

# SPOTLIGHT ON

**Vol. 10**

Spring 2014

# TSAC

**Times Square  
Advertising  
Coalition**



Masthead Photo: Lovis Dengler

Dear Colleagues:

Thank you to all who attended the 2013 TSAC General Membership meeting. We had a terrific turnout and were pleased to have newly-elected Manhattan Borough President Gale Brewer serve as our keynote speaker. At the meeting, held on December 11<sup>th</sup>, the Board reviewed the activities of TSAC in 2013 and reaffirmed our commitment to developing the organization to its fullest potential with a focus on member services. TSAC leadership discussed our 2013 initiatives including Shine the Light on Domestic Violence, our Advertising & Demographic Economic Impact Study and the Commercial Rent Tax audit. Through our government relations firm Nicholas & Lence Communications (NLC), TSAC will keep members apprised of Commercial Rent Tax developments.

Our Spring 2014 newsletter issue reviews our meeting with the Mayor's Office regarding Super Bowl Boulevard's installations in Times Square's plazas that blocked advertising events (see article at right). Also highlighted is the first-ever Times Square Advertising and Demographic Study commissioned by TSAC in partnership with the Times Square Alliance which is now completed (see page 2 for several of the findings)!

Meanwhile, *Midnight Moment* is approaching its 2 year anniversary of showcasing cutting-edge digital works by both established and unknown artists on our digital screens. This issue recaps the creative content displayed throughout the winter months (see page 3).

Our next TSAC board meeting will be held on Wednesday, June 25th at 10AM. During this meeting, we will be welcoming newly appointed NYC Department of Transportation Commissioner Polly Trottenberg.

We'd like to invite our members to also attend this board meeting with our esteemed guest. Please RSVP to [Laura@nicholaslence.com](mailto:Laura@nicholaslence.com) if you plan to attend. We urge TSAC members to attend our meetings and get involved in the organization. We welcome your ideas and your participation is essential to our success.

Sincerely,

Toby Sturek, Chairman

Fred Rosenberg, President

## Super Bowl BLVD Structures

TSAC leadership and Nicholas & Lence Communications met with the Mayor's Street Activity Permit Office (SAPO) regarding the height of Times Square Plaza installations that block the advertising in the Square. TSAC's concern stems from recent multi-day events with massive installations such as Super Bowl Boulevard and last year's Lego event.

SAPO representatives admitted that there has been an uptick in events since Broadway was transformed into a pedestrian plaza, but the Super Bowl Boulevard was a 'once in a lifetime' special situation.

TSAC's position is that the organization and our stakeholders appreciate the events in the plaza, but would like the City to implement a height restriction. While the SAPO representatives stated they are unable to guarantee a height restriction, they will take our concerns into consideration when approving future permitting.

### Structures Obstructing Advertising:



46th & 7th Ave — Photo: Nicholas & Lence Communications



44th & Broadway — Photo: Nicholas & Lence Communications

## Commercial Rent Tax on Signs: Update

As you are most likely aware, the New York City Department of Finance has been auditing advertisers in Times Square in regard to the Commercial Rent Tax (CRT). The Department of Finance is claiming that the CRT applies to Times Square signage pursuant to the Rules of the City of New York Section 7-01. The applicable legislation, enacted in 1963, is thought to typically apply to a more traditional 'brick and mortar' real estate commercial lease that is based on square footage. Applying the CRT to advertising at the same rate as commercial rents does not seem compatible with the law's intent.

TSAC and Nicholas & Lence Communications have been working with sign owners and advertisers to understand the breadth of the situation and are working with the City government to resolve the issue.

## TSAC in the News:



### De Blasio defends slow pace of appointments

Two months into his mayoralty, Bill de Blasio has yet to fill dozens of vacancies, irking business leaders. Observers say the slow pace is holding up projects and business agendas.

BY ANDREW J. HAWKINS  
FEBRUARY 28, 2014 2:15 P.M.

Updated: February 28, 2014 6:07 p.m.

In the final weeks of the Bloomberg administration, a coalition of Times Square advertisers sought a meeting with the city's finance commissioner, hoping to avoid a retroactive tax on their towering light displays.

But the commissioner was expected to be quickly replaced when Mayor Bill de Blasio took office. So the advertisers decided to wait.

They are still waiting...

Finance Department vacancies are causing particular consternation among those in City Hall's orbit. Several senior positions at the agency, which oversees \$30 billion in tax collections a year, are vacant and will likely remain so until Mr. de Blasio names Ms. Goldman's replacement. A spokesman for the **Times Square Advertising Coalition** expressed optimism that Mr. de Blasio would act quickly.

"We're hopeful that the mayor will appoint a new finance commissioner soon," said George Lence, president of Nicholas & Lence Communications, which represents the coalition. "We want to resolve the matter in a fair and reasonable manner as soon as possible."

For the full article, click here:

<http://www.crainsnewyork.com/article/20140228/>

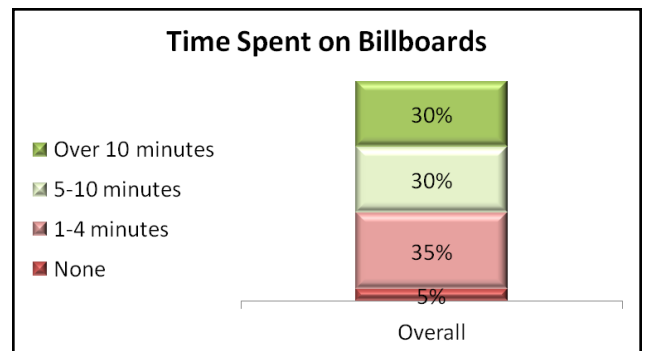
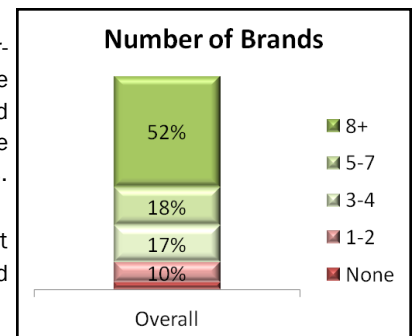
## Advertising & Demographic Study

Turnkey Intelligence, a leading custom entertainment research firm, has completed the first-ever Times Square Advertising and Demographic Study, commissioned by TSAC in partnership with the Times Square Alliance (TSA). Turnkey surveyed nearly 2,000 pedestrians in Times Square and followed up with 300 survey participants online. The study was successful in determining the demographics, behavior and opinions of those who enter the Square. The study found that the overwhelming majority (95%) of respondents are proactively looking at the signs in Times Square and 57% shared their experience in Times Square on at least one form of social media.

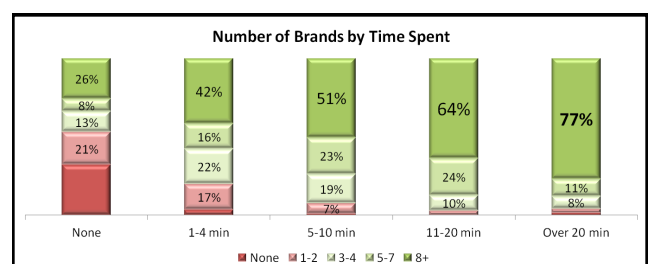
TSAC formed a marketing sub-committee to review the data and pull out key points that can be provided to advertisers. For a copy of the full Turnkey report, please email Laura Rothrock at [laura@nicholaslence.com](mailto:laura@nicholaslence.com).

### Time Spent on Billboards :

- The overwhelming majority of respondents are looking at signs – and while doing so, they are remembering brands.
- Typical respondent spends 5+ minutes and remembers 7-8 brands.



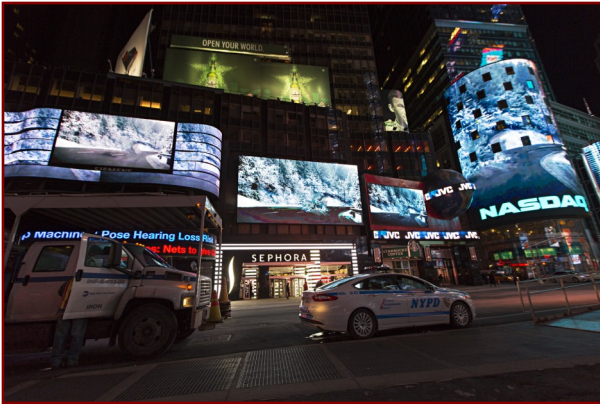
- TSA and TSAC benefit from encouraging people to look longer at signs.
- Direct correlation between time spent looking and brands recalled.



# Midnight Moment's Mystical & Metaphoric Winter Content

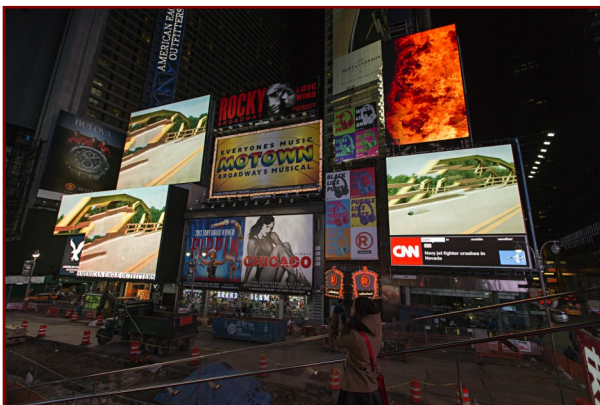
Visual artist Laleh Khorramian showcased her mystical film *Water Panics in the Sea* as part of the first *Midnight Moment* program for 2014. The film follows the voyage of a ghost ship as it traverses the ocean waters, turning the “Crossroads of the World” into the “Crossroads of the Seas.”

*Water Panics in the Sea* is the fourth in a series of short films based on the five elements of Earth, Air, Fire, Water and Ether. The film, constructed through a process of magnification and manipulation of mono-type prints and drawings, seeks to question our habitual modes of perception with an intricate use of scale, distance, time and space (below left).



The brilliant colors of artist Brian Dailey's *Jikai* created an even more vibrant environment in Times Square as part of February's *Midnight Moment*. The Art Production Fund (APF), a non-profit organization dedicated to commissioning and producing ambitious public art projects, joined TSAC and Times Square Arts as an additional partner for February's *Midnight Moment*.

Dailey works in diverse media including the photographic process, digital film, installations, and painting. In *Jikai*, he depicts a moth fluttering about a light bulb against a transitioning scarlet to violet background. *Jikai* references Shakespeare's *The Merchant of Venice*, specifically the quote: “Thus hath the candle singed the moth.” The reference is a commentary on how people are irresistibly and dangerously attracted to something that they know could lead to their downfall (above right).



March's *Midnight Moment* featured artist Zach Nader's film *optional features shown*, examining what happens when the product for sale is a mere ghost and the background comes to the foreground. For March's *Midnight Moment*, TSAC and Times Square Arts partnered with Moving Image, a video, film, and new media art fair that took place March 6-9, 2014, at the Waterfront Tunnel event space in Chelsea.

Nader's film comprised of short segments of car commercials in which the text and representations of cars and people have been digitally removed. Nader misuses a software tool meant to aid in the removal of minor imperfections, and the resulting visuals reflect upon the scripted nature of image creation and editing. The all context/no content of the video points to the reliable nature of product choice and advertisement (above).

All Midnight Moment Photos: Ka-Man Tse, Times Square Alliance, @TSqArts

## TSAC Member Profile: Titan



Titan is a media company specializing in 'People in Transit'. With more markets, more Top Ten DMA penetration and more Transit and Municipal contracts, Titan is a leader in Transit, Airport and Out-of-Home advertising in the United States.

Headquartered in midtown Manhattan, Titan has ubiquitous and targeted coverage across all the major hubs of NYC, including the advertising mecca, Times Square. With hundreds of Street Kiosk Display panels and Street Banners, Titan caters to the local, regional and national advertisers eager to reach the area's tourists, media companies, and entertainment seekers with effective street furniture that delivers millions of impressions daily. Titan is also proud to be a partner to the Times Square Alliance, producing hundreds of Street Banners annually for Broadway shows, neighborhood events and brands who crave exposure in this dynamic and show-stopping area of Manhattan.

Titan provides sales, marketing, creative, research and maintenance of advertising in airports, on buses, rail, bulletins, telephone kiosks, street banners and street furniture. It also leads the way in the development and successful introduction of market leading digital out-of-home and mobile platforms. Titan furnishes national and local clients with creative media solutions in North America's top markets including Chicago, New York, Los Angeles, Philadelphia, Boston, San Francisco, New Jersey, Dallas, Charlotte, Baltimore, Pittsburgh, Seattle and Minneapolis/St. Paul.

Using Titan media is a highly effective way to reach a large audience. Titan is more than just an out-of-home transit advertising company. It provides 360° coverage of creative outdoor advertising in our markets and our media reaches 3 billion transit riders a year.

For more information on these services, visit [titan360.com](http://titan360.com).



Photo Credit: Titan360



Photo Credit: Titan360



For more information on TSAC please visit:  
<http://www.timessquareadcoalition.org>

For membership info & press contact: Laura Rothrock, [Laura@nicholaslence.com](mailto:Laura@nicholaslence.com)

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