

# SPOTLIGHT ON

Winter

2014 - 2015

# TSAC

Times Square  
Advertising  
Coalition



Masthead Photo: Lovis Dengler Ostenrik

Dear Colleagues:

We hope you had a safe and enjoyable holiday season. In this current newsletter, you will find a recap of this past November's hearing before the City Council Committee on Consumer Affairs on the so-called Elmo Bill. TSAC President Fred Rosenberg testified on our behalf in support of the bill. We will continue to keep Members in the loop on this legislation and hope that a resolution is achieved in the months ahead.

TSAC has had a very busy year and our efforts will continue through 2015 on a number of fronts. We provided our input on the design and programming of the Broadway Plazas and will continue to work closely with DOT and other City agencies as the plazas near their completion. Once the construction is complete, we will work hard to impress upon City Hall that the annual Thanksgiving Day parade route should return through Times Square. TSAC was also active on the Commercial Rent Tax audit of advertisers in Times Square. See our recent letter to Deputy Mayor Shorris on page two.

In June we welcomed DOT Commissioner Polly Trottenberg to our membership meeting; and look forward to greeting Fred Dixon, President and CEO of NYC & Company, at our next membership meeting on Wednesday, February 11<sup>th</sup>.

In September, Members helped raise awareness for Pediatric Cancer by displaying over a dozen TSAC screens in gold. And in December, Members stepped up again by turning their screens (RED) in recognition of World AIDS Day. TSAC's commitment to public service messages is sure to continue in the New Year as we help raise awareness for other worthy causes.

Our Midnight Moment showcasing creative content and a variety of multimedia techniques, had another successful year in 2014 and will be turning three this spring. Check it all out on pages four and five.

You will also find our Member Feature on the last page. Sherwood Outdoor is one of our founding members and owns and manages several strategic branding locations in Times Square, including One Times Square where the ball drops during the annual New Year's Eve celebration.....surely a fitting Member to feature in our first 2015 issue.

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

Fred Rosenberg, President

## Recap: City Council Hearing on the 'Elmo Bill'

In November, TSAC was busy on the legislative front. TSAC President Fred Rosenberg joined Tim Tompkins, President of the Times Square Alliance, representatives of the Broadway Association and Actor's Equity in testifying before the City Council Committee on Consumer Affairs in support of Intro 467 (aka the Elmo Bill), to license costumed characters who solicit contributions from the public. Working with Nicholas & Lence Communications (NLC), Fred's testimony stressed that regulation is necessary to hold those behind the masks accountable for their actions so that the area will remain safe for visitors and locals alike.

The hearing was well attended by both sides of the issue and 22 Council members have signed on to support the bill. However, its route to passage is unclear as the two Council members who represent the Times Square area, while recognizing the need for a solution, are not currently supporting it. Additionally, Members of the Consumer Affairs Committee raised concerns about certain aspects of the bill and are particularly concerned about protecting the immigration status of the costumed characters. TSAC will continue to keep its members updated on this contentious issue.



Photo: New York Times



Photo: NY Observer

# Times Square Goes Gold in Support of Pediatric Cancer Awareness and Red in Recognition of World AIDS Day

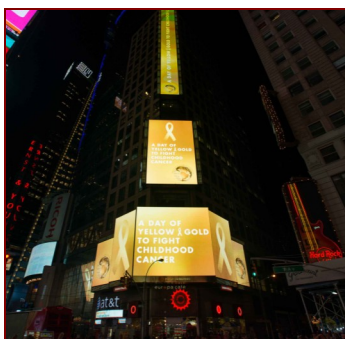
On September 2nd, in an effort led by our Chairman Harry Coghlan, to raise awareness of pediatric cancer, TSAC set more than a dozen of their iconic digital screens in Times Square to simultaneously illuminate in gold with a message about pediatric cancer from 8-9 PM. TSAC leadership and elected officials were joined by a multitude of families affected by pediatric cancer, some of which flew in from out of town to support the inspiring and emotional event and view the message being shared in the Crossroads of the World. Supporters in attendance included: Michael Grimm, United States Congressman; Martin Golden, New York State Senator; Nicole Malliotakis, New York State Assembly Member; Alec Brook-Krasny, New York State Assembly Member; Vincent Gentile, New York City Councilman, Camille Orrichio Loccisano, Founder of the Francesco Loccisano Memorial Foundation, Inc.; Matthew Kabel, Father of daughter being treated for leukemia and pediatric cancer advocate; Tony Stoddard, Founder of the Gold World Project and Ashley Burnette, Pediatric Cancer survivor and Hyundai Hope on Wheels National Youth Ambassador.

Participating Times Square signs and advertisers included: Clear Channel Spectacolor, Sherwood Equities, Jamestown LP, ABC, Branded Cities, Thomson Reuters, NASDAQ, Bank of America, TDK Corporation, Hyundai and Toshiba. Clear Channel also lit their digital display in Penn Plazagold for the initiative.

On December 1<sup>st</sup>, TSAC members once again stepped up and donated screen time by turning them (RED) in recognition of World AIDS Day. Participants included Clear Channel Outdoor (Google), ABC SuperSign, Branded Cities (NASDAQ and Reuters), Sherwood (Prudential, Coca-Cola and Hyundai), and Disney. (RED) was started in 2006 to raise money and awareness for the fight against AIDS, a preventable and treatable disease, which has killed 39 million people. (RED) hosted this historic event in Times Square to showcase the milestones that have been achieved in the fight and to rally the public to keep the focus on seeing this effort through until the end. The event culminated with a concert featuring Kanye West, Carrie Underwood, Bruce Springsteen, Chris Martin and U2. Thanks again to all the TSAC members who helped raise awareness for this terrible disease.



Photos by: Nathan Congleton



Photos by: Nathan Congleton



Photo Courtesy of: Times Square Arts, Times Square Alliance

## Update: Commercial Rent Tax

This past year, we were actively engaged on the Commercial Rent audit that the City Department of Finance is conducting of advertisers in Times Square. TSAC has repeatedly met with tax attorneys and other advisers to better understand the issue and its legislative history in New York; and worked with other Out-of-Home interests to urge the City Administration to be more reasonable in its approach to assessing back year taxes. Most recently TSAC wrote a letter to First Deputy Mayor Tony Shorris on this issue. We will continue to keep you abreast of this important matter in the New Year.

### **NEW YORK POST** City eyeing Times Square billboards to collect more tax dollars

Mayor de Blasio has found a way to raise millions of dollars in taxes without infuriating voters — by going after billboard advertisers. His administration is seeking to collect the 6 percent commercial-rent tax from companies that tout their wares on the signs, mostly in Times Square. The decades-old commercial tax is now levied on office leases and brings in close to \$700 million a year — but apparently hadn't been collected from the advertisers for years. It was only after the prior administration began auditing dozens of the firms last year that the city uncovered the untapped gold mine. The Finance Department said two firms have already settled for close to \$1 million in total, while 22 firms now being audited are expected to bring in \$18 million — with more to come. Yet a group representing some of the 150-plus Times Square billboard renters claims officials only recently broadened the scope of the tax to include them. "The tax has been around for nearly 50 years — it has never been applied to advertising," said George Lence, a lobbyist for the Times Square Advertising Coalition. "It just seems blatantly unfair." Finance Commissioner Jacques Jiha dismissed that claim, saying the firms knowingly skirted the law for years.

## **TSAC** Times Square Advertising Coalition

The Honorable Tony Shorris  
First Deputy Mayor  
City Hall  
New York, NY 10007

November 10, 2014

Dear Deputy Mayor Shorris:

We write to you as the Chair and President of the Times Square Advertising Coalition (TSAC). TSAC, a not-for-profit trade association, is made up of the Square's key out-of-home stakeholders. We are dedicated to the continued promotion of Times Square and to preserving and enhancing the iconic landscape.


Since our formation in 2009, TSAC has expanded its membership from founding members Clear Channel Outdoor and Sherwood Equities to include representatives from the full spectrum of out-of-home industry participants and landlords. Our organization not only provides a unified voice for the industry in Times Square, but we also donate time on our digital screens for nightly public art installations as part of our Midnight Moment program with the Times Square Alliance. We also regularly work with elected officials to dedicate our signage to important public service awareness campaigns, such as domestic violence and pediatric cancer.


As you know, the New York City Department of Finance is conducting an audit of advertising billboard space in Times Square as it relates 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.

As you are well aware, the signs in Times Square are a landmark of the City and create an exciting destination that attracts tourism and business to New York. Moreover, the New York City zoning code mandates the inclusion of advertising on area buildings. A recent pedestrian study commissioned by TSAC and the Times Square Alliance found that an overwhelming majority of tourists and residents think that the digital signage in Times Square adds to the appeal of Times Square and makes the area an iconic destination.

TSAC agrees that the industry should comply with all applicable tax laws and regulations. However, we want to ensure that advertisers are not deterred from the iconic signs in Times Square and hope that the City Department of Finance will be able to reasonably work with our advertisers to come to an evenhanded resolution.

Sincerely,

  
Harry Coghlan  
Chair

  
Fred Rosenberg  
President

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## A Year in Review

2014 was a very busy year for TSAC. We welcomed Manhattan Borough President Gale Brewer to our annual membership meeting. She discussed her challenges ahead as Borough President, and TSAC briefed her on the plans for the build out of the Broadway Plazas, on members philanthropic efforts on behalf of worthy causes, on TSAC's desire to return the Thanksgiving Parade to Times Square and the Commercial Rent Tax Audit that the City Department of Finance is conducting of advertisers in Times Square.

In early spring, TSAC leadership and Nicholas & Lence Communications met with the Mayor's Street Activity Permit Office (SAPO) to advocate for a height restriction for Times Square Plaza installations that block the advertising in the Square. TSAC's concern stemmed from multi-day events with massive installations such as Super Bowl Boulevard and the 2013 Lego event. While the SAPO representatives stated they are unable to guarantee a height restriction, they will take our concerns into consideration when approving future permitting.

In June, we welcomed Department of Transportation (DOT) Commissioner Polly Trottenberg to our meeting where she spoke about her work at DOT and her focus on Vision Zero to ensure pedestrian and driver/passenger safety. TSAC members spoke with her about the success of the Broadway Plazas and how the group was able to provide input during the planning stages. Members also mentioned the meeting with SAPO and the hope that the height of installations will be minimized in the future. The Commissioner was also briefed on TSAC's push to return the Thanksgiving Day Parade to Broadway. She noted that she will take TSAC's concerns into consideration and will discuss it with the Mayor once the Broadway plaza construction is complete.

TSAC and the Times Square Alliance co-commissioned research firm Turnkey Intelligence to analyze Times Square's visitor demographics and advertising environment. The purpose of this study was to find out who is coming to Times Square and why, and to see how people are interacting with Times Square's spectacular advertising. The results were really compelling and we have been able to use them in many unexpected ways.

We are finally able to answer the question of how many of Times Square's daily visitors are local versus out of the area (56% local, 44% out of area) and from that extrapolate how many tourists come to Times Square per year (roughly 50 million.) We were able to look at where our visitors come from and why they come to Times Square, and we found out that the biggest reason people come to Times Square is to look around - which means to look at the signs. We also discovered that the impact of those signs is huge - a large percentage of respondents spend several minutes or more just looking at signs and reported significant recall of those images. This finding has enabled us to engage

further with the Traffic Audit Bureau on how they might develop a more robust model for a pedestrian and advertising dense environment like Times Square. In particular, TAB found the time people reported looking at signs compelling and want to see how those dwell time figures could be incorporated into their rating system. TAB, the Alliance and TSAC will continue to meet and work on this. We have also found that the rich data we

collected in this study has been useful in helping brokers to sell space, in answering media requests, in helping developers market signs on their buildings and for hotel sales and marketing teams. An article with the graph shown to the left showcasing the findings of the study was featured in the July 14, 2014 issue of ADWEEK.

## ADWEEK

DATA POINTS

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



Finally, in 2014, TSAC members also continued to raise awareness for worthy causes. In addition to raising awareness for Pediatric Cancer and World AIDS Day as featured earlier in this newsletter, members also came together and donated screen time for Domestic Violence and Earth Day. Looking ahead in 2015 and years to come, TSAC's commitment to public service messages is sure to continue.





# Midnight Moment: A Year in Review

*Midnight Moment* is the largest coordinated effort in history by the sign operators in Times Square to display a digital art gallery through synchronized, dazzling visuals and cutting-edge content on the electronic billboards and newspaper kiosks throughout Times Square every night. Every show begins at 11:57 p.m. with a "countdown" that signals the start of the three minute nightly presentation. The program premiered in May 2012 and is organized and supported by the Times Square Advertising Coalition in partnership with Times Square Arts, the public art program of the Times Square Alliance, with additional partners of participating sign holders and artists.

Each month, the *Midnight Moment* continues to reinvent itself with unique content and by using a variety of multimedia techniques. In 2014, the show earned a total of **576,033,384** media impressions with features and mentions in top tier print, online and broadcast media. There was an estimated **3,664,483** people who viewed the *Midnight Moment* in person this past year. Check out 2014's featured artists below!

## January 1-31, *Water Panics in the Sea* by Laleh Khorramian

Total Media Impressions: 1,314,123

Est. total of people who viewed this *Midnight Moment*: 291,207

*Water Panics in the Sea* was created by emerging artist, Laleh Khorramian, and created an entire cut-animation film that filled Times Square with water and vast mythical landscapes. We partnered with United Nations Development Programme to have the work viewed across their 140+ international offices and to promote through their social media channels (Twitter Followers 650,000). We also created additional programming—a talk between world environmentalist, cultural anthropologist, and the artist at The Duke at 42nd street. Bring MM to attention of new audiences.

*Presented in partnership with the United Nations Development Programme.*

## February 1-28, *Jikai* by Brian Dailey

Total Media Impressions: 47,869,820

Est. Total of people who viewed this *Midnight Moment*: 243,604

February filled with brilliant colors of artist Brian Dailey's *Jikai* that complemented the seasonal month of February. This work created a powerful warm effect in the cold months and has served as an effective image to communicate the impact of the synchronized screens. We partnered with Art Production Fund, a non-profit arts organization that brought us the Yoko Ono piece of 2012.

*Presented in partnership with Art Production Fund.*

## March 1-31, "optional features shown" by Zach Nader

Total Media Impressions: 7,697,416

Est. Total of people who viewed this *Midnight Moment*: 320,593

Zach Nader's optional features shown referenced the advertisements of the screens and reworked them into an animation. We partnered with the Moving Image art fair the internationally promoted the visibility to the signs and the partnership with TSAC to a commercial market. The awareness of the program lead to the curator being invited to an international conference in Barcelona June 2014, and interviewed for printed publication.

*Presented in partnership with Moving Image art fair.*

## April 1-30, *Local/Express* by Tribeca Film Fellows®

Total Media Impressions: 42,149,952

Est. Total of people who viewed this *Midnight Moment*: 297,601

This partnership with the Young New York City filmmakers of the Tribeca Film Institute, created a collaborative film that pieced together daily journeys from across the five boroughs. Combining the desire to give the platform to youth and as a part of the highly visible Tribeca Film Festival program leveraged great, positive attention to the civic contribution of TSAC members for the city.

*Presented in partnership with Tribeca Film Institute. ®*

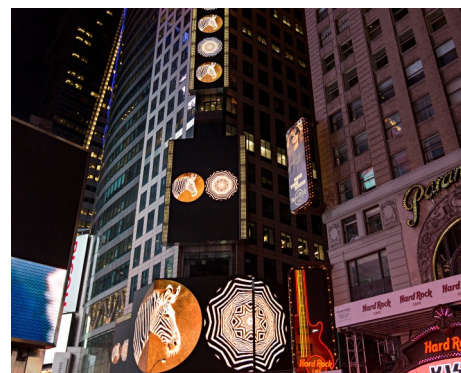
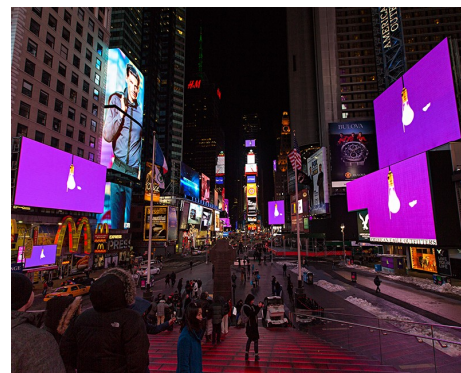
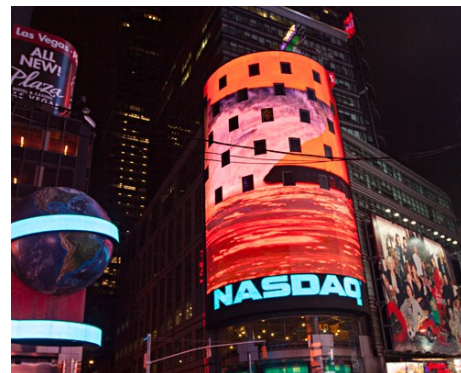
## May 1-31, *Binocular Menagerie* by Leslie Thornton

Total Media Impressions: 54,867,741

Est. Total of people who viewed this *Midnight Moment*: 314,684

This menagerie of zoo animals made a positive play on some derogatory perceptions of the chaos of Times Square, by a female artist who was receiving attention for her exhibitions around the city.

*Presented in partnership with Winkleman Gallery.*





**June 1-30, *Transits* by Yorgo Alexopoulos**

Total Media Impressions: 4,993,042

Est. Total of people who viewed this Midnight Moment: 294,485

Yorgo Alexopoulos created a virtual solar system to celebrate Summer Solstice. We presented in partnership with Bryce Wolkowitz Gallery, one of the most important galleries for street artists, and those working with moving image and technology.

*Presented in partnership with Bryce Wolkowitz Gallery.*

**July 1-31, *Bright Canyon* by Chris Doyle**

Total Media Impressions: 11,363,353

Est. Total of people who viewed this Midnight Moment: 291,402

Chris Doyle created an animated natural canyon of Times Square for the summer months. The artist was receiving attention for multiple exhibits. His commission was supported by funds from his Creative Capital grant & Andrew Edlin Gallery.

*Presented in partnership with Creative Capital & Andrew Edlin Gallery.*

**August 1-31, *A Logo for America* by Alfredo Jaar**

Total Media Impressions: 119,173,532

Est. Total of people who viewed this Midnight Moment: 276,154

Alfredo Jaar revived his iconic 1987 intervention in Times Square, synchro-nized with his exhibition at the Guggenheim Museum. This tied to the history of the spectacular signs and public art and generated more attention than the seminal work of 1987. TSAC was also included in the credits and text panels at the Guggenheim Museum and received great international press.

*Presented in partnership with the Guggenheim Museum.*

**September 1-30, *Storming Times Square* by Daniel Canogar**

Total Media Impressions: 64,515,465

Est. Total of people who viewed this Midnight Moment: 309,207

This was the first time that the artist created the content IN Times Square with GENERAL PUBLIC to then be edited in to the September Midnight Moment. Daniel Canogar set up a green screen Duffy Square for four days in July as part of Times Square Arts program. The partnership between the artist and bitforms gallery obtained further support by AC/E and Spain Culture New York-Consulate General of Spain: member of the network Spain Arts & Culture. The two-step process got us listed in NY Times in July and across Spanish TV in September.

*Presented in partnership with bitforms gallery. Supported by AC/E and Spain Culture New York-Consulate General of Spain: member of the network Spain Arts & Culture.*

**October 1-31, *test pattern [times square]* by Ryoji Ikeda**

Total Media Impressions: 86,595,063

Est. Total of people who viewed this Midnight Moment: 338,444

A superstar visual and performance artist, Ryoji Ikeda created a black and white binary code 'performance' on the screens that overwhelmed the viewers. On October 16 we tried the first SOUND experiment with Midnight Moment, where Ryoji Ikeda's musical score was broadcast through Silent Disco headphones for over 400 people. We presented in partnership with French Institute Alliance Française (FIAC) as part of FIAC's 2014 Crossing the Line festival, and with The Metropolitan Museum of Art, drawing more New Yorkers and international art groups in Times Square.

*Presented in partnership with French Institute Alliance Française (FIAC) as part of FIAC's 2014 Crossing the Line Festival and with The Metropolitan Museum of Art.*

**November 1-30, *Brain City* by Noah Hutton**

Total Media Impressions: 72,744,303

Est. Total of people who viewed this Midnight Moment: 319,516

Emerging artist Noah Hutton created a film based upon imagery from leading neuroscience labs that took people on a journey through the brain. This was presented in partnership with Eyewire, The Human Brain Project, Stanford University, and Neurodome and proffered a twenty-minute inter-view about Midnight Moment on WNYC Brian Lehr show and international scientific publications. This tied us to a non-traditional Times Square scientific audience.

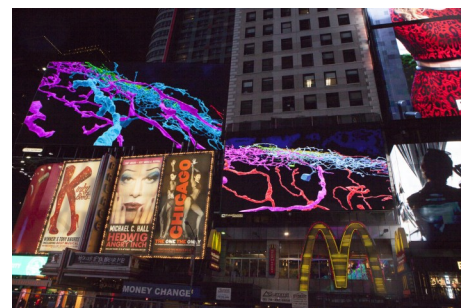
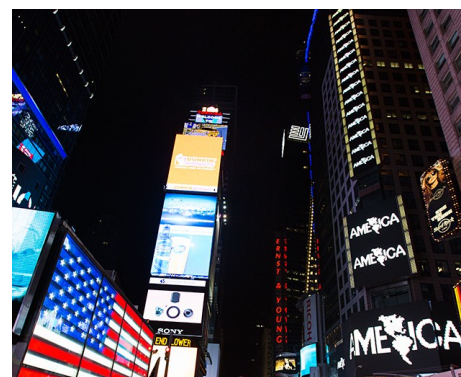
*Presented in partnership with Eyewire, The Human Brain Project, Stanford University, and Neurodome.*

**December 1-30, *You Are My Sister (TURNING)* by Charles Atlas and Antony**

Total Media Impressions: 62,749,574

Est. Total of people who viewed this Midnight Moment: 367,586

This film was the collaboration of superstar visual and performing artists, Charles Atlas and Antony Hegarty that consisted of portraits of women. Tying in with New Years Eve sponsor themes of female empowerment from Cosmopolitan and Cover Girl, and taking advantage of music industry press about Anthony release and the permission to use the song as part of the musical video, we created the next sound experiment with live streamed audio (that included interviews and info about the program) Turning.FORA. tv.

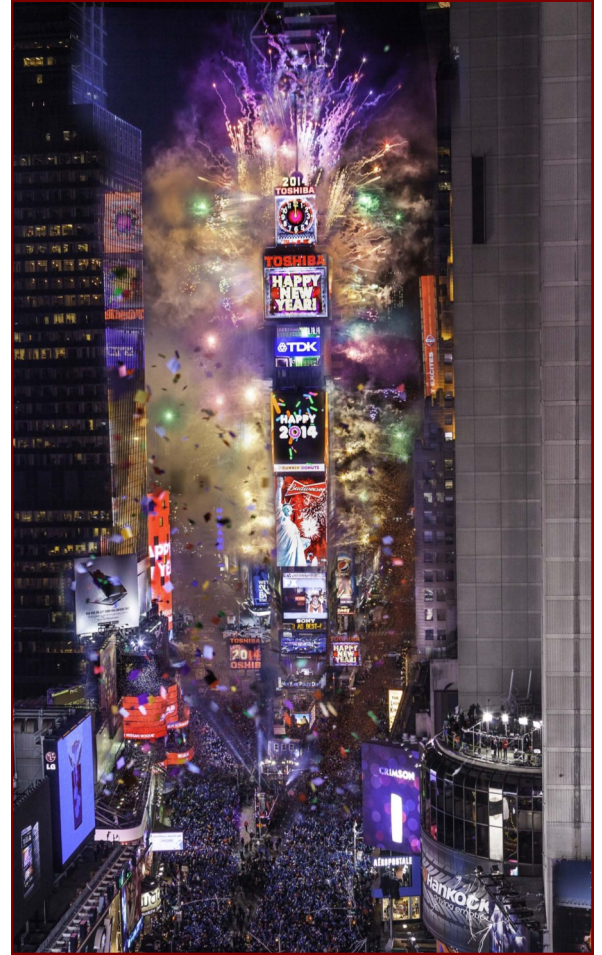




## TSAC Member Feature: Sherwood Outdoor

Sherwood Equities, Inc. is a privately held real estate development company with an existing portfolio in excess of \$2.5 billion. Founded in 1952, the company has prospered by maximizing investment potential through meticulous planning, aggressive management and conservative financing. Sherwood has developed owns/manages prime New York City properties, including Two Times Square, 1600 Broadway, One Times Square, The Coronado (Broadway and 70th Street), 500 West 21<sup>st</sup> Street, The Saratoga (1st Avenue and 75th Street) as well as other properties in the area. Several major developments are in the planning stage.

Since 1996, Sherwood Outdoor, an affiliate of Sherwood Equities, has been selling the iconic signs located on 1 Times Square, 2 Times Square and 1600 Broadway. Advertisers include Coca-Cola, Samsung, TDK, Prudential and Toshiba. Sherwood Outdoor specializes in client direct, long-term branding locations which have served as the backdrop for the iconic activities that have long been associated with the Times Square including the Thanksgiving Day Parade and the famous ball drop on New Years Eve.



Photos Courtesy of Sherwood Outdoor

# TSAC

**Times Square  
Advertising  
Coalition**

For more information on TSAC please visit:

<http://www.timessquareadcoalition.org>

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George Lence, [George@nicholaslence.com](mailto:George@nicholaslence.com) / 212-938-0003

ABC National TV Sales

Branded Cities

Clear Channel Spectacolor

Daktronics

Digital Domination

Lamar Outdoor Advertising

Landmark Sign & Electric

Metromedia Technologies

Newmark Knight Frank

North Shore Neon

P.R.omotion!

Sherwood Outdoor

SL Green Realty

The Times Square Alliance

Titan Outdoor

Walgreens Company