

SPOTLIGHT ON

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Summer 2014

TSAC

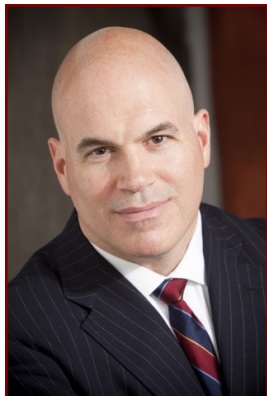
Times Square
Advertising
Coalition



Masthead Photo: Lovis Dengler Ostenrik

Dear Colleagues:

I'm honored to return to TSAC and serve as your Chair of the board, alongside our President, Fred Rosenberg. I served as the Chair when we formed TSAC five years ago and am delighted to come back and leverage all the progress TSAC has made.



Our Summer 2014 newsletter opens with some sad news. TSAC was disheartened to hear of the passing of Tony Calvano of Landmark Signs. Tony was a force in our industry and Times Square may never be the same, but we hope we can honor his legacy, particularly as we drop the New Years ball for years to come.

On TSAC's five year anniversary, we should celebrate all the work we've done to date through our unified voice for the outdoor industry in Times Square. We've provided our input on the design and programming of the Broadway Plazas and continue to work with DOT and other City agencies as the plazas complete their construction.

I'd like to thank all the members who came to our June 25th meeting with DOT Commissioner Polly Trottenberg. The Commissioner was delighted to hear from us and we are confident we have an ally in her moving forward. We will be scheduling a fall board meeting in the next few months and urge all board members to attend.

In this issue, you will find an update on the Commercial Rent Tax audit and TSAC's effort to urge the City to impose a moratorium on the audit. We will keep you updated on our progress as we meet with City officials and are hopeful for a smooth negotiation.

Also in this issue, you will find a recent segment from FOX 5 New York featuring TSAC's initiative to support pediatric cancer awareness. TSAC will be hosting a press conference on September 2nd at 8PM joined by elected officials and families fighting pediatric cancer to unveil over a dozen TSAC screens that will be lit gold to raise awareness. We welcome everyone to join us!

As always, we appreciate your support and involvement in our organization and welcome your feedback as we ensure that Times Square remains the most colorful and vibrant commercial corridor on earth.

Sincerely,

Harry Coghlan, Chairman

THIS ISSUE:

Chairman's Letter & Remembering Tony Calvano

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Remembering Tony Calvano

You may have heard the unfortunate news that TSAC member Tony Calvano, President of Landmark Signs passed away on July 4, 2014. He was 68 years old.

He was the man in charge of lowering the 12,000-pound iconic Times Square New Year's Eve ball that rings in the New Year for millions around the world who watch on television and for the thousands that gather every year to see it in person.

For over a quarter of a century, Calvano has not only managed the drop of the New Year's Eve ball, he and his employees have also maintained a large portion of the signage throughout the Crossroads of the World.

Calvano landed a job in the billboards industry with his uncle just after getting out of the Vietnam War in 1968. He was paid \$3 per hour.

TSAC sends our heartfelt condolences to Tony's family and friends. He will be greatly missed. The coalition will honor Tony's memory with an image of him on the digital screen on Tuesday the 26th at 7:30PM.



"In Memory of a Times Square Icon"

Tony Calvano

*A friend to all.
He will be missed.*

TSAC Supports Pediatric Cancer Awareness Signs to Go Gold September 2nd



NEW YORK (MYFOXNY) - Things are looking up for cute little Cami King. Not only is her cancer in remission, she also just got to meet Mickey, Minnie and Elmo in Times Square. But, if you can believe it, there's something else this 4-year-old is even more excited about: Times Square is going gold. The chairman of the Times Square Advertising Coalition announced the crossroads of the world is going to light up in gold to raise awareness for pediatric cancer research.

Another New York City landmark has not been so gracious. The Empire State Building has repeatedly refused pediatric cancer patients' parents requests to light gold, even going so far as to say it's being bullied by families like these. But, others have stepped up.

The Prudential building in Boston is going gold. So is Niagara Falls Peace Bridge, Ireland's Trim Castle, and even Australia's Bell Tower. Now add Times Square to the growing list of those who will glow gold around the globe.

ADWEEK

Times Square Advertising & Demographic Study Featured in ADWEEK

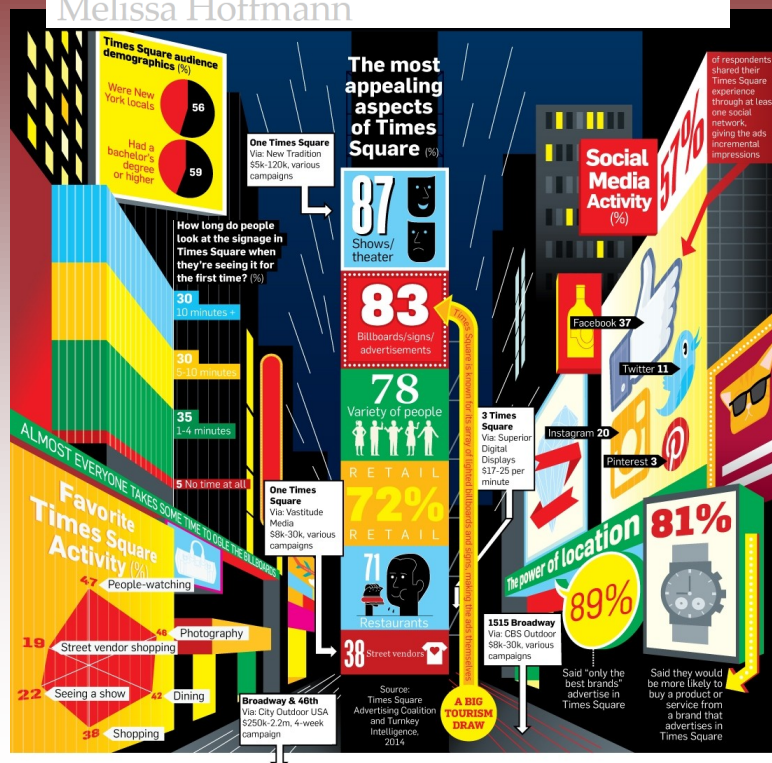
TSAC in partnership with the Times Square Alliance (TSA) worked with Turnkey Intelligence, a leading custom entertainment research firm, to complete the first-ever Times Square Advertising and Demographic Study.

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 and pitched the findings of the studies to industry media. An article with the graph shown to the right was featured in the July 14, 2014 issue of ADWEEK.

For a copy of the full Turnkey report, please email Laura Rothrock at laura@nicholaslence.com.

Who Exactly Is Seeing Your Pricey Times Square Billboard? Stats on some of the most expensive ad space in the world By Melissa Hoffmann



Summer Content Heats Up Square



Midnight Moment Photos: Ka-Man Tse & Lovis Dengler Osterrik, TSA

Throughout the month of the Summer Solstice, Yorgo Alexopoulos's site-specific June *Midnight Moment* "Transits" (Above) filled 42 large LED screens with abstracted celestial forms, creating a virtual solar system in Times Square. New York-based artist Yorgo Alexopoulos is best known for his innovative use of new media and technology in the contemporary art and film industries. The artist often transforms his paintings, photographs, films, and digital works into immersive time-based, fine art installations. Alexopoulos's shapes, patterns, and expansive views of outer space. Displayed across the wide array of screens in Times Square, the viewer experiences depth, movement, and motion through the artist's use of opposing temporal and spatial animations.



Brooklyn-based, interdisciplinary artist, Chris Doyle transformed the concrete jungle of NYC's Times Square into a flourishing canyon landscape as part of July's *Midnight Moment* (Above). *Bright Canyon* reconnects Times Square to the natural world by conceiving of the space as a gorge. Referencing the history of Times Square as the confluence of streams, the district's walls and screens are transformed into a canyon landscape, populated by a series of exuberant local animals. The cliffs are based on photos, drawings, and videos taken on the Palisades along the Hudson River. By starting in the sky, descending the cliff, and finally plunging into the river, the motion of the animation unifies the variety of screens into a single, immersive environment.



Moment in the News

The New York Times

ART & DESIGN

The Morgan Gets a Gift: A Lichtenstein Trove

JULY 17, 2014



Roy Lichtenstein's "Mickey Mouse I" (1956) is among the drawings his estate donated to the Morgan Library & Museum. *Gifts of Roy Lichtenstein*

Inside Art

By CAROL VOGEL

TIMES SQUARE CLIMBERS

The Spanish visual artist [Daniel Canogar](#) thrives on large-scale projects that engage communities. In 2011, he took over an abandoned factory in Greenpoint, Brooklyn, where he invited people to crawl across a green screen, as though they were climbing a wall, and filmed them from above. He then projected the action onto the factory facade, so it appeared that hundreds of figures were scaling the building.

Mr. Canogar is creating the same sort of project on a larger scale in Times Square. Called "Storming Times Square" and organized in partnership with Bitforms gallery in Manhattan and the Times Square Alliance, it is an installation in two parts. For the first, from Thursday through July 27, from 9 a.m. to noon and again from 4 to 7 p.m., Mr. Canogar is inviting people once again to crawl across a green, horizontal screen while they are filmed with an overhead camera. He will then transform those images into videos that will be projected onto the billboards in Times Square each night in September for three minutes, just before midnight. Called "Midnight Moment," it is a presentation of the Times Square Advertising Coalition and Times Square Arts, which show artworks monthly on electronic billboards and newspaper kiosks.

"I'm interested in thinking of architecture as image," Mr. Canogar said in a telephone interview from his home in Madrid. "And Times Square is the ultimate place."

"We're all feeling isolated in our Internet bubble," he went on. "So I'm inviting the public to do something they wouldn't otherwise do, to get out of their comfort zones and crawl on the floor, which is something we've all done as children. How primal is that?"

For August's content (left), TSAC & TSA collaborated with the Solomon R. Guggenheim Museum to present a reenactment of Alfredo Jaar's iconic 1987 intervention in Times Square, *A Logo for America*. Amidst Times Square's context of advertising and commercial culture, Alfredo Jaar's animation displays the statement "This is not America" emblazoned across the outline of the United States. Through an apparently contradictory juxtaposition, the work challenges the fact that the word "America" is routinely but erroneously applied to just one part of the American continent. Originally displayed in 1987 on the Spectacolor Sign in Times Square, the 2014 reiteration of this intervention points out that, almost 30 years later, the representation of an entire continent is still monopolized by the same, single country.

Ticket Me Elmo

In the heat of the summer, TSAC worked with Nicholas & Lence Communications (NLC), to collaborate with Manhattan Chamber of Commerce President, Nancy Ploeger and Broadway Association Chair, Cristyne Nicholas to address the scores of aggressive panhandlers dressed as Spider Man, Elmo, Mickey Mouse, and other familiar costume characters flooding Times Square and the media.

The influx of assertive and sometimes threatening individuals harassing New Yorkers and visitors at any one time is reaching alarming levels, deteriorating quality of life in Times Square, deterring tourists and residents and leaving a bad impression of our City.

Understanding that the solution involves multiple city agencies, TSAC wrote a letter to Deputy Mayor for Housing and Economic Development, Alicia Glen urging her to spearhead efforts to regulate these characters through licensing and rules. TSAC has also been working collectively with the Times Square Alliance who has also been actively pursuing regulation for this issue.

Presently, City Hall is working on a bill to license basic background checks and ensure the safety of residents, workers and businesses in Times Square and preserve the experience for tourists. TSAC will keep members and community up to date on the issue.

CRAIN'S
NEW YORK BUSINESS

City to Elmo: Get your paws off the tourist lady

AP

Cops: 'Spider-Man' Slugged Officer in Times Square

NEW YORK POST

Tackling Elmo in Times Square

NEW YORK POST

Times Square's costumed menaces are the new squeegee men

THE WALL STREET JOURNAL

Cracking Down on Elmo and Mickey

DAILY NEWS

EXCLUSIVE: Times Square costumed characters band together with goal of forming labor union



Commercial Rent Tax Update

By now, you are probably aware of the Commercial Rent Tax audit that the City Department of Finance is conducting of advertisers in Times Square.

TSAC has repeatedly met with tax attorneys to better understand the issue and its legislative history in New York.

Moving forward, TSAC is working with non-member companies CBS Outdoor, Van Wagner, City Outdoor, and Interstate Media and we are determining the best course of action.

We will keep you abreast of our efforts as we make progress with City Hall on this important issue.

TSAC

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

For membership info & press contact: Laura Rothrock, Laura@nicholaslence.com

ABC Regional Sports & Entertainment Sales

Clear Channel Spectacolor

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Landmark Sign & Electric

Metro Media Technologies

Newmark Knight Frank

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