

April 10, 2013

The Honorable Michael R. Bloomberg
Mayor, City of New York
City Hall
New York, NY 10007


Dear Mayor Bloomberg,

On behalf of the Broadway Association, one of the oldest civic organizations devoted to the cultural and economic betterment of Midtown West and Times Square, I want to thank you for your commitment to promoting tourism. Your initiatives have surpassed your goal to attract 50 million visitors to New York City annually and continue to support the growth of tourism here in the Crossroads of the World.

However, an untenable situation of abusive individuals posing as recognizable trademarked costumed characters in Times Square requires your immediate attention. These incidents, which have recently led the headlines, reflect negatively on the City and are only the latest in a disturbing trend. While not all individuals posing in costume are abusive, those who behave badly create a hostile environment for pedestrians - be they tourists, theater goers, residents or workers. There are numerous other incidents that go unreported.

We understand there are complex legal issues involved, but we believe the time has come for a renewed, pro-active look at possible actions to address this situation as soon as possible. The Broadway Association has been in touch with neighborhood stakeholders including The Broadway League and the Times Square Alliance, which has been working on this issue for quite some time.

We stand ready to offer our assistance in any way that would be helpful in getting the issue addressed and keeping the country's safest big city even safer.

Sincerely,

Cristyne Nicholas
Chairman

cc: Christine Quinn, Speaker - New York City Council
Cas Holloway, Deputy Mayor For Operations
Raymond W. Kelly, Commissioner - New York City Police Department
Michael A. Cardozo, Corporation Counsel of the City of New York
Kate D. Levin, Commissioner - New York City Department of Cultural Affairs
Katherine Oliver, Commissioner - Mayor's Office of Media and Entertainment
George Fertitta, CEO - NYC & Company
Tim Tompkins, President - Times Square Alliance

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