dealers everywhere. Today Times Square is the complete opposite of that and my greatest achievement is contributing to that result.
RICHARD BROWN
SANITATION WORKER

Out here in the streets, one begins to not pay attention to their surroundings since the task is just to sweep.
MACK TOSCANO
ASSISTANT DIRECTOR,
SANITATION

My greatest achievement so far is the investment given to my children that would guarantee them successful careers. My first son is a musician, my second son is a filmmaker, and my daughter is a lawyer.
JOHN SIMON
SANITATION WORKER

Nearly everyone knows that I’ve been at the Times Square Alliance for twenty-five years, but what no one knows is that I’ve also been practicing martial arts for forty years.
EDDIE LEMON
ASSISTANT SUPERVISOR

What fulfills me is having everything in my name. From the house, to the car, to the cable bill, everything is my name. It’s something I take pride in. On my bucket list I’ve still got mountain climbing, parachute jumping, and walking on a glass bridge in China.
LEONARD GIDEON  
SUPERVISOR

For over twenty-four years, being able to see that Ball Drop for the new year is always refreshing.
Lisa Ringgold
Supervisor

What more can I say about Times Square that no one else knows? It's interesting, exciting, and most importantly just a great place.
Subway Bathrooms: Are They as Bad as You Think?
We visited underground relief stations across the city. Here’s what we found.

Times Square
A/C/E/N/Q/R/W/S/1/2/3/7 lines

Touch of class: A guard sits in a booth and buzzes you in to one of four single-occupancy restrooms, where you have a five-minute time limit.

The stainless-steel sink and toilet gave off a penitentiary vibe, but were reasonably clean. It was the only station on our tour that supplied all the basics of personal hygiene...
7th Avenue Bollard Installation Resumes...
...and much needed protections on 42^{nd} Street are on their way
Top benefits of being in Times Square

For locals*

1. Proximity to theater and cultural activity (82%)
2. Good transportation options (79%)
3. People watching (31%)

For visitors (USA)**

1. Proximity to theater and cultural activity (65%)
2. People watching (63%)
3. Quality food and beverage options (52%)

*Subset of TSq Alliance newsletter respondents
**Subset of national online survey respondents
Top drawbacks of being in Times Square

For locals*

1. Too much pedestrian congestion (79%)
2. Costumed characters and solicitors (76%)
3. Too much vehicular traffic (41%)

For visitors (USA)**

1. Too much pedestrian congestion (47%)
2. Too much vehicular traffic (36%)
3. Costumed characters and solicitors (22%)

*Subset of TSq Alliance newsletter respondents
**Subset of national online survey respondents
More people are coming to New York than ever

Visitors to NYC (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Visitors</th>
<th>International Visitors</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>46.2</td>
<td>12.3</td>
<td>58.5</td>
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<tr>
<td>2016</td>
<td>47.8</td>
<td>12.7</td>
<td>60.5</td>
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<tr>
<td>2017</td>
<td>49.7</td>
<td>13.1</td>
<td>62.8</td>
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<tr>
<td>2018</td>
<td>51.5</td>
<td>13.6</td>
<td>65.1</td>
</tr>
<tr>
<td>2019</td>
<td>53.1</td>
<td>14.0</td>
<td>67.0</td>
</tr>
</tbody>
</table>
The number of hotel rooms continues to grow

Number of hotel rooms in Times Square

- 2015: 17,600
- 2016: 18,141
- 2017: 18,141
- 2018: 18,829
- 2019: 19,921
- 2020: 21,268

Note: 2019 and 2020 are forecasts
And occupancy remains high.
Broadway attendance is trending up

Annual Broadway attendance (millions)

- 2015: 13.2 million
- 2016: 14 million
- 2017: 13.6 million
- 2018: 14.3 million
DESTINATION NEW YORK
Spurred by 30 million more tourists over the past two decades, tourism is now driving NYC’s economic future.
Council hearing on the tourism economy brought attention to a major jobs driver across the city.
A drop in local spending, driven by fewer retail purchases

Visa spending in Times Square area – 10019/10036 (in billions)

- NYC Residents
- Tri-state residents
- Domestic Visitors
- International visitors

2016: 1.52
2017: 1.2
2018: 1.19

2016: 0.75
2017: 0.7
2018: 0.7

2016: 0.38
2017: 0.37
2018: 0.37
Pre-2008: Original Duffy Square and sidewalks

Pedestrian Space as a Percentage of Total Space in Times Square:

37%
2008: Duffy Plaza Extension

Pedestrian Space: 49%

Vehicle Space 110,333 SF
Sidewalks 80,700 SF
Traffic Islands 26,888 SF
2009: Broadway Pedestrian Plazas

Pedestrian Space: 73%

- Sidewalks: 80,700 SF
- Pedestrian Islands: 26,888 SF
- Broadway Plazas: 51,500 SF
- Vehicles Space: 58,833 SF

Pedestrian Space:

- Sidewalks 80,700 SF
- Pedestrian Islands 26,888 SF
- Broadway Plazas 51,500 SF
- Vehicles Space 58,833 SF
More people are coming to Times Square than ever before.
Aggressive hustling and hawking remains an endemic problem

60% of neighborhood employees/residents reported an unpleasant interaction with a costumed character or solicitor.

26% reported being touched without consent.

68% said the top way to improve the TSq experience is better regulation of characters (“public art,” for example, was 43%).

*“Live/Work” Times Square Alliance newsletter respondents*
Non-consensual touching still a problem (March 2019 survey comments)

“Elmo character tried to touch my breast during photo op then became very agitated and hostile because I did not offer him money right away.”
- Joni, 68

“Costumed character forcefully grabbed my child’s hand to take a picture, and then demanded the ‘tip.’ Another costumed person suddenly appeared and quickly took another picture so I felt forced to give them another ‘tip.’”
- Anonymous woman, 38, the Bronx

“I am a wheelchair user, and a costumed character attempted to sit on my lap. He thought he was being funny. I wasn’t in the mood.”
- Christina, 34, Manhattan
Non-consensual touching still a problem (March 2019 survey comments)

“Costumed characters were NOT in the zone where they should be, and many of them come to my minor age daughter try to stop her for photos. She ignores but then, some tries to grab her, or tap her shoulder, and these unwanted unnecessary body touching against minor is really unacceptable.”
  - Nami, 36, the Bronx

“I kept saying ‘we DON’T want a photo’ ‘DO NOT TOUCH MY SON,’ but it didn’t do anything.”
  - Denise, 42

“A solicitor grabbed me and pushed his body against mine when I said I wasn’t interested”
  - Linda, 61, Tri-state area
Costumed characters hassle, harass and hold pedestrians

Jaena Rae @jaenarae

Times Square terror: Mickey shook my hand & wouldn’t let go, then I was crowded by a bunch of other characters. 😇
2:50 PM - 8 Mar 2019 from Manhattan, NY

Ari @arrrrri_

alright this is the 2nd time the Elmo by Times Square hits on me...
9:20 PM - 17 Feb 2019

Abha @Altered_Ego

I never thought I’d ever say this in my life: but I got harassed by a Micky Mouse today at Times Square.
1:39 PM - 5 Mar 2019

Jess Butler @jraebutler27

Elmo just hit on me in Times Square and I think I have to move now
7:17 PM - 28 Mar 2019
Avoid the Disney characters who work like a pack of wolves in this area, they will save and try to hold your hand or worse your child's hand and when contact is made they will pull you into the centre where you will be surrounded by lots of others and a photo will be taken.

Avoid the scammers, Do not accept free cd's - Not Free. Beware of characters dressed up offering to take your photo, lots more will photo bomb you, then want money!
“One of the dressed up characters took my friend's phone and would not give it her back until she had her photo taken with him and gave him cash.”

“Lovely place but the amount of people wanting money off you and not taking no for an answer does wear thin after a while. If they just left it after we declined... it wouldn’t be too bad but they don’t.”
Aggressive solicitation, verbal abuse and inappropriate touching

“Fun to wander through, but a bit unpleasantly crowded

“Our 3 year old spotted Elmo and was keen for a photo with him, which he had, but a half dozen other ‘characters’ swooped in then wanted a big cash sum "to share". Was happy to pay Elmo and decent tip, but the other characters muscled in, then were grumpy!”

Scammers!

“Full of scammers! Especially CD scammers who threaten to punch you if you don’t give money all with NYPD nearby. Horrible place only worth going to say you’ve been there!”
“do not let the costumed people wearing Disney outfits approach you. They do not work there and are panhandlers. They will chase you down for a tip after forcing you to take pictures.”

Avoiding the characters in Times Square is VERY good advice, especially if your son is very friendly and trusting. Also, do not let anyone put a CD in your/his hands (they will loudly harass you for money/accuse you of theft). You'll also have people left and right trying to give you leaflets for things but they are usually harmless.

I'd avoid Times Square altogether--it's kind of a nightmare--but I know it's on some first-timers bucket list. Does your son have any sensory issues with crowds/noise?
Aggressive solicitation, verbal abuse and inappropriate touching

enviip • Follow
New York, New York

enviip Had a great time in NYC today with @mandie.85 @ericsehl @sehkirrie and my sister! It was tiring but at the same time it was so much fun. There are so many great things to do and see and you'll have a great time no matter what time of year you go.

... Bonus story: while I was taking a picture of the megatron i was on a group of people dressed as different characters (elmo, minnie, etc.) Pretty much just ran up to me and were aggressively asking me to take picture with them(it was pretty terrifying). One dressed the deadpool also grabbed my sister by the arm. Luckily my Nana and Papa stepped in (we avoided those characters for the rest of the day).

#nyc #timesquare #newyork #storytime

iamshellieb • Follow
Times Square, New York City

iamshellieb These characters in #timessquare are so aggressive and look crazy.

cankayapro □□
eliskandarov That Spider-Man is melting or something

realkwasi Not for it □□but as long as little man is having fun □□□□
drcheriylvermaemakeup Yep they are craaaaaazzzzzy

danellking0 & Spider-Man has a beer belly and is missing a pair of his glove! 😠😠😠😠😠😠😠😠
deedabam □
dierblessed He's gotten so tall!! Where's the baby boy?

iamshellieb @eliskandarov He got a big ass
Aggressive solicitation, verbal abuse and inappropriate touching

Lily Wirth
@beepbeepanxiety

One time I was walking in Times Square and Minnie Mouse grabbed me by the arm and asked if I wanted a picture and I panicked and ran away

Laura Dreyfuss @lauradreyfuss
Just shouted “NO” to a Times Square Elmo going in for a hug. Guess I’m home..

9:32 AM - 7 Dec 2018

Willow
@willowkayla

Alexa, add those characters in Times Square that force you into photos then scream at you when you don’t give them five dollars to my list of fears please.

5:32 AM - 6 Jan 2019

Katie Labovitz @klabovitz

I got groped by a costumed character at Disney World when I was 15. The panic I feel for little kids when the costumed characters in Times Square reach for them as they pass is very real and one of the many reasons I hate having to come to Times Square.

8:33 AM - 22 Dec 2018

French Press of Bel-Air @seemosters_

Replying to @MidwesternQueen

Wait until you come this time and a middle-aged woman in an Elmo costume runs up behind you and starts humping you in the middle of Times Square.

8:39 PM - 13 Mar 2019
We are working to clarify and clean up previous legislation to further address pedestrian crowding and safety within the Theater District.
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**Subset of national online survey respondents
<table>
<thead>
<tr>
<th>Word</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowded</td>
<td>77%</td>
</tr>
<tr>
<td>Energetic</td>
<td>58%</td>
</tr>
<tr>
<td>Commercialized</td>
<td>58%</td>
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<tr>
<td>Diverse</td>
<td>39%</td>
</tr>
<tr>
<td>Unique</td>
<td>29%</td>
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*Times Square Alliance newsletter respondents*
<table>
<thead>
<tr>
<th>Word</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>19%</td>
</tr>
<tr>
<td>Creative</td>
<td>17%</td>
</tr>
<tr>
<td>Authentic</td>
<td>8%</td>
</tr>
<tr>
<td>Edgy</td>
<td>6%</td>
</tr>
<tr>
<td>Cutting edge</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Times Square Alliance newsletter respondents*
Celebrating the best of Times Square on social media, including Broadway...
Classic and creative food...

Too cool for an ice cream sandwich? Try @amorinogelato's new ICE CREAM BURGER! Choose your sauce, two flavors of Amorino’s velvet gelato (we went for tiramisu and blueberry cheesecake with Nutella sauce 😊) to be sandwiched between flaky buns.

Load more comments
weljimle @michaelsuels97 😏
lee6128 😊😊😊😊😊
fill_tari @flaviacorsinof7 não marchava?
fran_schutz @leebayern tem que probar 😊
flaviacorsinof7 @fill_tari hum não sei, não gosto muito quando fazem essas misturas fill_tari @flaviacorsinof7 mas tínhamos de provar e poder comhar 😊😊😊😊😊

2,114 likes
APRIL 13

Log in to like or comment.
On Sunday 4/14, the 1st #NYC screening of #BombardierBlood will be playing at AMC Empire 25 in #TimesSquare! Don’t miss this compelling documentary about hemophiliac mountaineer Chris Bombardier’s mission to climb Mount Everest & the Seven Summits: bit.ly/2G89z1g

Looking for a way to be environmentally friendly this #EarthDay? Recycle your old jeans (doesn’t matter what brand!) at @AEO in #TimesSquare and get a $10 off coupon for your next pair of American Eagle jeans.
...And history, hidden gems and important conversations of the day
Celebrating the big moments...

We just smiled, but that was the moment.
The big personalities...
...And the opportunities to connect
“Hospitality impresario Ian Schrager finds the neighborhood’s energy intoxicating — it’s one of the reasons he chose the then-seedy spot as the address of his iconic midtown Manhattan nightclub, Studio 54.

“When you mix diverse things and diverse people, that’s when the magic happens,’ said the Brooklyn-born hotelier in an interview with Travel + Leisure.”
“Times Square is iconic — we want to try to go into iconic locations...’ says Kyle Cameron, a co-owner of Los Tacos No. 1. “We want to open in high-traffic areas; we don’t want to open on the LES or whatever.”
“Levi’s is one retailer that has reimagined its digital offering as an immersive customer experience. When Levi’s opened its largest flagship store to date, in New York City’s Times Square, it piloted a 360-degree, 3-D, shoppable store experience on its website. By clicking on hot spots, consumers were able to purchase the products they saw and learn more about each area of the store as they took a virtual tour.”
Instrument Repair Shop Still Makes Music in Times Square

BY MICHAEL SCOTTO
PUBLISHED 11:23 AM ET JAN. 16, 2019

NEW YORK - Roberto Romeo holds a saxophone in place as his colleague brings down a hammer on a metal rod inserted inside the shiny instrument.
New Yorkers may find this hard to believe, but it is possible to find peace and quiet in the midst of the chaos in Times Square. Don’t believe us? Just take a seat on the Times Square Red Steps and see for yourself.”
A New Yorker Tours Times Square
Mom-and-pop shops, ‘Smoky Mary’s’ lure a local; One tip: go with a 10-year-old.

“... the Alliance recommended family-owned Bibble & Sip at West 51st Street...

“’It doesn’t feel like Times Square,’ said Michael, munching his Earl Grey banana bread. ‘But what does it feel like?’

“We pondered the cozy space with its plastic vines and alpaca motif. ‘It’s kind of indescribable,’ he concluded.”
“People who are watching across the country will see the media together, standing on the stage, visually united behind this principle,’ Mr. Simon [of the Committee to Protect Journalists] said in an interview. “That’s a positive message at a time when journalists around the world are threatened as never before.”
“On Thursday evening, there was reason to brave the crowds, the noise and the invitations to take a photo with Spiderman. Danspace Project had come to Midtown.

"Three new works allow even the most jaded New Yorkers to see the city’s commercial epicenter through fresh lenses.

“By the end, they had so transformed the space, or your perception of it, that you might have mistaken the flashing ads behind them for poetry.”
Current positive budget variance of $1.2MM as of March 31st

Expect to add approximately $150K to cash at the end of the fiscal year
FY20 Budget Goals

1. Present a balanced budget

2. Manage costs and increase non-assessment revenue streams to preclude 2021 assessment increase

3. Use focused investments in advocacy, public space improvements, programming and communications to address challenges
FY20 Assessment Increase

1. From $13.7MM to $14.4MM; third and final year

2. Approved by Board and membership in 2016

3. Non-assessment funds are 38% of revenues, up from 23% ten years ago
Assessment Increase Drivers

1. End of Visitor Center Payment
2. Wage Increases
3. Health Insurance
FY20: Revenue % by Source

- Assessment Revenue: 62%
- Program Service Revenue: 16%
- Contributions / Grants / Sponsors: 3%
- Interest Revenue: 1%
- NYE: 18%
FY20: Expenses by Department

Sanitation: 30%
Public Safety: 17%
Events & programs: 14%
NYE: 18%
General Operating: 8%
Policy Planning Research: 3%
Administration: 5%
Communications: 5%

Total: 100%