

## Spotlight on TSAC



### A Message from our Chairman and President

The Times Square Advertising Coalition was founded in order to promote the interests of the Out of Home advertising industry in the Times Square area and ultimately, promote Times Square, which continues to be a world renowned destination.

Few issues matter more to our members than the preservation of the Thanksgiving Day Parade as a signature Times Square event. Since our founding in 2009, we have worked alongside other Times Square leaders to maintain the parade route, now on 7<sup>th</sup> Avenue. Despite these efforts and successful parades in both 2009 and 2010, on March 7th Macy's and the City announced that the parade will run through Times Square for the last time this year.

Parade officials have cited the construction of the Times Square pedestrian plazas as the reason for the move. Regardless of the motive, this is something that runs counter to all the evidence of the benefits brought to Times Square businesses, and to the City as a whole. In TSAC's view, it would be a tremendous lost opportunity to have this nationally televised parade not run through New York's most recognized location.

We will continue to fight to keep the parade in Times Square. This issue includes information on how you can help.

Sincerely,

Harry Coghlan  
Chairman

Fred Rosenberg  
President

### Recent Actions by TSAC to Keep Thanksgiving Day Parade in Times Square

- Sent letter to Mayor Bloomberg on 2/18/11 outlining strong opposition to the 6<sup>th</sup> Avenue parade route.
- Participating in coalition with numerous organizations, including the Times Square Alliance, the Hotel Association, the Broadway Association, the Broadway League, Community Board 5, and the Association for a Better New York, who agree that Times Square is the parade's rightful home.
- Enlisting the public in the campaign through digital sign messaging and a new voter website (see page 2).
- At TSAC's urging, Manhattan Borough President Scott Stringer announced his support of the Times Square route.
- Organizing coordinated press strategy to keep issue in media and ensure favorable coverage (see pages 3-4).
- On 3/10/11, members of TSAC attended a press conference at the Times Square Visitors Center. Pictured below, from L-R, are: Tommy Hennigan, Fred Rosenberg, Alan High, Don Blanton and Randy Antes.



**TSAC Annual Meeting – Members Only**  
**March 24, 2011 at 4:30PM | Clear Channel Spectacolor**  
**1501 Broadway | Suite 450**  
**Special Guest: Manhattan Borough President Scott Stringer**  
**Reception to Follow**  
**Please RSVP to [evlyn@nicholaslence.com](mailto:evlyn@nicholaslence.com)**

**[www.timessquareadcoalition.org](http://www.timessquareadcoalition.org)**

## Keep the Thanksgiving Parade in Times Square!

On March 10, 2011, TSAC members lit their digital signs with the message below, urging members of the public to go to [www.paradevote.com](http://www.paradevote.com) to help keep the parade in Times Square. The digital messaging coincided with a press conference held inside the Times Square Visitors Center. The digital messaging will continue over the coming days. We are monitoring the fast-moving developments on the parade and will keep our members apprised. We urge all TSAC members to get involved. For more information, please contact Evlyn Tsimis at Nicholas & Lence Communications, 212-205-6696.



**TSAC is pleased to welcome new member:**

**Daktronics: An LED History and the Future in Times Square**

Established in 1968 by two university professors, Daktronics' remarkable journey began as a big-time dream inside a small-town, 250-square foot facility. More than 40 years and tens of thousands of display installations later, Daktronics has grown into the world leader in LED digital display systems. In fact, Daktronics' LED display products have been a major force in the world's largest advertising stage—Times Square—for more than 20 years. In 1986, Daktronics first made its mark in Times Square when it provided display equipment for the Dow Jones Zipper. More landmark LED Spectaculars have followed such as: Coca Cola, Budweiser, Samsung, Barclay's, Morgan Stanley and most recently the new Sony/News Corporation LED video display on Times Square Tower One. Today, Daktronics spectaculars, scoreboards and display systems communicate with millions of people every day, in nearly 100 countries on six continents around the world. And some of the most recognized are right here in Times Square.

# CRAIN'S

## NEW YORK BUSINESS

### Whose Parade Is It?

March 14, 2011

*Business big shots, city at loggerheads over lucrative Macy's Thanksgiving route.*

The Macy's Thanksgiving Day Parade is a longtime favorite live and telecast event, featuring everything from Snoopy to performances by pop singers. It is also a giant economic engine for Macy's, broadcasting partner NBC, the businesses along the route and the city. The parade is New York's largest annual event, drawing 3.5 million visitors.

But events of the past week threaten to disrupt this profitable ecosystem.

Macy's decision last Monday to move the parade from Times Square next year for safety reasons has set off a clash of corporate titans.

In a statement, the city said the parade will run on Sixth Avenue in 2012 and 2013, and attributed the change to upcoming work on the pedestrian plazas around Times Square. It plans to revisit the decision after 2013.

A Macy's spokesman pointed out that there will be a different city administration in 2014. "There is no one to talk to now about it being reconsidered," said Orlando Veras.

Times Square businesses—including the Marriott Marquis hotel and the Shubert Organization, the largest owner of Broadway theaters—reacted angrily. Relocating the parade will cost them vital revenues during that lucrative weekend, they said. They argued that the city would lose tax revenue as a result and that the image of the parade traveling through Times Square is a priceless promotion for the city and a call to tourists.

"It's like a postcard of New York," said Tim Tompkins, president of the Times Square Alliance, whose members fear that the parade will never come back.

The group said it would retaliate if the city does not reverse its decision. Businesses could withdraw their support for the district's beautification project and cut their funding of the city's tourism bureau, NYC & Company. The alliance's members have also offered to find another sponsor for the parade. Macy's, they said, threatened to move the event to another city.

#### **Sixth Avenue favored**

But Macy's got its wish. It has long wanted to move the parade to Sixth Avenue, which it contends is a safer route because it is wider and has no turns.

"Sixth Avenue is far and away Macy's preference," Mayor Michael Bloomberg said last week. "Macy's is paying for the parade. We'll try to do whatever we can to accommodate them." He reiterated that point on a radio show on Friday.

Robert Steel, deputy mayor for economic development, who initially turned a deaf ear to the alliance, is now trying to smooth things over. Members said he reached out to them last Thursday and promised to listen to their arguments. One of the points they made to him is that Macy's insistence that Sixth Avenue is safer for the gigantic balloons is a red herring, as the last two parades have gone down Seventh Avenue and through Times Square without incident.

They said the powerful retailer wants to avoid glitzy Times Square because it siphons attention from Herald Square, the site of Macy's flagship.

"We want the truth to come out," said Fred Rosenberg, senior vice president of Sherwood Equities, which owns three buildings in Times Square.

For decades, Macy's has enjoyed the image of benevolent corporate citizen bestowed by the parade and the July 4th fireworks extravaganza. But the company generates millions of dollars on those events.

Macy's charges about \$200,000 per float, according to an alliance member who researched the matter. Companies also pay to sponsor balloons, such as Peanuts Worldwide's Snoopy. Moreover, NBC pays Macy's millions for exclusive

broadcasting rights to part of the parade and the performances, given in front of Macy's, according to TV industry sources.

One city official said that NBC executives have complained to Macy's that other networks have too much access to an event NBC has paid to "own." The executives believe Sixth Avenue is a more neutral route.

CBS, for example, broadcasts views of the parade from the Times Square studio of sister network MTV. Its Thanksgiving Day coverage used to include parades nationwide but now centers on New York.

### Single-minded focus

"It seems that the Macy's parade is all CBS covers now," said Bill Carroll, vice president of programming for Katz Television Group, which sells TV advertising space.

NBC has flexed its muscle in its exclusivity arrangement with Macy's before. According to a report in *The Washington Post* two years ago, the network nixed a float that would have featured the cast members of the Fox series *Glee*. The paper said Macy's had extended an invitation to the show before informing NBC, which considered *Glee* programming competition. NBC declined to comment for this story.

Macy's spokesman Mr. Veras said NBC had no involvement in deciding the parade route, adding that "the city and the mayor have committed to this change."

## Don't rain on our parade route

Crain's Editorial March 14, 2011

The Bloomberg Administration's rerouting of the Macy's Thanksgiving Day Parade from its traditional path through Times Square has left businesspeople angry and perplexed. They cannot think of a single good reason to move the parade and its beloved balloons to drab Sixth Avenue. Neither can we.

The official explanation is that construction will affect Times Square for the next two years. But Mayor Michael Bloomberg's comments last week were telling. "Sixth Avenue is far and away Macy's preference," he said. "Macy's is paying for the parade. We'll try to do whatever we can to accommodate them."

He should have insisted on a parade that showcases the signature attractions of Times Square and Broadway. The retailer has the right to request a route change, but the administration's job is to do what's best for the city. That means letting the parade stay put.

Images of the parade are broadcast around the world, making Thanksgiving—along with New Year's Eve—one of the two most lucrative days of the year for owners of Times Square signage. Sixth Avenue cannot replicate that revenue. In addition, the Seventh Avenue route has 200 retail businesses, about 50% more than Sixth Avenue, and 7,000 hotel rooms, compared with 3,000 along the proposed route.

The parade draws visitors who spend several days patronizing hotels, holding catered events, seeing Broadway shows, shopping and dining out. It brings a flood of revenue to Seventh Avenue businesses and, ultimately, the city's coffers. Shifting parade viewers to Sixth Avenue office buildings and cold sidewalks risks a drop in tourism.

Work planned at the Times Square pedestrian plaza is hardly a reason to relocate the parade, which has navigated around more significant construction before.

Moving the event to Sixth Avenue for two years raises the possibility that it will never return to the route that has been such a bonanza for the city. Mr. Bloomberg should reverse his decision.

### TSAC MEMBERS

- ABC Regional Sports & Entertainment Sales
- Clear Channel Spectacolor
- Daktronics
- D3 LED
- Digital Domination
- Hard Rock Café
- Hines Management
- Jamestown One Times Square
- Lamar Advertising Company
- Landmark Sign & Electric
- Monster Media
- Newmark Knight Frank
- North Shore Neon
- P.R.otion!
- Sherwood Outdoor
- The Times Square Alliance
- The WOW Factor
- Thomson Reuters
- Titan Outdoor
- Yesco