



# TIMES SQUARE ALLIANCE 2024 ANNUAL REPORT



Dear Friends of Times Square,

This past year, Times Square proved once again that it is truly the Crossroads of the World, welcoming over 283,000 people daily, and over 468,000 on our busiest day. We executed our marquee events like New Year's Eve, Love in Times Square, TSQ LIVE, Solstice in Times Square, Curtain Up Broadway Festival, and Pride in Times Square. With immense gratitude to our staff, support from city officials and partnerships with our key stakeholders, Times Square continues to thrive as the iconic destination for all visitors to New York City.

Eighty-eight percent of our storefronts are occupied and an exciting number of flagship restaurants and retailers are in the pipeline to open. From national brands like Raising Cane's and Van Leeuwen to world-renowned Chinese restaurant Din Tai Fung – Times Square is the desired location for businesses across industries. These exciting developments keep us optimistic for Times Square's future while we are also mindful of the quality-of-life challenges we continue to face in our district and across other central business districts.

We have been steadfast in our advocacy efforts to help individuals battling severe mental illness on our streets and to create effective strategies to address repeat offenders, open drug use, and the proliferation of illegal cannabis shops. Times Square has also become home for migrants to New York and we have adapted to meet the needs of our newest neighbors and liaise between City agencies and our constituents. To remain vibrant, we work to make Times Square cleaner and safer, and to continuously improve and promote what makes our neighborhood unique.

In partnership with City officials and stakeholders, we launched several initiatives in 2023. The Mayor's Midtown Citizens Committee Meeting is a monthly convening of constituents, the New York City Police Department (NYPD), the mayor's Community Affairs Unit, and a rotating list of city agency speakers. This meeting gives city agencies a platform to discuss their latest programs as well as an opportunity for constituents to share their concerns and priorities and keep agencies accountable. We are very pleased that the NYPD fully staffed the Times Square Unit with an additional 27 officers to the Theater Squad.

As an organization, we know that improving Times Square is a marathon, not a sprint, and that our neighborhood can always be cleaner, safer, and more desirable for all who live, work, or visit. We worked hard this past year to not only identify one of our largest challenges, battling negative media coverage, but to find and execute strategies that paint Times Square in a positive light. Our successful TSQ LIVE event series, buzz-worthy public artworks, and popular social media campaigns including the Affordable Times Square Guide and Humans of Times Square series have helped move the needle on public perception.

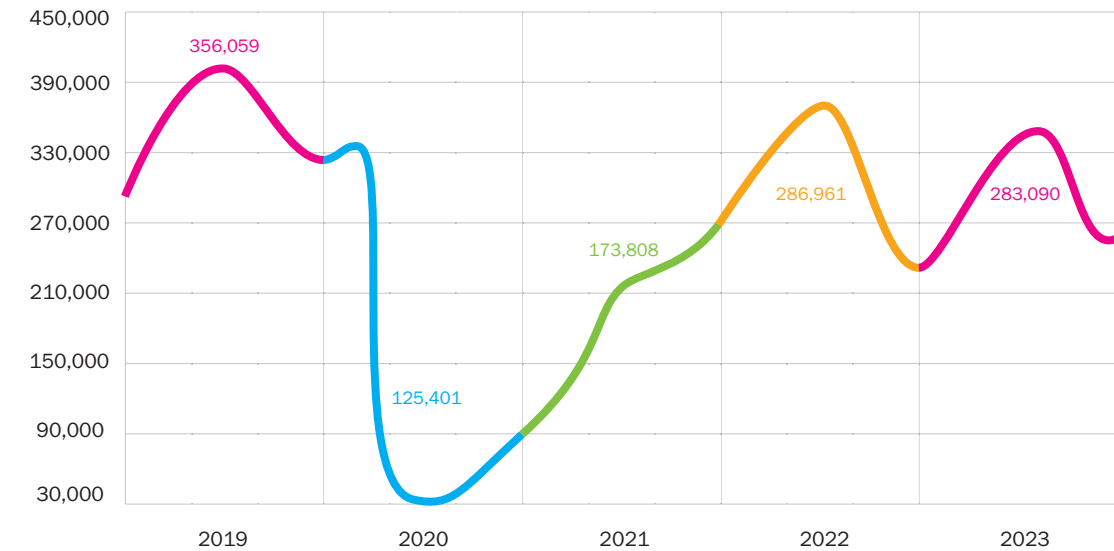
Our effort to keep Times Square vibrant and accessible is at the top of our minds every day. While this report reflects 2023's accomplishments, I'm even more excited for what's to come.



**TOM HARRIS**  
PRESIDENT

# STATE of Times Square 2024

AVERAGE DAILY PEDESTRIAN COUNTS (PER MONTH)



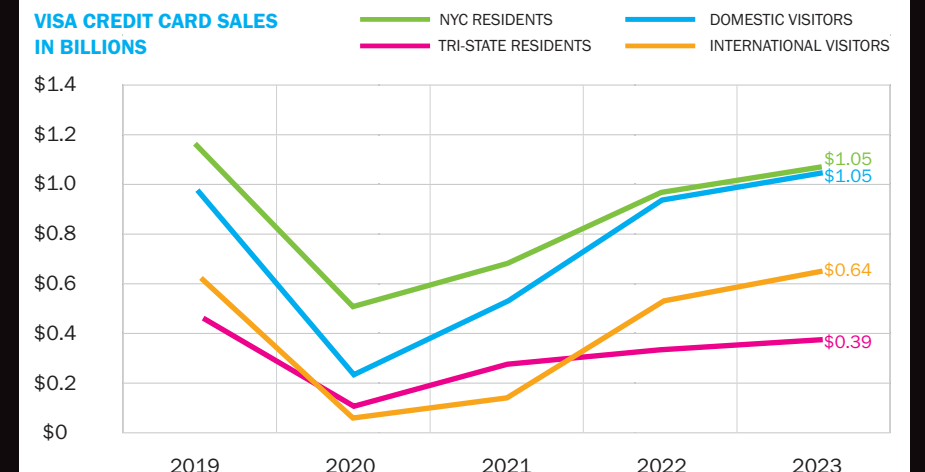
Pedestrian counts averaged **283,090 people per day** in 2023, consistent with the 2022 average and up 65% from 2021. Counts have risen steadily throughout the year, with August averaging nearly 340,488 daily visitors. Pedestrian counts reached a **2023 high of 468,962 people** on April 25th, rising 27% above the same day in 2019.

Source: MRI OnLocation

## RETAIL & SPENDING

In 2023, Times Square saw **86 business openings**, consistent with the number of openings in 2022. As of April 2024, 87% of storefront businesses are open or soon to open. VISA spending surged this year with sales totaling \$3.1 billion, a **15% increase from 2022**. While NYC and tri-state resident spending has not returned to pre-pandemic levels, domestic and international tourism has returned in full force.

VISA CREDIT CARD SALES IN BILLIONS



Source: Visa Destination Insights

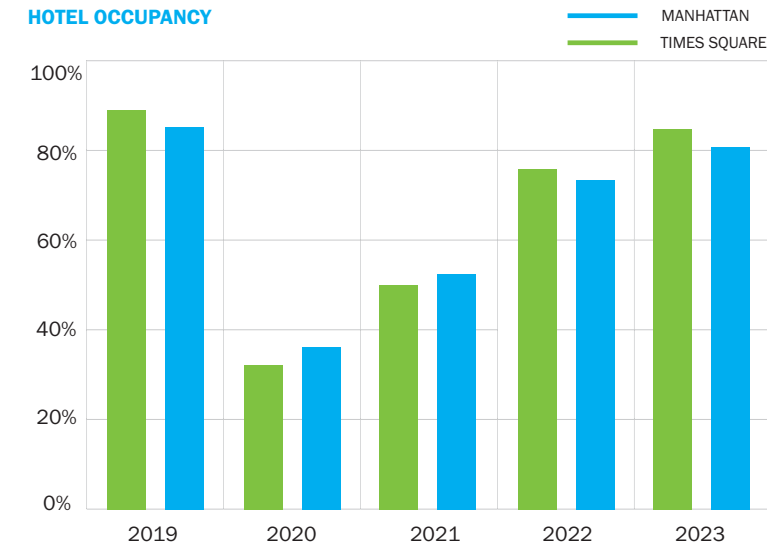


## HOTEL RATES & OCCUPANCY

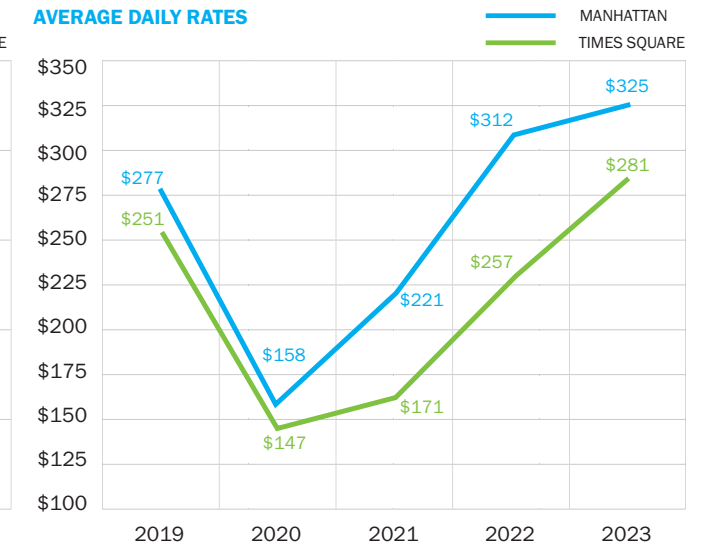
The hospitality industry continued to thrive this year, seeing significant increases in both occupancy and average daily rates. In 2023, Times Square hotels averaged an **84% occupancy rate**, rising 8% above 2022 levels and surpassing both Midtown and Manhattan. Daily rates in Times Square and Manhattan averaged \$281 and \$325 respectively, **up by 9% and 4%** respectively from 2022, and both far surpassing 2019 rates.

Source: STR

### HOTEL OCCUPANCY



### AVERAGE DAILY RATES



## BROADWAY GROSSES

Broadway audiences continued to climb this year, **up 7%** from 2022. Though attendance is still down 21% from 2019, much of this can be attributed to fewer performance offerings being held in the 2022-2023 season. Broadway ticket sales grossed nearly **\$1.5 billion** and attendance totaled **over 12.3 million theater patrons**. The final week of 2023 was Broadway's highest grossing of the year, with sales topping \$45.4 million. That same week, *Harry Potter and the Cursed Child* grossed \$2.17 million, setting a record for weekly ticket sales for a non-musical play. Audience attendance on Broadway is back to over 80% of its pre-COVID numbers and a resounding 95% of audience goers planned to catch another show in the future.

Source: The Broadway League

## COMMERCIAL REAL ESTATE

Class A leasing activity in 2023 totaled **564,138 square feet, representing 38 leases signed**. 441,278 square feet (SF), or 89%, was attributed to new leases (not sublets or renewals). The largest lease transactions included Bank of America's 101,114 SF expansion at 1 Bryant Park, Datadog's 53,573 SF sublease at 11 Times Square, Thomson Reuters' 46,110 SF deal at 3 Times Square, and Friedman Kaplan's 36,245 SF expansion at 7 Times Square.

While Times Square's 78% occupancy rate remains a challenge, we worked with HR&A to look at opportunities for commercial real estate including sector-specific growth and innovative financing focused on individual buildings.



The Times Square Alliance, alongside Mack Real Estate and CBRE, hosted the NY Post Alliance's Quarterly Meeting at the Brill Building. The event brought Post-Production industry leaders to tour available space in what was previously the center of their industry, and it drummed up their leasing interest.

# 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. Their work 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



**219,352**  
Bags of  
Garbage  
Collected



**2,272**  
Incidents  
of Graffiti  
Removed



**70**  
Alliance  
Sanitation  
Team Members

Calendar Year 2023 Statistics



## A Fresh Look

In efforts to beautify the neighborhood and create a more cohesive look along our streets, we've added branded wraps to several of our streetscape elements. Red, gray, and blue vinyl covers were added to the security blocks along 42nd Street, 7th Avenue, and throughout the district.

Additionally, we added playful branding to our fleet of Citibins. These waste containers keep unsightly garbage bags off of our sidewalks while encouraging pedestrians to visit our website and explore all that Times Square has to offer.



## Sanitation Truck

The Alliance dumps 100% of our BigBelly receptacle refuse, which means our private truck has moved over 219,000 bags of garbage in the past year. Our team is thrilled that we now have a brand-new sanitation truck, which will reduce delays because of mechanical problems and allow for smoother routes!

# 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 City 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 Times Square Unit has expanded from 137 to 164 officers (which includes an additional 27 officers to the Theater Squad to keep theatergoers and patrons safe pre- and post-shows).



## Outreach

Since 2021, Community First navigators have applied intensive and consistent engagement to help unhoused individuals on our streets meet their immediate needs while working towards long-term housing placements. On average, our model takes 18 interactions to secure a client transitional housing, 22 to be placed in permanent housing, and 16 to accept mental health services. There is no single solution to addressing service resistant individuals and it is extremely challenging to connect individuals suffering from severe mental illness to services they desperately need without legislative action at the State level. In the meantime, we are tailoring our approach by adding a licensed clinician and social worker to our outreach model.

## COMMUNITY FIRST BY THE NUMBERS (JULY 2021 - DECEMBER 2023)

<b>2,626</b>	<b>1,333</b>	<b>3,153</b>	<b>35</b>	<b>208</b>	<b>1,388</b>	<b>1,062</b>
Total Interactions	Individuals Served	Connections to Financial Benefits	Placements in Housing	Connections to Health Services	Interactions where Food was Provided	Interactions where Clothing was Provided

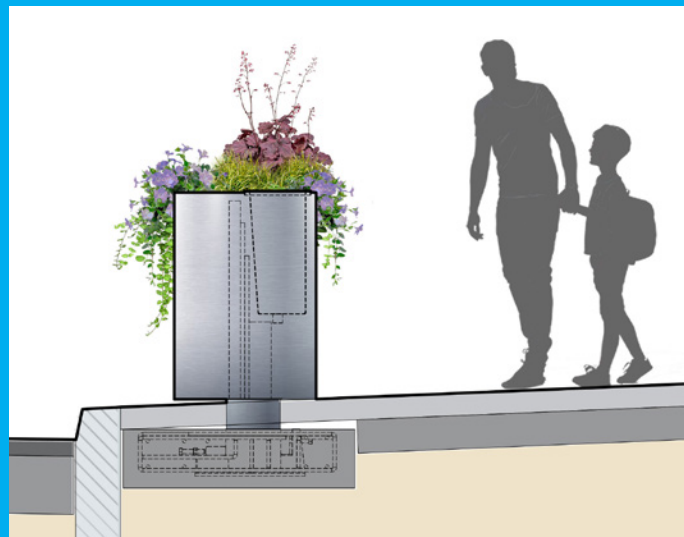


## Purses, Pot & Pedicabs

Overall crime in the past year has decreased by 19%. Yet, there are prevalent issues that impact public safety in Times Square which can be summed up by the three P's. We partnered with the NYPD to address counterfeit purses being sold on upper Broadway and industry attorneys to identify other strategies to combat illegal sales with notable success in a bust of millions of dollars of counterfeit goods in a Manhattan storage facility. We work with the Office of Cannabis Management and the Sheriff's Office to report unlicensed cannabis businesses and have fervently advocated for the passage of city and state legislation that would expedite the closure of illegal cannabis businesses: Nuisance Abatement Bill (sponsored by Councilmember Keith Powers) and the SMOKEOUT Act (sponsored by Assemblymember Jenifer Rajkumar). Illegal pedicabs are also a constant nuisance for the neighborhood. Since January 2024, the NYPD Chief of Patrol, Traffic Enforcement Divisions have confiscated over 100 pedicabs.

# Our Services: IMPROVE

The Alliance is in active communication with the City regarding their ongoing capital project on **42nd Street between 7th and 8th Avenues**. The goals of the project are to replace an 1840s **water main**, install **security bollards** to increase pedestrian safety and replace the existing concrete blocks, reduce pedestrian crowding by adding 5-6 feet of **additional sidewalk** on each side of the street, and create safer and less congested crosswalks by adding **additional pedestrian space** at corners.



## Wayfinding

In efforts to enhance the visitor experience to Times Square's plazas, and to drive foot traffic and spending to businesses located off of the Bowtie, we launched a wayfinding signage project. These signs act as business directories, featuring over 120 restaurants, theaters, and retailers. In partnership with Outfront Media, the 'Explore More' campaign was displayed on several of Times Square's big screens, providing a free advertising opportunity for our businesses.



## Street Lab

With the influx of migrant families living in Times Square over this past year, the Alliance looked to provide an amenity for our new neighbors. Adding to our TSQ LIVE summer event series, we hosted six events for children of migrant families in partnership with Street Lab. Children were able to enjoy activities centered around art, building, learning, music, and more on the plazas.



# Our Services: PROMOTE

The Alliance amplifies and highlights the creativity, energy, and edge of our Times Square neighborhood. In 2023 we had a robust 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 8 - 10



## Accessible Events

The Alliance has made a concerted effort over the past year to improve accessibility at Times Square Alliance events. We have provided American Sign Language (ASL) interpreters at the New Year's Eve Ball Drop, Pride, Curtain Up, and Solstice in Times Square. We also ensure there are accessible viewing areas at our marquee events to accommodate individuals with different disabilities and provide assistive listening devices. For the first time ever, we provided an additional New Year's Eve live webcast with picture-in-picture ASL and live, open captioning that drew 500,000 views. We updated our Times Square Event Space Information Guide to include recommendations and resources for external event producers to make their public activations more inclusive. Our accessibility journey is far from over and we will continue to be more proactive in finding opportunities to make Times Square a destination for those with and without disabilities.



## Affordable Guide

The Alliance launched a digital marketing campaign highlighting affordable restaurants, hidden deals, and ways to enjoy the Theater District on a budget, combatting the perception that Times Square and New York City are too expensive to visit. This social media series has promoted 28 Times Square businesses so far, and will continue to run as an ongoing series.





OUR YEAR  
*In Review*



**1. TSQ LIVE**

Our popular open-air event series returned to the plazas with over 80 free events from May - September, including live concerts, dance classes, DJ sets, jazz shows, punk performances, and more.

**2. Broadway Celebrates Earth Day**

In partnership with the Broadway Green Alliance, we celebrated Earth Day with live performances by Broadway stars and young talent.

**3. Waitress Screening**

Sara Bareilles' new film *Waitress* played on the big screen in Times Square, shown on the TSX billboard.



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**4. Juneteenth**  
The Broadway League celebrated Juneteenth in Times Square with a day of incredible live performances by Black Broadway stars.

**5. Pride in Times Square**  
We celebrated NYC Pride Month with a two-day festival featuring live performances, sing-a-longs, Broadway trivia, a disco dance party, and more hosted in partnership with Playbill.

**6. Solstice in Times Square**  
Now in its 21st year, Solstice in Times Square brought thousands of yogis to the Crossroads of the World to practice yoga, meditation, and movement. We hosted seven free yoga classes on the Broadway Plazas taught by some of NYC's best instructors.



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**7. Post Malone Pop-Up**  
 Post Malone surprised Times Square with a pop-up concert from the TSX stage, the first of many performances from this new vantage point.

**8. Wonderama**  
 Wonderama filmed their 8th season from Times Square, supplying content for weekly episodes broadcast nationwide throughout the year.

**9. Met Opera Opening Night**  
 For the 17th year, the Met Opera's opening night premiered live on several screens in Times Square.

**10. Curtain Up Broadway Festival**  
 We celebrated Broadway with a three-day festival of live performances by Broadway stars, with this year's finale concert broadcast live on WABC TV.



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**11. Daffodil Project**

In partnership with New Yorkers for Parks, the Daffodil Project planted dozens of bulbs in Times Square in remembrance of 9/11 victims.

**12. We Love NYC**

The “We Love NYC” sculpture was unveiled by the Partnership for NYC in Times Square, sparking many photo-ops and selfie moments.

**13. Jung Kook Pop-Up**

Fans went wild for BTS’ Jung Kook, who performed live from the stage at TSX Broadway.

**14. Sculpture of Dreams**

Times Square Arts unveiled Argentinian pop artist Marta Minujin’s *Sculpture of Dreams* on Duffy Square. This 16-piece whimsical, inflatable artwork symbolically embodied our collective dreams and desires.



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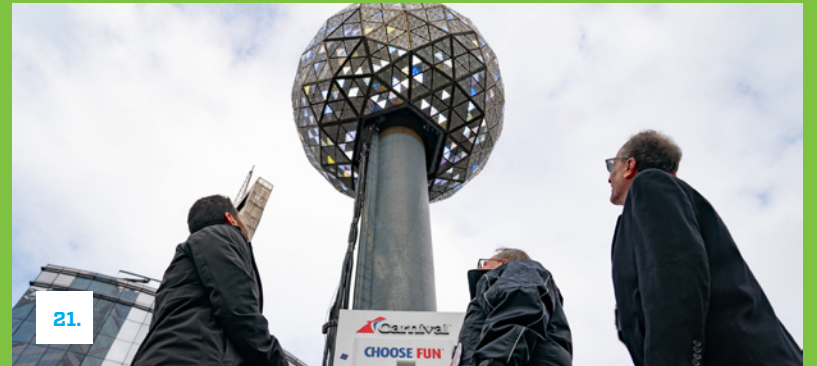
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**15. New Year's Eve**  
We welcomed revelers to celebrate the start of 2024 on Times Square's biggest night of the year!

**16. Numeral Arrival:**  
The 2024 Numerals arrived to light up the plazas.

**17. Wishing Wall**  
People wrote their hopes for 2024 on official NYE confetti at the Times Square Wishing Wall.

**18. Ball Programming**  
The NYE Ball was programmed with a new pattern of flashing bowties, ready to light up for the celebration.

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



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22.



**20. Good Riddance Day:**  
2023 disappeared in a flash! The annual Good Riddance Day celebration helped us say goodbye to the past year.

**21. Ball Test**  
The 2024 Ball Test was a success!

**22. Show Time!**  
The 2024 NYE show hosted incredible performances by Flo Rida, Megan Thee Stallion, Tyla, Sabrina Carpenter, Paul Anka, and more.



**23. Love in Times Square Weddings**  
As part of the annual Valentine's Day traditions in Times Square, we hosted wedding ceremonies for four couples on Duffy Square.

**24. Love in Times Square Proposals**  
Two lucky couples popped the big question with surprise proposals on the big screens.

**25. Love in Times Square Vow Renewal**  
Hundreds of couples recommitted their love in our Vow Renewal ceremony on the Red Steps.

**26. Smitten Ice Sculpture**  
Winner of the Governors Island Ice Sculpture Show, Lovie Pignata's 'Smitten' was carved into a 9-foot-tall ice sculpture by Okamoto Studio in the middle of Times Square. The 12,000 pound love-themed ice sculpture was the backdrop to weddings and proposals on Valentine's Day at the Crossroads of the World.





27.



**27. Midnight Moment**

Times Square Arts hosted one of the most dynamic seasons yet of Midnight Moment, a beloved digital art program now in its 11th year. Every night from 11:57pm to midnight, nearly 100 screens feature artwork by a new artist each month. This year's program included works by Shahzia Sikander, Ilana Harris-Babou, Lu Yang, Nora Maité Nieves, 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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