




TIMES SQUARE ALLIANCE 2023 ANNUAL REPORT





Dear Friends of Times Square,

The world returned to Times Square in 2022. The Times Square Alliance led the way, encouraging and inspiring 300,000 people a day (closer to 400,000 on many days) to reconnect with the heart and soul of our city. From our annual events like New Year's Eve, Summer Solstice, and Valentine's Day, to our reimagined Curtain Up Broadway Festival (with the finale concert broadcast live on television), and new events like our Pride Celebration, we are certainly proud of what we accomplished. None of this would have been possible without our dedicated staff, the continued support of city officials, and key stakeholder partners working with us to make Times Square a dynamic gathering place.

Even as we welcomed 70 new businesses, with 27 scheduled to open soon, and our theater seats and hotel rooms continue to fill with visitors, we are mindful of the challenges our city and central business districts face. To remain vibrant, we relentlessly focus on making Times Square cleaner and safer, and on improving and promoting our neighborhood.

With our city agency partners, we implemented new and innovative programs to tackle the challenges of the pandemic period. Models developed here have been duplicated elsewhere. Working with the Department of Sanitation, we piloted garbage containerization, and other neighborhoods followed. We introduced new rules for waste

disposal, now adopted citywide. Our Community First partnership served 996 persons in need, found stable housing and medical help for 191 individuals, and is now the basis for a larger program launched by the Manhattan District Attorney's office. We are very pleased that the New York City Police Department fully staffed the Times Square Unit with dedicated officers committed to our future.

As we now look forward, we see new challenges, but also new opportunities. The way we work has changed. We must ensure that our neighborhood, and its surrounding communities, are desirable places to work, play, learn, and live. We are studying how we can adapt, attract new sectors, take advantage of our incomparable accessibility and unique public spaces, and position Times Square as the locus of a new and thriving 24-hour midtown ecosystem.

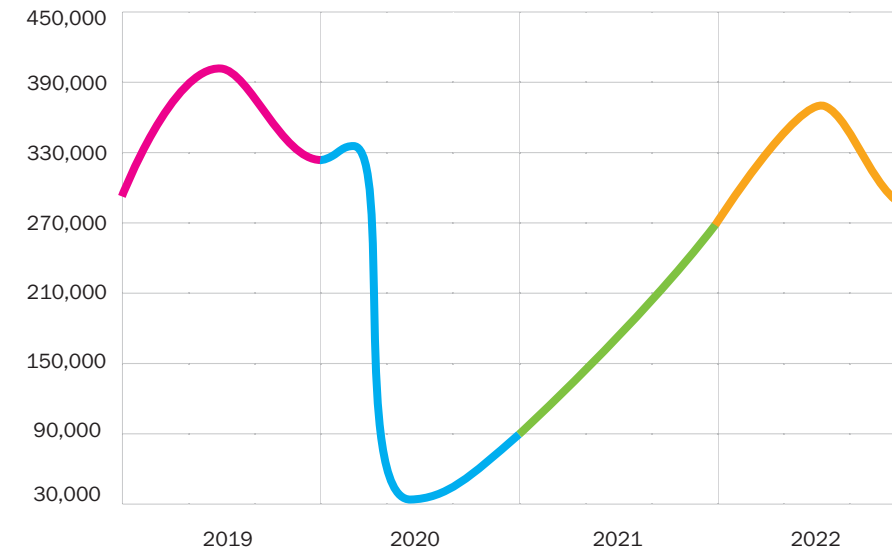
As we celebrate our successes, we also strive to make Times Square a stronger, more resilient, and more vibrant place that we can all be proud of.



TOM HARRIS
PRESIDENT

STATE of Times Square 2023

AVERAGE DAILY PEDESTRIAN COUNTS (PER MONTH)



DAILY ANNUAL AVG.

2019	356,059
2020	125,401
2021	173,808
2022	286,961

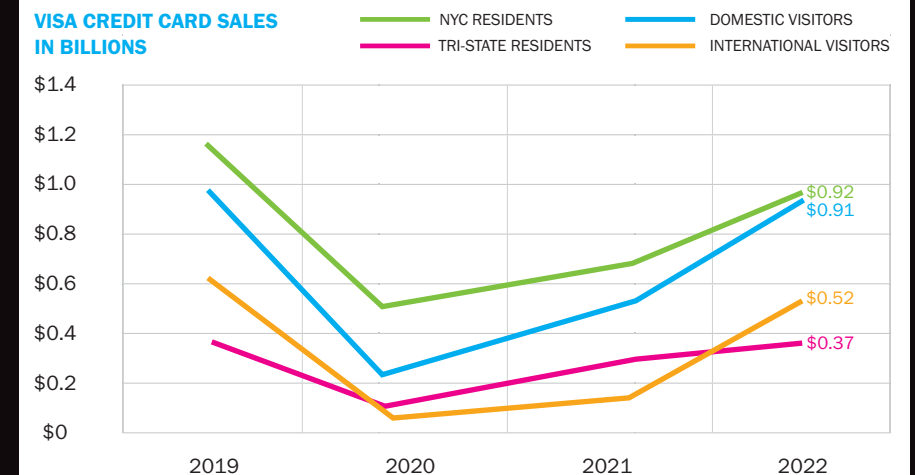
Pedestrian counts averaged **286,961 people per day** in 2022, a 65% increase from 2021. Counts have risen steadily throughout the year, with July averaging nearly 370,000 daily visitors. Pedestrian counts reached a **2022 high of 445,300 people** on July 2nd, rising 6% above the same day in 2019.

RETAIL & SPENDING

In 2022, Times Square saw **70 business openings**, nearly double the openings in 2021. As of March 2023, 86.4% of storefront businesses are open or soon to open.

VISA spending surged this year with sales totaling \$2.7 billion, a **75% increase from 2021**. While international visitors haven't completely returned to pre-pandemic levels, domestic tourism has returned in full force.

VISA CREDIT CARD SALES IN BILLIONS

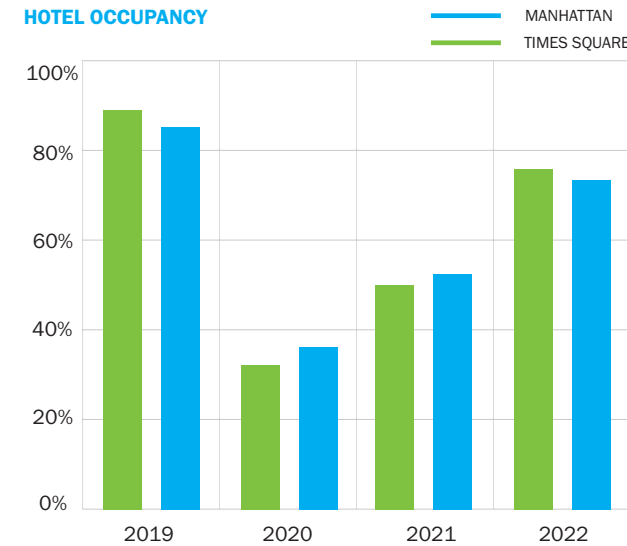


HOTEL RATES & OCCUPANCY

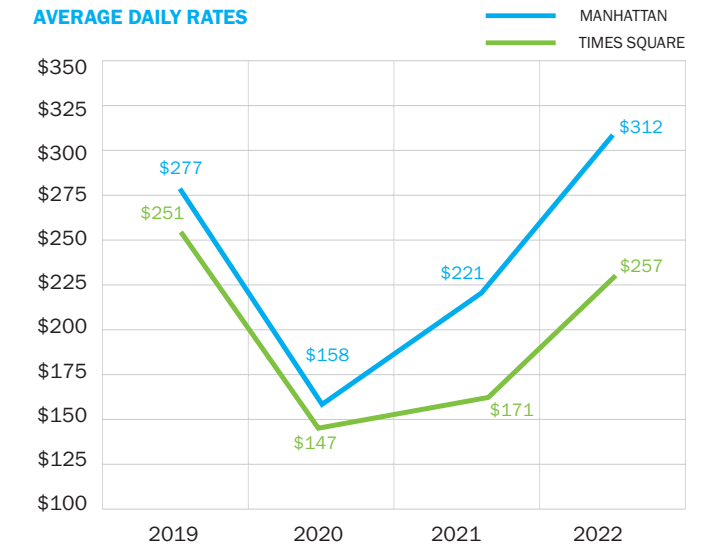
The hospitality industry made a robust recovery this year, seeing significant increases in both occupancy and average daily rates. In 2022, Times Square hotels averaged a **76% occupancy rate**, rising 50% above 2021 levels and surpassing both Midtown and Manhattan. Daily rates in Times Square and Manhattan averaged \$257 and \$312 respectively, **up by 45% and 38%** from 2021, and both surpassing 2019 rates.

Source: STR

HOTEL OCCUPANCY



AVERAGE DAILY RATES



BROADWAY GROSSES

Broadway audiences returned in full force this year after a lengthy pandemic shutdown. Broadway ticket sales grossed nearly **\$1.5 billion** and attendance totaled **over 11.5 million theater patrons**.

The week of December 26th was Broadway's highest grossing week post-pandemic, with sales topping \$51.9 million. That same week, "The Lion King" grossed \$4.3 million, setting the record for the most earned by any show in a single week.

Source: The Broadway League

COMMERCIAL REAL ESTATE

Class A leasing activity in 2022 totaled **1.81 million square feet, representing 45 leases signed**. 1.3 million square feet, or 72%, was attributed to new leases (not sublets or renewals). The largest lease transactions included Data Dog's 331,112 SF deal at 620 Eighth Avenue, Roku's 237,333 SF deal at 5 Times Square, and Stifel's 214,706 SF renewal at 787 Seventh Avenue.

While Times Square's occupancy remains a challenge to the recovery of its commercial real estate at 83%, we engaged **consulting firm HR&A** this year to study future options and opportunities for commercial real estate.



Our Services: CLEAN

The Alliance's team of 70 Sanitation Associates work tirelessly to maintain the beauty and vibrancy of the Times Square neighborhood year round. Our Sanitation team is integral to creating a clean and inviting environment for the over 300,000 daily visitors to Times Square, which includes removing stickers on lampposts and bubble gum on the Broadway pedestrian plazas, and setting up for our major public events.



398

Trash Receptacles Maintained



198,470

Bags of Garbage Collected



2,217

Incidents of Graffiti Removed



70

Alliance Sanitation Team Members

Calendar Year 2022 Statistics



Citibins

In efforts to keep trash bags off of street corners and sidewalks, the Alliance worked this year with NYC's Department of Sanitation to install five Citibins, with two more on the way. In the city's war against rats, these trash enclosures keep unsightly garbage bags off our sidewalks — our Sanitation team hauls at least 8,600 pounds of garbage from these Citibins weekly.

This pilot program is a part of NYC's Clean Curbs initiative with the city's Business Improvement Districts (BIDs). As the first BID partner on this pilot program, the Times Square Alliance has helped to pave the way for cleaner districts across all boroughs.



New Big Belly Fleet

Over 300 new solar-powered Big Belly trash receptacles were installed throughout the district this year. These single and triple-wide units feature foot pedals for contact-less garbage disposal, plus larger space for advertisements and branding. The Alliance invested \$1.7 million in these new assets.

Because they are still in good working condition, we donated some of the older triple units to neighboring Business Improvement Districts.

Our Services: SAFE

Times Square Alliance Public Safety Officers (PSOs) patrol the district 24 hours a day, 7 days a week. As the eyes and ears of the Alliance, they work with the New York Police Department to keep Times Square safe, provide information to visitors, and work closely with city partners to maintain quality-of-life throughout the district. On average this past year, our PSOs interacted with 340 visitors per day, and 7 unhoused individuals per day.

The NYPD's presence in the district more than doubled in 2022, with a total of **137 officers** now patrolling as part of the Times Square police unit.



Community First

Community First is an initiative in partnership with Midtown Community Court, Breaking Ground, and Fountain House that builds trusting relationships with people in need and, over time, connects them to critical services that support their transition off the street and into stability. This begins with Community Navigators, who have relevant lived experience. They engage with potential clients, offering clothing, blankets, or food, and starting conversations around each client's particular challenges and needs.

Since the program started, partners plan to expand Community First's services to the Garment District and beyond. District Attorney Alvin Bragg also recently launched a grant program to expand the Community First model throughout the five boroughs.

COMMUNITY FIRST JUL 2021 - JAN 2023

2,992
Interactions



Food provided
in 931
interactions



Clothing
provided in 674
interactions



Harm reduction
provided in 173
interactions

191

Individuals
received long-
term care (physical/
mental health services,
drug treatment, hospital,
permanent/transitional
housing)



Mayor's Midtown Citizen's Committee

The Mayor's Midtown Citizens Committee was originally formed in 1975 by Mayor Abraham Beame to bring Midtown stakeholders and relevant city agencies in one room to address quality-of-life issues and rising disorder in our commercial corridors. The Alliance advocated for the reinstatement of the committee which now meets in person monthly to discuss key issues like unlicensed marijuana shops, Eighth Avenue traffic congestion, the mental health and drug crisis on our streets, and other challenges.

Our Services: IMPROVE

We are working closely with the City's Department of Transportation (DOT) on a land use application to better align our future maintenance, operations, and programming of the **public spaces north of 47th Street** with DOT's Broadway Vision. Through this application, we will be better able to manage the plazas north of 47th Street and create a more cohesive spirit and identity all throughout the district.



A New Look

In efforts to beautify the neighborhood and create a cohesive identity for our district's streets, we've added color and branding to several streetscape elements. We installed colorful wraps to security blocks along 42nd Street, created custom branded signage for the outdoor dining structures on 46th Street's Restaurant Row, and added campaign signage to our new Big Bellies encouraging pedestrians to visit our website and explore all that Times Square has to offer.

Our Services: PROMOTE

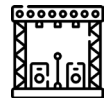
The Alliance amplifies and highlights the creativity, energy, and edge of the Times Square neighborhood with a robust annual calendar of signature events, all free and open to the public.



New Year's Eve
December 31



Love in Times Square
February 14



TSQ Live
May - September



Solstice in Times Square
June 21



Pride in Times Square
June 24 - 25



Curtain Up Broadway Festival
September 30 - October 2



TSQ Live

The Alliance brought activity and vibrancy to the plazas like never before with the re-vamp of our summer programming series. Running from May through September, TSQ Live is a season of programming showcasing the incredible diversity of talent that our district and New York City have to offer across a spectrum of engaging artforms, including music, dance, comedy, and more.

Last year's program included over 80 events, all free and open to the public. Performances ranged from live jazz concerts and DJ sets to interactive dance and fitness classes, all hosted by incredible cultural partners including Jazz at Lincoln Center, Ailey Extension, Carnegie Hall, Rash Bar, Carolines on Broadway, Phantom Fitness, and the Children's Museum of the Arts.



TSQ For Families

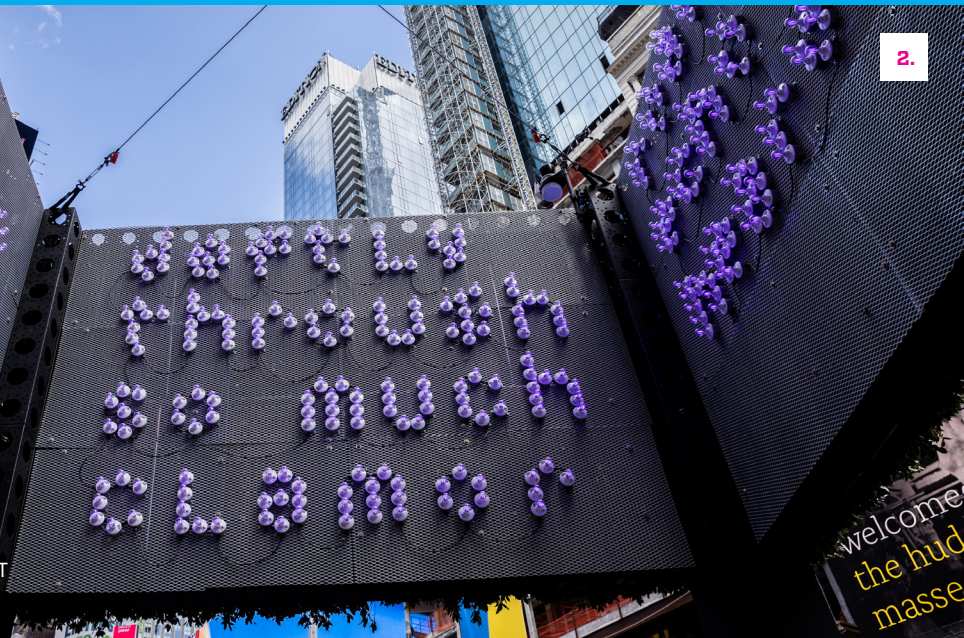
The Alliance launched a summer and fall marketing campaign showcasing the ways that 'Times Square is for Families.' The digital campaign promoted family-friendly attractions and activities, kid-centered stores, family-style restaurants, and more. The campaign used photos of kids and families enjoying Times Square, shown on our digital channels and a few of Times Square's big screens.

OUR YEAR *In Review*





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- 1. Broadway Grand Gallery**
We unveiled The Broadway Grand Gallery on the Plaza between 47th - 48th Streets, celebrating 21 Broadway shows with larger-than-life Playbill installations.
- 2. THE POEM**
Raúl Cordero's *THE POEM*, a Times Square Arts installation covered in greenery and featuring an illuminated haiku, added a momentary oasis to Duffy Square.
- 3. TSQ Live**
It was Times Square's busiest summer yet thanks to TSQ Live, our open-air summer series featuring over 80 concerts, dance classes, DJ sets, jazz nights, and more, all free and open to the public.



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4. NASDAQ

As one of the partners on TSQ Live, NASDAQ invited Alliance team members to ring the Closing Bell in celebration of our summer series.

5. Juneteenth

The Broadway League celebrated Juneteenth with an incredible day of performances by Black Broadway stars.

6. Amnesia Atómica

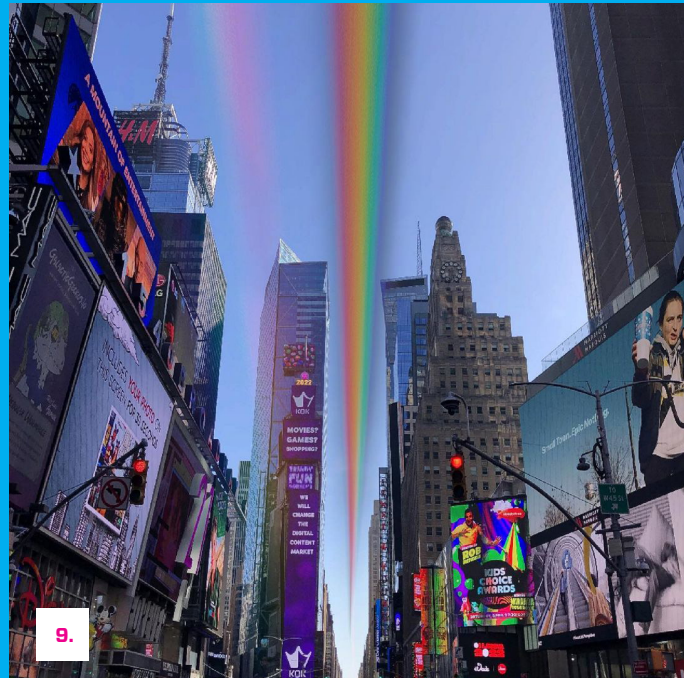
Times Square Arts brought Pedro Reyes' *Amnesia Atómica NYC*, a 30-foot inflatable sculpture addressing nuclear threat, to Duffy Square.

7. Solstice in Times Square

The 20th Annual Solstice in Times Square brought hundreds of yogis to the plazas to celebrate yoga, movement, and mindfulness on the longest day of the year.



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8. Pride in Times Square

We celebrated Pride with a two-day festival of concerts and events in partnership with Playbill.

9. Polar Rainbow

Polar Rainbow, an augmented reality artwork, launched over Times Square during Pride Month.

10. Roots

Times Square Arts presented the debut of Charles Gaines' *The American Manifest* with a live performance and the upside-down forest of *Roots*.

11. Wonderama

Wonderama filmed their 7th season from Times Square, with incredible performances broadcast nationwide throughout the year.

12. Times Square is for Families

The Alliance launched a digital marketing campaign highlighting that 'Times Square is for Families' and running ads on several screens.



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13. Little Amal

Little Amal, the 12-foot puppet of a Syrian refugee and symbol of international human rights, made her way through Times Square.

14. Met Opera

The Met Opera's opening night played live in Times Square, continuing the 16-year tradition.

15. Curtain Up Broadway Festival

We celebrated Broadway with this second-annual festival of live performances, with this year's finale concert broadcast live on TV.

16. 30th Anniversary Gala

The Times Square Alliance celebrated our 30th Anniversary with a gala honoring Eric Rudin, Jane Dickson, and Community First.

17. Daffodil Project

The Daffodil Project planted dozens of bulbs in remembrance of 9/11 and Covid-19 victims.



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18. Wonderama Halloween
Kids and families celebrated Halloween in costume with special performances and a Halloween Parade hosted by Wonderama.

19. Port Authority
Times Square Arts partnered with the Port Authority to celebrate the 10th Anniversary of Midnight Moment with a series of murals throughout the 42nd Street bus terminal.

20. Show Globes
Giant Broadway-inspired Show Globes popped up in Times Square for the holiday season, featuring scenes from *Aladdin*, *The Lion King*, and *Wicked*.

21. Shop Til the Ball Drops
The Alliance launched 'Shop Til the Ball Drops,' a holiday gift guide encouraging people to shop local in Times Square.



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22. New Year's Eve

We welcomed revelers to celebrate the start of 2023 on Times Square's biggest night of the year!

23. Numeral Arrival

The 2023 Numerals arrived to light up the plazas.

24. Wishing Wall

People wrote their hopes for 2023 on official NYE confetti at the Times Square Wishing Wall.

25. Crystal Installation

New Waterford Crystals were installed on the Times Square Ball featuring the 2023 "Gift of Love" design.

26. Confetti Test

We tested the New Year's Eve confetti to ensure it would float down beautifully at midnight.



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27. Fazzino Artwork

The Alliance partnered with 3D pop artist Charles Fazzino to create the official commemorative artwork for New Year's Eve 2023.

28. Good Riddance Day

Full speed ahead into 2023! The annual Good Riddance Day celebration helped us cross the finish line to the New Year ahead.

29. Ball Test

Everything gets tested to ensure NYE goes off without a hitch – the 2023 Ball Test was a success!

30. Numeral Installation

The new '3' Numeral was installed atop One Times Square, ready to light up for the New Year.



31. NYE Performers

The 2023 New Year's Eve party hosted incredible live performances from artists including Chelsea Cutler, JVKE, Ava Max, Jax, J-Hope, and more!

32. Love's h|Edge

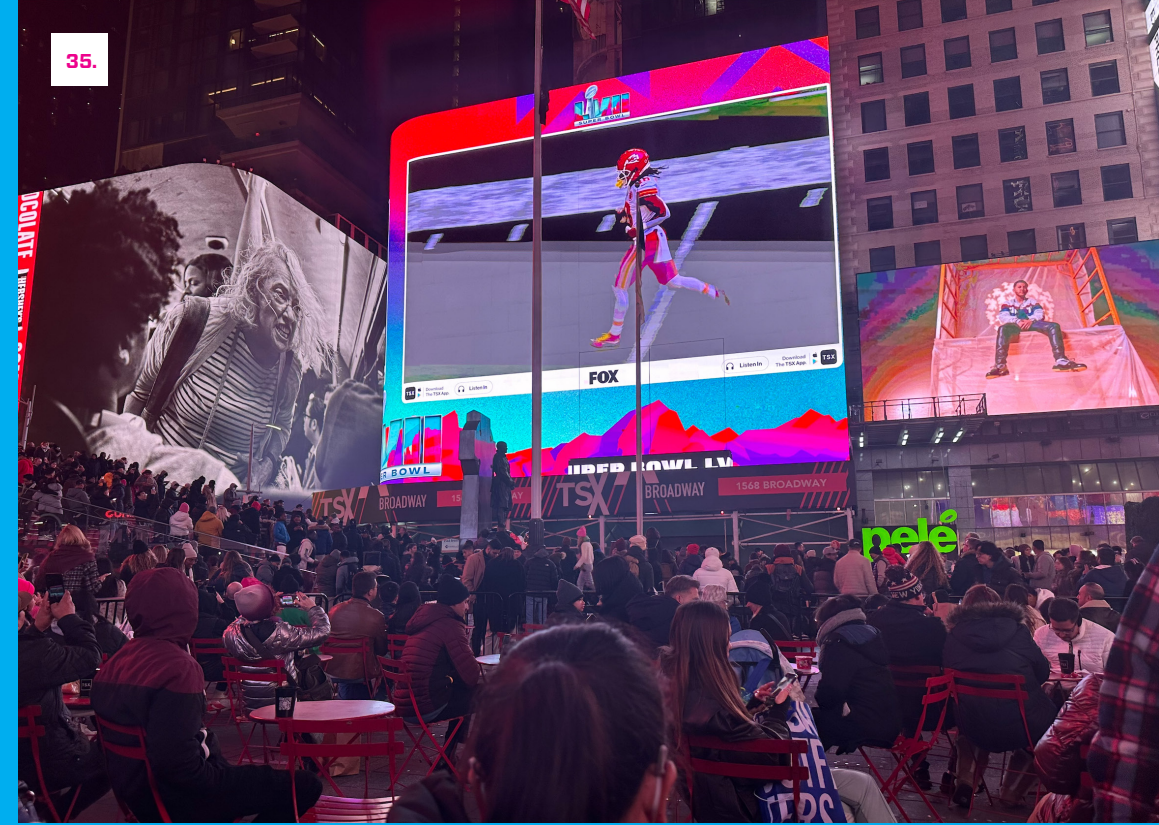
Love's h|Edge by Almost Studio bloomed on Duffy Square as the winner of Times Square Arts' 15th Annual Love and Design Competition.

33. Rose Dedication

Celebrity guests including *The Bachelorette's* Tyler Cameron and influencer Deanna Giuletti passed out fresh roses for the public to place on the sculpture.



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34. Love in Times Square

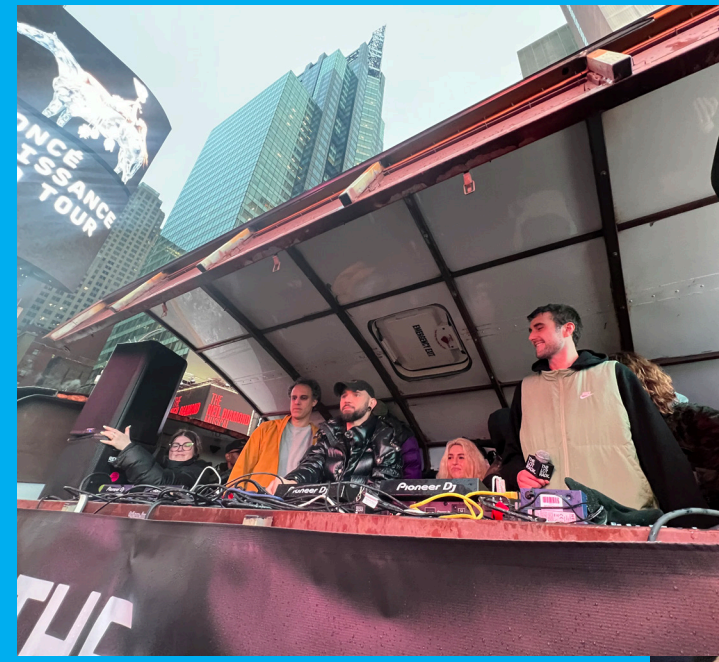
On Valentine's Day we celebrated two weddings, two surprise proposals, and a vow renewal ceremony as part of our annual Love in Times Square traditions.

35. Superbowl

Times Square hosted the city's biggest Superbowl watch party on the big screen at TSX Broadway.

36. Skrillex Pop-Up

Fans went wild for a surprise pop-up DJ set by Skrillex, Fred Again, and Four Tet on Duffy Square.

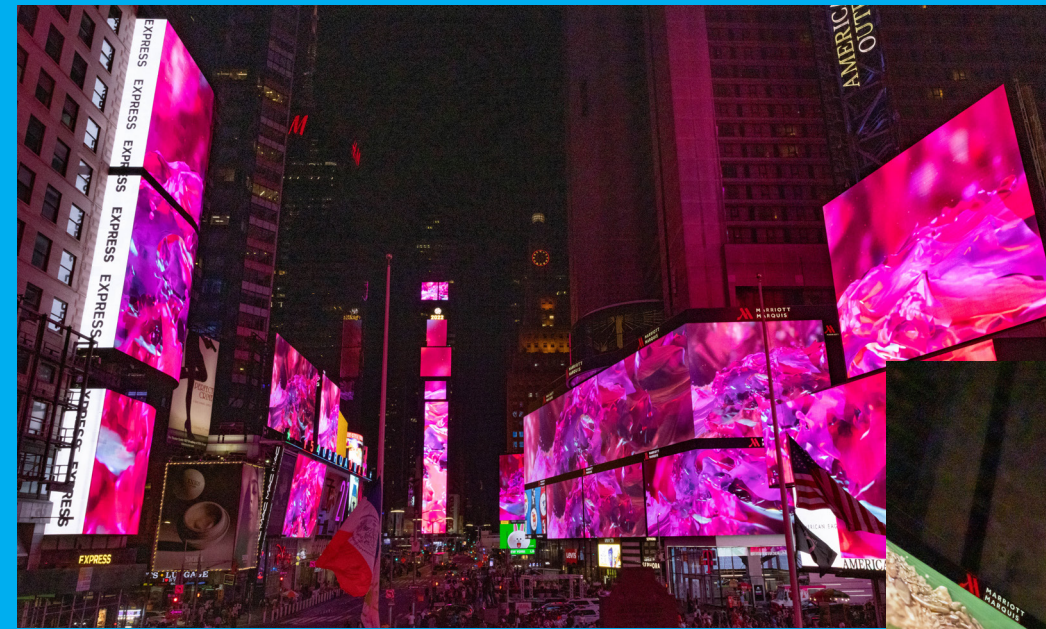


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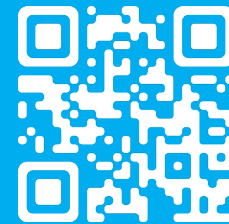
37. Midnight Moment's 10th Anniversary

Times Square Arts celebrated 10 years of the Midnight Moment program this year! Every night from 11:57pm to midnight, over 100 Times Square screens featured artwork by different female artists each month, including Joan Jonas, Nancy Baker Cahill, Zoë Buckman, Carolina Caycedo, and more.

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



**SCAN TO VIEW
FINANCIAL
STATEMENTS**

PHOTO CREDITS

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