

SPOTLIGHT ON

2015

Summer

TSAC

Times Square
Advertising
Coalition



Masthead Photo: Lovis Dengler Ostenrik

Dear Colleagues:

TSAC has had a busy few months. Most notably, in June, TSAC hosted the PS Art press conference and student art display in Duffy Square. As some of you may recall, the TSAC board of directors had the idea last winter to partner with NYC Public Schools and display student art work on our digital screens. We were delighted to find out that NYC Public Schools was already engaged in a juried exhibition of student art work at the Metropolitan Museum of Art. We saw a perfect opportunity to collaborate with The Met Museum and NYC Public Schools, with their partner Studio in the School, to display a selection of 23 student works of art from the larger, 88-piece museum exhibition. We kicked off the event with a press conference where student artists, their teachers, and families joined TSAC and Carmen Fariña, Chancellor of New York City Public Schools. TSAC garnered a number of positive press stories and the children and their families could not have been prouder.

TSAC has also been busy monitoring several regulatory efforts. For example, the Moving Ahead for Progress in the 21st Century Act (Map-21) which places Times Square under federal billboard restrictions is of utmost concern. Additionally, the New York City Council has introduced a bill to diminish nighttime illumination on buildings, which could have direct negative consequences for our industry. Lastly, TSAC has joined other business leaders in pushing for the repeal of the Commercial Rent Tax (CRT). As always, TSAC is working closely with our partners in government and the Times Square Alliance to ensure that Times Square remains the most vibrant district in the world.

Thank you for all the members and perspective members who attended our annual meeting in February. We welcome your continued participation in our organization and hope that you reach out to us should you have ideas on how we can continue to serve TSAC members.

Sincerely,

Fred Rosenberg, President

Harry Coghlan, Chairman

Commercial Rent Tax

As you are aware, last year TSAC was actively engaged as the New York City Department of Finance audited advertisers in Times Square in relation to the Commercial Rent Tax (CRT). The City was claiming that the CRT, which more traditionally applied to brick and mortar commercial real estate, should apply to advertising as well.

TSAC is now supporting the efforts of the Manhattan Chamber of Commerce to repeal the overall tax, which we argue has no rationale and is an only-in-New York drag on business. Below is a recent editorial in *Crain's New York Business* on the issue.



EDITORIAL

End New York City's most unfair tax

Nine months ago, the Manhattan Chamber of Commerce took up a quest to free the borough's businesses of the rent tax they pay the city. Businesses have stewed about this obscure tax for years, but it's been unchanged since Albany exempted part of lower Manhattan after 9/11. Other businesses below 96th Street with annual rent of at least \$250,000 continued paying.

It shouldn't take a terrorist attack to spur reform of an unfair tax. Chamber officials have met with a slew of elected officials and explained that except in Florida and Manhattan, commercial rent taxes don't exist. The tax here is 3.9%, applied to all of tenants' lease-related payments, which can include water bills, property taxes and more.

Last week, Manhattan City Council members Daniel Garodnick and Helen Rosenthal responded with a bill to erase the tax for businesses paying less than \$500,000—but raise it for those paying \$3 million or more, essentially penalizing growth. Leaders of the Manhattan chamber, who wanted small businesses spared as an initial step toward eliminating the tax for everyone, didn't know whether to cheer or cry.

The city first imposed the rent tax in 1963 as a way to raise revenue without hitting a constitutional limit on property-tax revenue, which is 2.5% of the value of all taxable property. The rent tax has no other policy purpose. Meanwhile, the arguments against it are both obvious (rent is already burdensome in Manhattan) and wonky (it's double taxation when tenants pay tax on their rent and landlords pay income tax on it).

And, of course, it's unevenly applied. For example, businesses on the south side of 96th Street pay the tax, while those on the north side don't.

The city can get rid of the commercial rent tax without Albany's sign-off, but could it cope without the revenue? Consider that when the rent tax was born, the city had no personal income tax, a levy that now raises about \$10 billion. The rent tax yields less than \$700 million—not even 1% of the city budget. With other tax revenues rising, a little spending discipline would be sufficient to balance the budget without the rent tax.

If politics required elected officials to replace the revenue that would be lost by ending the tax, one option would be getting Albany to revive the 0.45% commuter tax that it killed in 1999. That would generate more than enough money and have a policy rationale, too: Non-city residents who work here use city services but pay no city income or property taxes.

TSAC will be watching this issue closely and will participate in the larger discussion to add our industry's voice in support of repealing the CRT.

P.S. Art 2015: Times Square Showcase

TSAC held an event in Times Square on June 17th to kick off a five-day digital art presentation showcasing the work of New York City public school students to be displayed on the Clear Channel Spectacolor and American Eagle digital screens in Times Square's Duffy Square. Images of the 23 selected works of art were shown for three minutes every hour from Wednesday, June 17, through Sunday, June 21. The showcase in Times Square was a collaboration with **P.S. Art 2015: Celebrating the Creative Spirit of NYC Kids**, a project of the New York City Department of Education, The Metropolitan Museum of Art, and Studio in a School Association, Inc. P.S. Art is an annual juried exhibition of works of art in all media created by New York City public school students, on display at The Metropolitan Museum of Art from June 9 through October 18.

TSAC leadership, government officials, dignitaries from the New York City Department of Education, Studio in a School, The Metropolitan Museum of Art, and featured student artists were among the speakers at the launch event on June 17. The student artists and their families joined in Duffy Square to view the unveiling of their work in the Crossroads of the World!

The 23 works of art selected for the Times Square showcase are part of a larger exhibition at The Metropolitan Museum of Art. The annual P.S. Art competition fully integrates public school students from the pre-kindergarten level through the 12th grade. The 88 works in this year's exhibition at The Metropolitan Museum of Art were made by young artists with a broad spectrum of life experience; students with special needs are represented, as are students enrolled in advanced-placement art classes. The exhibition shows the varied ways that student creativity, artistic ability, and subject matter evolve on the journey from childhood to adulthood.

Brooklyn Daily Eagle



Photos by: Nathan Congleton

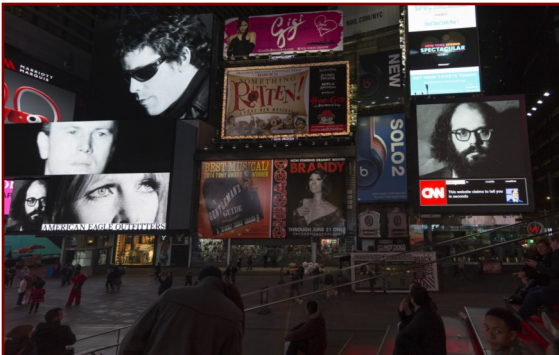
City Council Light Pollution Bill

Last December, Chairman of the New York City Council Committee on Environmental Protection, Council Member Donovan Richards, introduced Intro No. 578 to limit nighttime illumination for certain buildings. The bill is co-sponsored by Council Members Chin, Constantinides, Gibson, Levine, Mendez, Johnson, Rodriguez, Rose, Van Bramer, Williams, Rosenthal and Lander. The Environmental Protection Committee held a hearing on the bill in late April with the Real Estate Board of New York (REBNY) and other industry groups opposing it. In its current form, the Times Square digital screens would be included in this proposed regulation. However, as it stands, the bill is vague and there are concerns on how it would be enforced. The bill is currently laid over in committee and TSAC will continue to monitor its status closely.

Spring & Summer Content Heat Up Square



Artist Peggy Ahwesh's *City Thermogram*, was featured for April's Midnight Moment. The piece displayed a portrait of the urban everyday through the lens of a heat-sensitive camera. For April's Midnight Moment, TSAC and Times Square Arts partnered with Moving Image, a video, film, and new media art fair. *City Thermogram* was shot with a thermal camera from Princeton's MIRTHE Lab, funded by the National Science Foundation. Using this innovative, heat-sensitive camera, the piece recast our 'photographic' world into one of unexpected revelations about our bodies, energy sources and personal devices. While this technology is usually used for scientific purposes, in Ahwesh's hands the camera revealed the dynamism of the human body and offers a heat-based visualization of the electrical power grid that we all operate within.



Rare 1960's Andy Warhol screen tests made of Bob Dylan, Allen Ginsberg, Lou Reed, Harry Smith and Edie Sedgwick among others in his studio, the Silver Factory, were shown publicly for the first time on Times Square's electronic billboards each night in May for the *Midnight Moment*. In the mid-1960s, Warhol's studio became a diverse scene of artists, friends, and celebrities, many of whom posed for short videos that the artist called 'screen tests.' Warhol made almost 500 of these silent, slow-motion 16mm film portraits in the span of three years. The May Midnight Moment landed 170,123,627 total media impressions!



Fresh off May's run of gritty Warhol portraits, artist Richard Gareth's *Perceptual: Sonic Landscape / Midnight Blink* was shown each night in June. The piece was an abstract visualization of sounds captured in Times Square across a multi-day period. *Perceptual: Sonic Landscape/Midnight Blink* transformed the frenzied sounds of Times Square into a lush, luminescent visual representation. On June 5th, Gareth led a 'Sound Walk' through Times Square to the key locations from his recording sessions, sharing his most striking sonic experiences with participants. The walk culminated with a viewing of the Midnight Moment at 11:57 pm on Times Square's Broadway Plazas.

Photos by: Ka-Man Tse, Times Square Alliance

Moment in the News

AP

April 23, 2015

NEW YORK (AP) — The electronic billboards of Times Square will show short silent films that Andy Warhol made of such luminaries as Bob Dylan, Allen Ginsberg and Lou Reed. The rarely seen footage was shot in Warhol's studio, the Silver Factory, in the mid-1960s. It will be shown every night during May from 11:57 p.m. to midnight. Warhol created nearly 500 of the 16mm black-and-white films he called "screen tests." The monthly series called Midnight Moment is presented by The Times Square Advertising Coalition and Times Square Arts.



April 23, 2015 06:37 PM, 05:56 PM, 03:56PM

From Transcript:

Anchor 1: "It's the kind of thing Andy Warhol would have loved, the artist's short films that he called 'screen-tests' of such legends as Bob Dylan, Allen Ginsberg and Lou Reed are going to be shown on the electronic billboards in Times Square. The rarely seen footage was shot in the mid-sixties, it will be shown every night during May from 11:57 p.m. to the stroke of midnight. They were shot on sixteen millimeter film, black and white, they're being presented as part of a monthly series called 'Midnight Moment.'"

Profile: New TSAC Members



Activate The Space (ATS) has been around for over 9 years and is growing.

ATS has designed and integrated several LED Media Headend and Control Systems for clients in Times Square such as

Clear Channel, Billabong, Modell's, Citizen Watch, and Express. They have also worked closely with most of the outdoor LED manufacturers to integrate the Apple Mac based digital signage platform to the LED boards.

ATS has designed and built dozens of Outdoor LED Headend Systems over the years. With their in-house technical design and integration services, they pre-rack and test every component before it gets installed in the location.

ATS excels at odd aspect ratios which are common among many of the world's most spectacular outdoor LED systems and can integrate pretty much any type of content to play out on the displays. They also staff the locations during special projects and events to ensure a successful operation no matter the requirement.

The ATS system is built on the scheduling, content creation and control features of ~sedna presenter used in LED boards like American Eagle's and dozens of others in Times Square. The Apple MacPro computers provide them with the utmost performance in video quality, compatibility and reliability. Incorporating Broadcast Standard SDI Signal routing which ATS pioneered in this market with I/P controlled software provides the user unparalleled performance and ease of operation.

ATS maintains a full time Times Square Technical Support staff located at 226 W 37th Street. The ATS Technical Support Staff is well versed in all of the operational requirements of today's LED boards for advertising and branding.

Activate The Space has a single goal. That goal is to "Exceed our customers' expectations". Activate The Space has the relationships, pedigree, history, know-how and talent to get the job done and they are hopeful to have that opportunity with TSAC members.

No matter the size of the project or even if customers are looking to buy ATS' unique products and handle their own design and integration, Activate The Space is ready to deliver and work with customers to make their project or purchase exceptional in every way.

For more information, contact Brad Eisenhaure, President, Activate The Space LLC via phone at 800-306-0620 X 102 or email brad@activatethespace.com.



One of the largest global manufacturers of LED displays and lighting, S|N|A is rich in engineering, technological research and development, and product design. S|N|A has locations throughout North

America, including their flagship offices in Times Square at the Paramount Building at 1501 Broadway. They also have administration offices in upstate New York and sales and project management offices in Dallas, Austin, Knoxville, Oklahoma City and Las Vegas. Additionally, they have administration and manufacturing space in Shanghai.

Over the past ten years, they have worked tirelessly to establish themselves as a key player in the North American market. They employ more than 1,800 employees and 400 engineers in six countries and have relied on vast engineering capabilities and forward-thinking R&D teams. As a result, they have manufactured and installed some of the most recognizable, highest-quality LED spectacles in Times Square.

Mainly, though, they pride themselves as being a technology provider that will not only stand by a high-end product but will also offer the absolute best in client service and support. This is where they attribute their success and longevity. In addition to the LED spectacles in their S|Video™ product line, S|N|A offers transparent LED video (S|ThruMedia™), high-end LED lighting (S|Lighting™), and LED gas price changers (S|Digit™).

PROJECTS IN THE SPOTLIGHT:

Express Times Square—A vertical LED façade that altered the face of the iconic bowtie, the S|N|A video technology at 1552 Broadway offers a unique LED video experience in Times Square. This project features seven screens that are controlled either independently, together, or any combination in between. The LED digital display system is installed over the historic I. Miller shoe building at the northeast corner of Broadway and 46th Street. The location is now the flagship store for Express, the specialty retail apparel outlet. Featuring a 10 mm pixel pitch and surface-mount device (SMD) technology, the displays include approximately eight million pixels. The 20-ton system contains 8,500 square feet of LED and is supported by a massive truss-like steel structure.

MTV Studios / Minskoff Theatre—S|N|A installed four large LED video screens at 1515 Broadway, in the heart of the Crossroads of the World. These displays show versatile advertising in the square, including the iconic The Lion King, and are run by CBS Outdoor.

In total, the digital sign system consists of more than four million pixels and over 4,400 square feet of LED signage. The large outdoor video screens employ a 10 mm pixel pitch and state-of-the-art SMD technology.

For more information, contact Mitch Leathers, Marketing Manager, SNA LLC. at mleathers@snallc.com.

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

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

Activate The Space
ABC Regional Sports & Entertainment Sales
Branded Cities Network
Clear Channel Spectacolor
Daktronics
Digital Domination

Jamestown One Times Square
Lamar Advertising Company
Landmark Sign & Electric
Metro Media Technologies
Newmark Knight Frank
North Shore Neon

Sansi
Sherwood Outdoor
SL Green Realty
The Times Square Alliance
Titan
Walgreens Co.