



TIMES SQUARE

TIMES
SQUARE

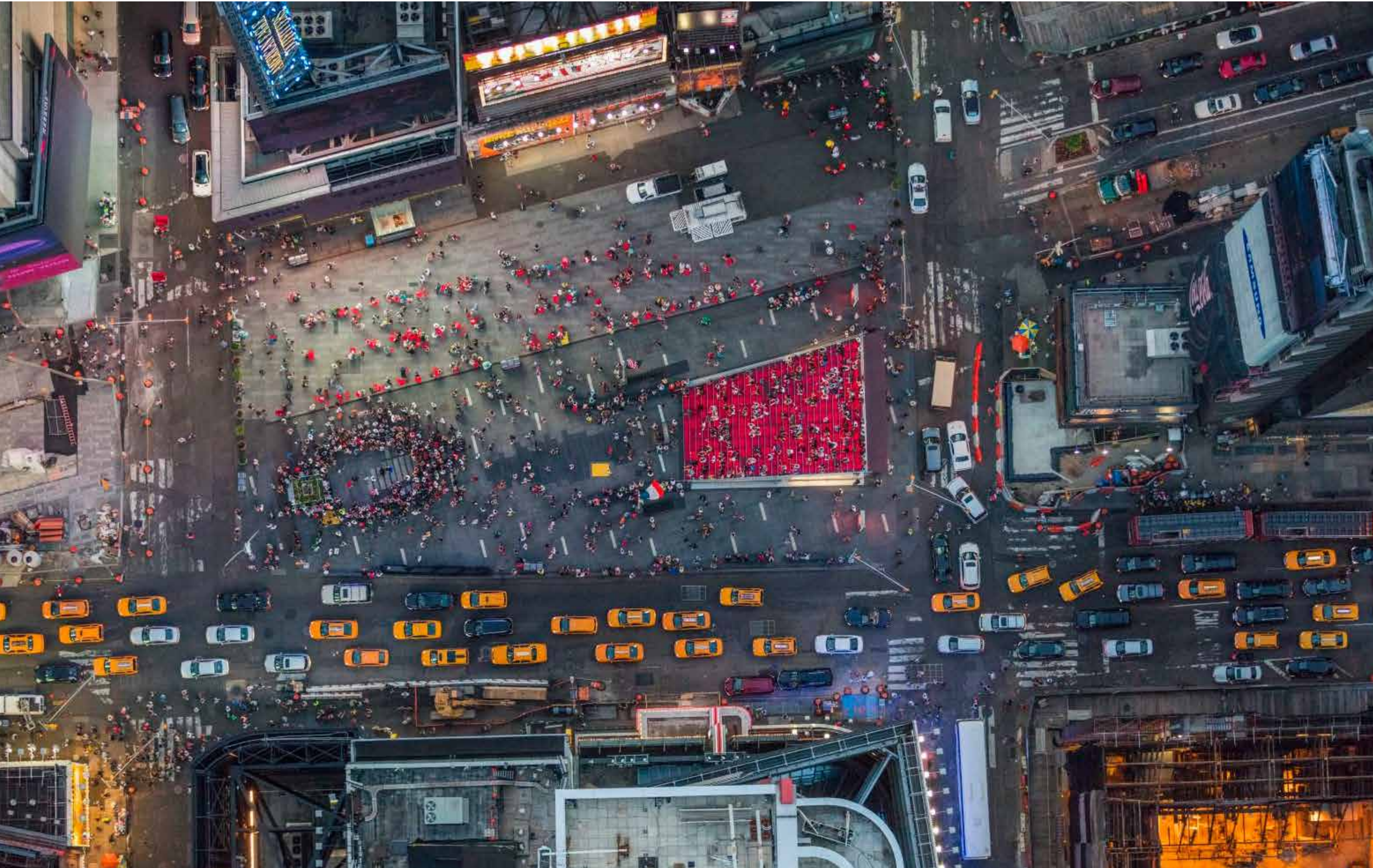
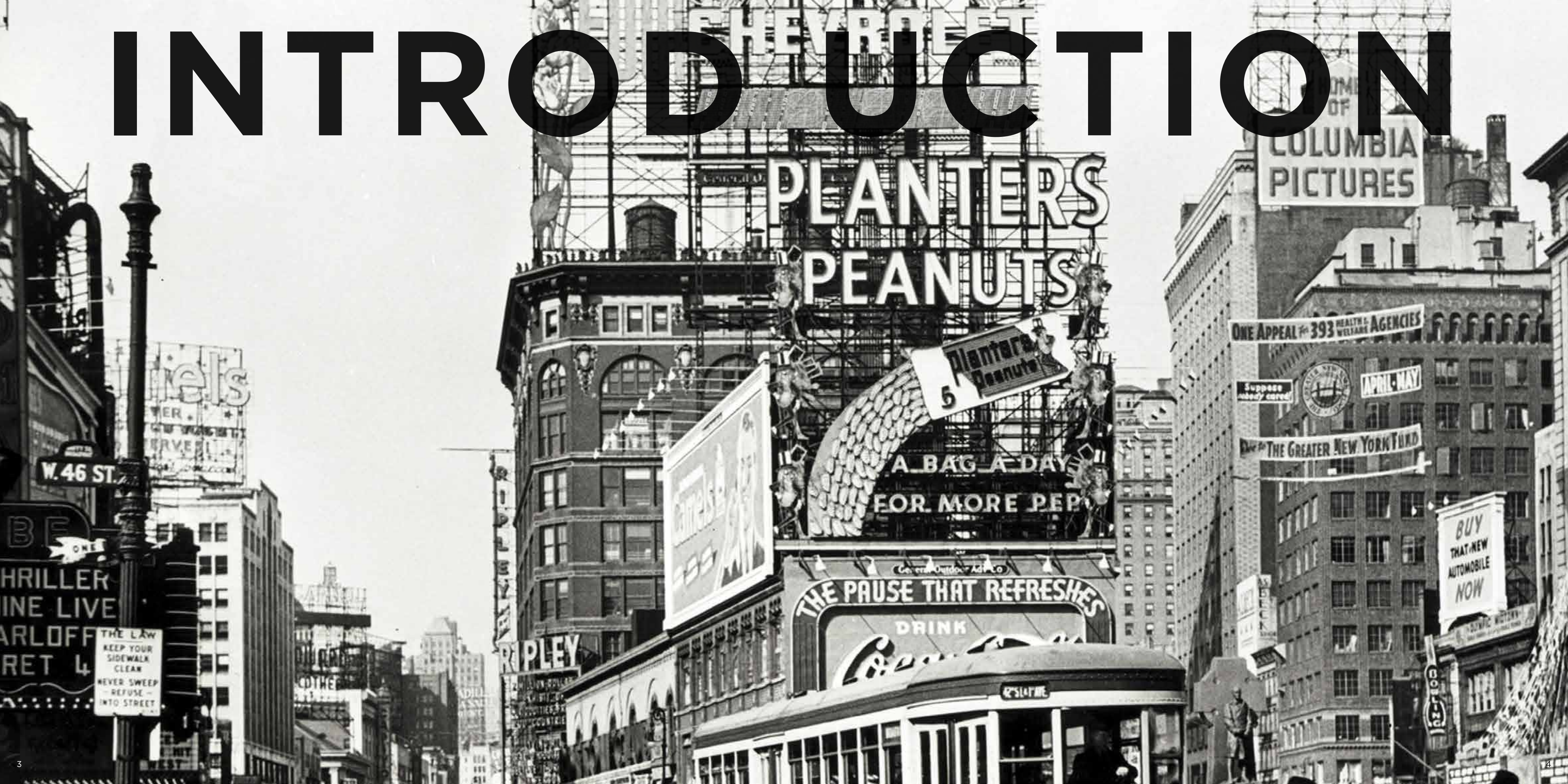


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INTRODUCTION



A BRIEF HISTORY



1890

Known early on as Long Acre, also spelled Longacre, Square, it had an unsavory reputation as the centre of illicit activity in the 1890s, though earlier in the 19th century it had been both a commercial and a residential area. At the turn of the 20th century, a number of impressive theatres were established on 42nd Street, and by the second decade of the century the Times Square and Broadway area had become arguably the most famous entertainment district in the country.

In 1904, New York Times publisher Adolph S. Ochs moved the newspaper's operations to a new skyscraper on 42nd Street at Longacre Square, on the site of the former Pabst Hotel, which had existed on the site for less than a decade since it opened in November 1899. Ochs persuaded Mayor George B. McClellan Jr. to construct a subway station there, and the area was renamed "Times Square" on April 8, 1904. Just three weeks later, the first electrified advertisement appeared on the side of a bank at the corner of 46th Street and Broadway.

The New York Times moved to more spacious offices one block west of the square in 1913 and sold the building in 1961. The old Times Building was later named the Allied Chemical Building in 1963. Now known simply as One Times Square, it is famed for the Times Square Ball drop on its roof every New Year's Eve.

Times Square grew dramatically after World War I. It became a cultural hub full of theatres, music halls, and upscale hotels. Times Square quickly became New York's agora, a place to gather to await great tidings and to celebrate them, whether a World Series or a presidential election.

Advertising also grew significantly in the 1920s, growing from \$25 million to \$85 million over the decade. For example, the Wrigley Spearmint Gum sign, possibly the biggest electric sign "in the world," cost \$9,000 per month to rent. It was also during this period that the area began to be besieged by crime and corruption, in the form of gambling and prostitution; one case that garnered huge attention was the arrest and subsequent execution of police officer Charles Becker.



1905



1945

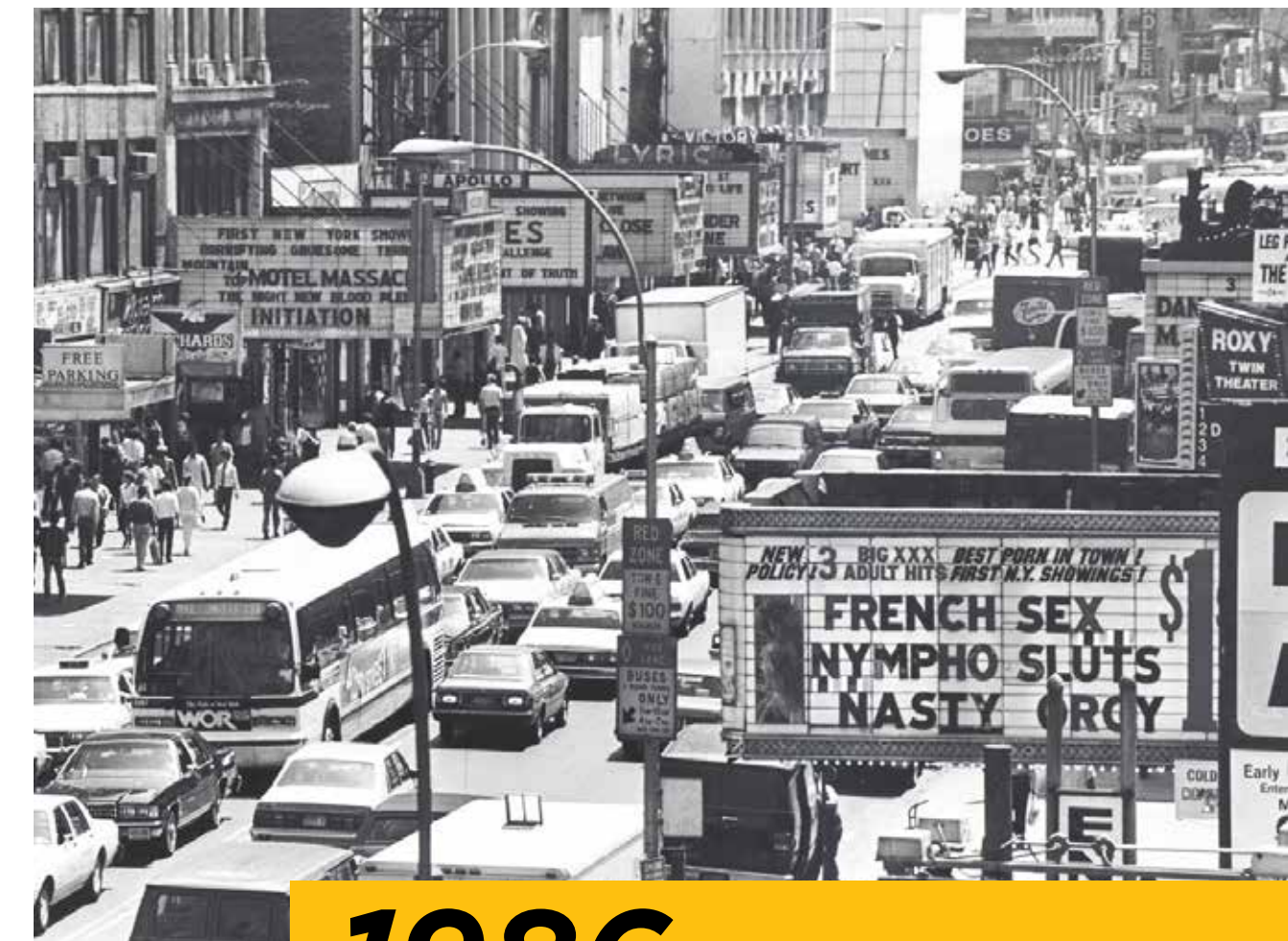
On May 8, 1945, a massive crowd celebrated Victory in Europe Day in Times Square; and on August 15, 1945, the largest crowd in the history of Times Square gathered to celebrate Victory over Japan Day. The victory itself was announced by a headline on the “zipper” news ticker at One Times Square, which read “*** OFFICIAL TRUMAN ANNOUNCES JAPANESE SURRENDER ***”, the six asterisks representing the branches of the Armed Forces.

V-J Day in Times Square is a photograph by Alfred Eisenstaedt that portrays a U.S. Navy sailor grabbing and kissing a stranger, a woman in a white dress, on Victory over Japan Day in New York City’s Times Square. The photograph was published a week later in Life magazine, among many photographs of celebrations around the United States that were presented in a twelve-page section titled “Victory Celebrations”. A two-page spread faces three other kissing poses among celebrators in Washington, D.C.; Kansas City; and Miami opposite Eisenstaedt’s, which was given a full-page display. Kissing was a favorite pose encouraged by media photographers of service personnel during the war, but Eisenstaedt was photographing a spontaneous event that occurred in Times Square soon before the announcement of the end of the war with Japan was made by U.S. President Harry S. Truman at seven o’clock.

Because he was photographing rapidly changing events during the celebrations, Eisenstaedt did not have an opportunity to get the names and details. The photograph does not clearly show the face of either person involved, and numerous people have claimed to be the subjects. The photograph was shot just south of 45th Street looking north from a location where Broadway and Seventh Avenue converge.

“This street was sex shops and paraphernalia shops and triple X porn shops. It was the kind of street that people told their kids to stay away from.”

During the 1980s, Times Square was not so much the “Crossroads of the World” as it was the wrong side of the tracks. The sex market and drug trade thrived in the area, and the homeless encampments dotted its streets. Many local theaters, that at one point were legitimate operations that showcased the performances of renowned actors like Lionel Barrymore, had become the home to peep shows and porn movies. In 1981, Rolling Stone magazine called West 42nd Street, located in the heart of Times Square, the “sleaziest block in America.”



1986

ADVERTISING



INFORMATION OVERLOAD

According to Times Square NYC, in September 2018, the famed site welcomed 390,368 average daily visitors. And in 2017, NYC: The Official Guide says 50 million tourists visit the site each year. This makes it one of the busiest tourist attractions in the world. For marketers, Times Square signage advertising takes in roughly 1.5 million impressions day-to-day. If you factor in the New Year's Eve ball drop, when more than a million people crowd the area, the numerous incidental appearances in movies and on television shows, like the morning talk shows that film in the heart of Times Square, now those impressions are up to 150 million per year.

It costs between \$1.1 and \$4 million a year to buy advertising space in Times Square. It can also cost up to \$3 million per month to advertise on Time Square's largest billboard. Taking the average of the cost range and the estimated 150 million impressions a year, the cost breaks down roughly to 1.7 cents per impression. The average cost per impression for a billboard advertisement for the rest of America is much lower, ranging from 0.2 to 0.5 cents.

Even though the costs are so high for these spots, companies continue to invest in them because it does have such a high pay off. Similar to ad times during the Super Bowl, these spaces are so expensive, but they are almost guaranteed to bring in revenue for the companies.

In Times Square, bigger ideas are better. Time Square ads that rely on a story really don't get noticed. If branding isn't 100 percent persistent, a viewer will likely have no idea what the ad is for. Times Square, the company that runs the boards, offers the ability to provide an interactive experience as well as pull in data dynamically. The problem is, most people don't stop long enough to even realize they can interact with the board or that the data is actually more than canned info. There is a lot going on in Times Square and people are eager to get to their destination.



“The NASDAQ MarketSite was created to provide a unique and unprecedented platform for NASDAQ listed companies”



MarketSite

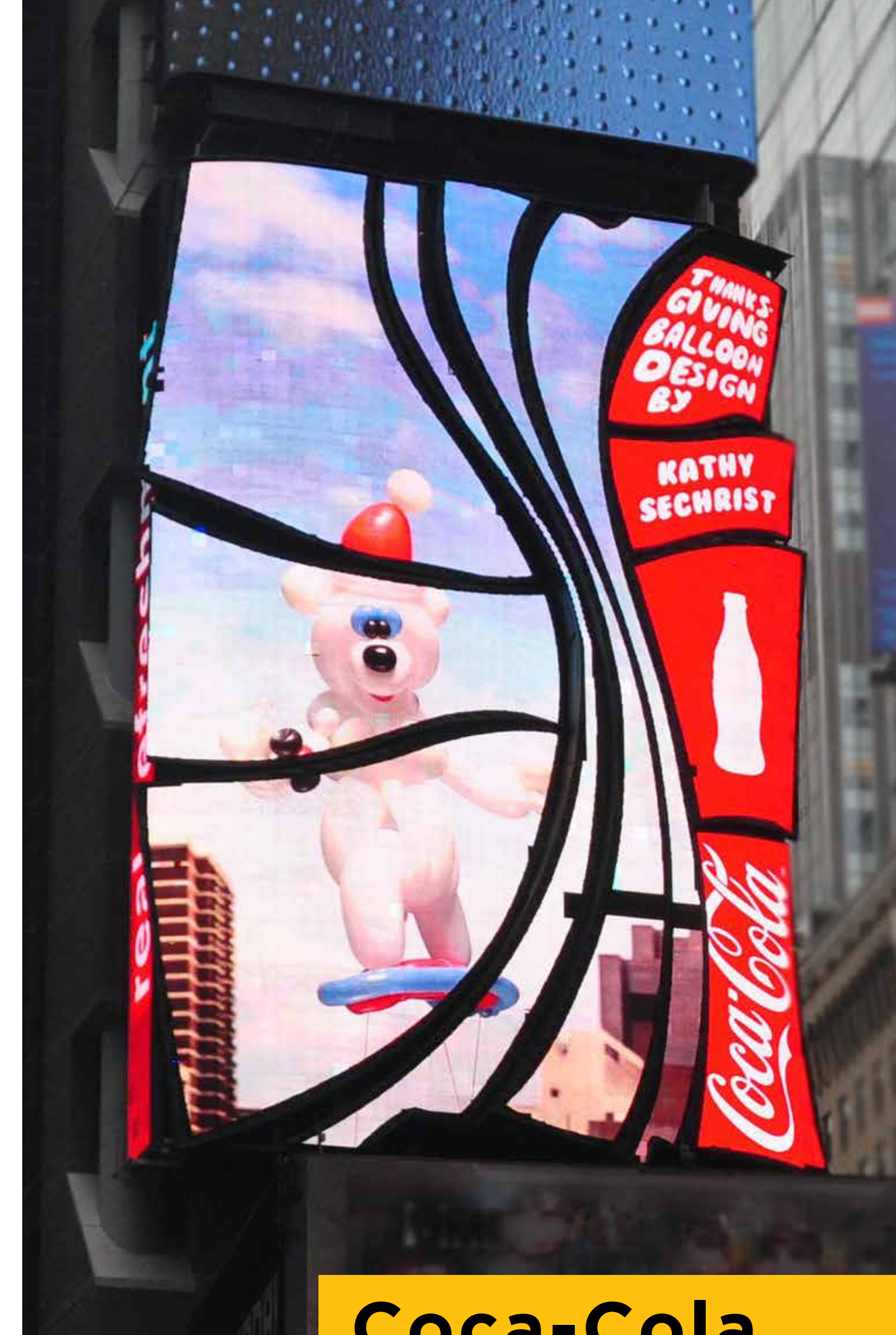
NASDAQ MarketSite, also referred to just as MarketSite, is located in Times Square in New York City, it occupies the northwest corner of the bottom of 4 Times Square. The exterior wall of the seven-story cylindrical tower is an LED electronic video display that provides market quotes, financial news and advertisements. It was built in 1999 and made its grand debut on January 1st, 2000.

The 1991 sign was replaced in 2004 by a new Coke sign. The Coca-Cola Company and The Museum of Modern Art selected Brand Architecture's distinctive design from an fifteen design firms from the United States.

The multi-layered billboard had a complex pattern of stainless steel planes and exposed superstructure. The sign's design was inspired by Manhattan's steel and glass monoliths and the frenetic pace of midtown street traffic. The 3-D composition rendered the Dynamic Ribbon Device in both positive form and negative space. The display also offered the possibility of live video streaming across the sign's curvature. Built by digital LED display manufacturer Daktronics and titled "Simply Coke," the sign was covered in programmable Light-emitting diodes and allowed graphics to be displayed.

The sign attained 180-degree visibility by sculpting LED panels around the 8 foot horizontal thrust. Wright Massey, owner of Brand Architecture Inc. and creator of the sign, said, "We realized that a vibrant, simple design would draw focus in the frenzied pandemonium of Times Square. Drawing from recent Coca-Cola marketing research, we found the Dynamic Ribbon Device the best vehicle for conveying key brand values. We wanted a contemporary, authentic statement, full of energy, optimism, and youthful spirit. We wanted our sculpture to inspire consumers on all three emotional levels: head, heart and gut."

During the unveiling ceremony on July 1, 2004, which was also in the middle of an advertising campaign for Coca Cola C2, the sign showed "The Time Machine", a tribute to the past of Coca Cola and New York City, soon after activation



Coca-Cola



ONE TIMES SQUARE

One Times Square, also known as 1475 Broadway, the New York Times Building, the New York Times Tower, or simply as the Times Tower, is a 25-story, 363-foot-high (111 m) skyscraper, designed by Cyrus L. W. Eidlitz, located at 42nd Street and Broadway in New York City.

The tower was originally built to serve as the headquarters of The New York Times, which officially moved into the tower in January 1905. Eight years later, the paper moved to a new building, 229 West 43rd Street. Even after the Times left, One Times Square remained a major focal point of Times Square due to its annual New Year's Eve "ball drop" festivities, and the introduction of an electronic news ticker at street-level in 1928.

Following its sale to Lehman Brothers in 1995, One Times Square was re-purposed with advertising billboards on its facade to take advantage of its prime location within the square. Most of the building's interior remains vacant, while its exterior features a large number of traditional and electronic billboards. Due to the large amount of revenue generated by its ads, One Times Square is considered one of the most valuable advertising locations in the world.

In December 2007, Toshiba took over sponsorship of the top-most screen of One Times Square from Discover Card in a 10-year lease. In 2008, upgrades began to be made to the upper portion of One Times Square; including the installation of new Toshiba high definition LED displays, and the redesign of its roof to accommodate a larger New Year's Eve ball, which became a year-round fixture of the building beginning in 2009.

“The rule of thumb for what a Broadway show should spend each week on advertising is about 10 percent of a production’s weekly potential gross.”

The billboards in Times Square are even more expensive than the typical advertisements in Times Square. The reason for this is because the people seeing them have to act quickly in order to get tickets for a show, while they have no time limit to go out and purchase a coke after seeing a coke ad. They also have only one specific location to partake in the Broadway show, which furthers the demand.



BROADWAY

ENTERTAINERS





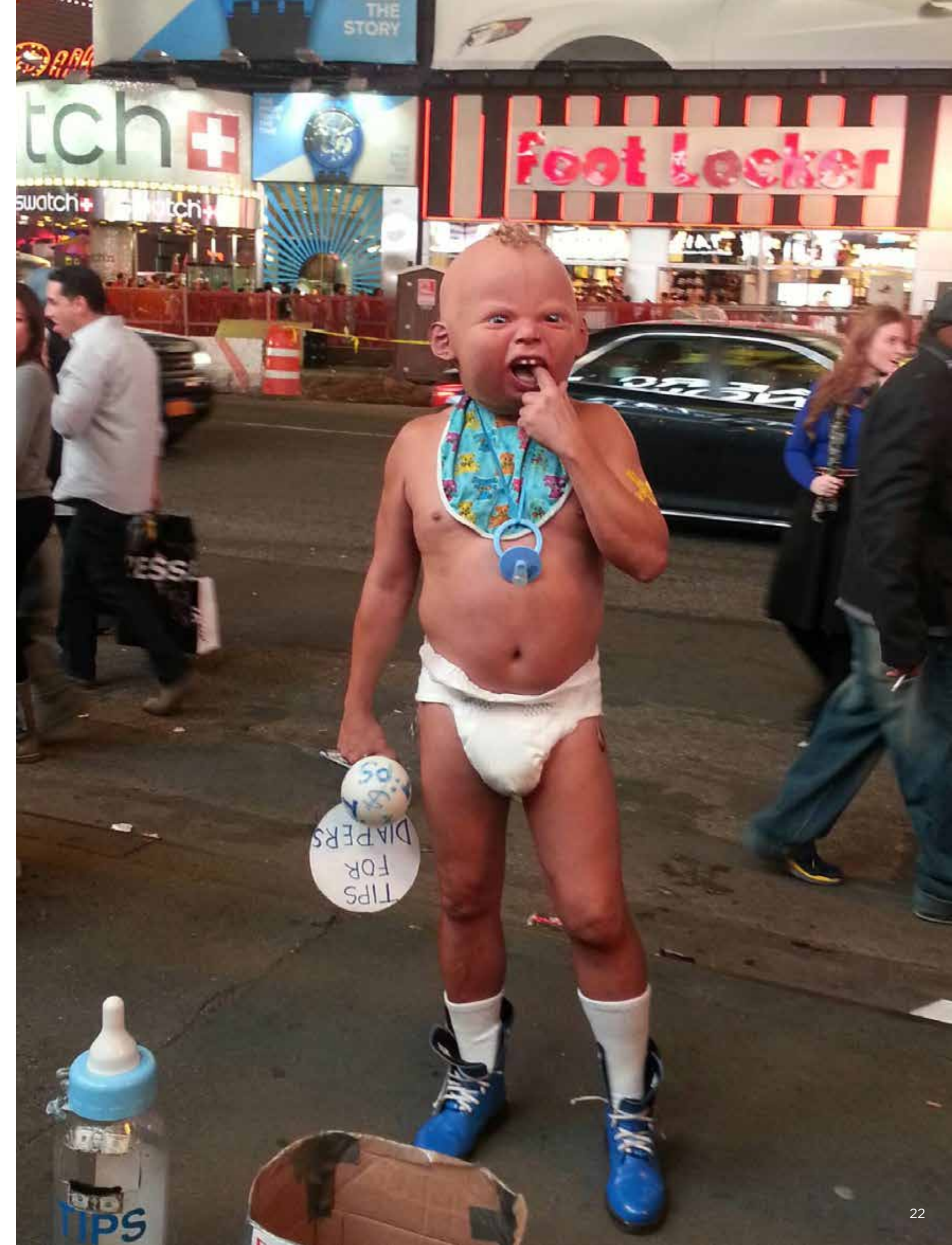
This break dancer was performing on the streets of Times Square in the middle of January. These performers don't let the cold weather keep them from performing.



Drag Performer, Betty Whats Her Face, from Columbus, Ohio drew in a big crowd during a photo shoot she did in Times Square during a trip to NYC.



A woman dressed up as Anna from Disney's Frozen waving at a child while taking a break. She has her head up to take a break from the hot mask she wears.



The Times Square Baby is played by a fifty-nine year old man who dresses up in a diaper, bib, and plastic baby head to take photos with tourists.



These women say they can earn hundreds of dollars a day in tips. Some people, however, are petitioning to get performers like this banned by the city.



Gymnast and acrobat, Dylan Kluver and his partner pair up to do a photoshoot in Times Square to show off their amazing skills.



Jorge, an immigrant from Mexico, dressed as the Sesame Street character Elmo rests in Times Square, New York July 29, 2014.



Robert John Burck, better known as the Naked Cowboy, poses with a guitar strategically placed to give the illusion of nudity.

NEW YEARS EVE



TIMES SQUARE BALL

The Times Square Ball is a time ball located in New York City's Times Square. Located on the roof of One Times Square, the ball is a prominent part of a New Year's Eve celebration in Times Square commonly referred to as the ball drop, where the ball descends 141 feet (43 m) in 60 seconds down a specially designed flagpole, beginning at 11:59:00 p.m. ET, and resting at midnight to signal the start of the new year.

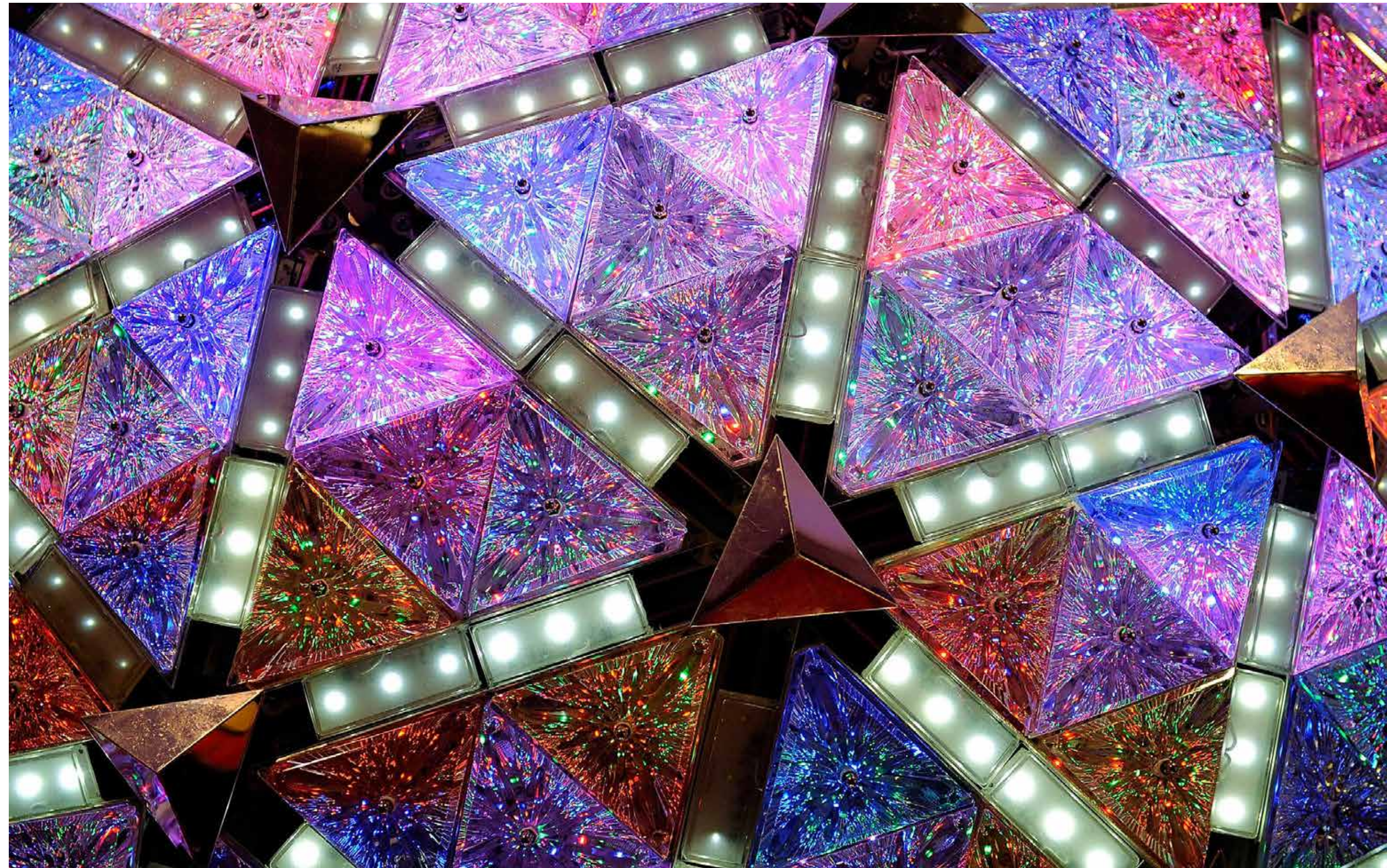
The ball's design has been updated over the years to reflect improvements in lighting technology; the ball was initially constructed from wood and iron, and lit with 100 incandescent light bulbs. The current incarnation features a computerized LED lighting system and an outer surface consisting of triangular crystal panels. These panels contain inscriptions representing a yearly theme. Since 2009, the current ball has been displayed atop One Times Square year-round, while the original, smaller version of the current ball that was used in 2008 has been on display inside the Times Square visitor's center.

In honor of the ball drop's centennial anniversary, a brand new fifth

design debuted for New Year's Eve 2008. Once again manufactured by Waterford Crystal with a diameter of 6 feet (1.8 m), but weighing 1,212 pounds (550 kg), it used LED lamps provided by Philips (which can produce 16,777,216 or 224 colors), with computerized lighting patterns developed by the New York City-based lighting firm Focus Lighting. The ball featured 9,576 energy-efficient bulbs that consumed the same amount of electricity as only 10 toasters. The 2008 ball was only used once, and was placed on display at the Times Square Visitors Center following the event.

For 2009, a larger version of the fifth ball was introduced—an icosahedral geodesic sphere lit by 32,256 LED lamps. Its diameter is twice as wide as the 2008 ball, at 12 feet (3.7 m), and contains 2,688 Waterford Crystal panels, with a weight of 11,875 pounds (5,386 kg).

Yearly themes for the ball's crystal panels continued. For 2014, all the ball's panels were replaced, marking anew theme series known as "Greatest Gifts", beginning with "Gift of Imagination".





As the famous New Year's Eve Ball descends from the flagpole on top of One Times Square, an estimated one million people in the street, millions nationwide and over a billion watching throughout the world are united in bidding a collective farewell to the departing year, and expressing our joy and hope for the year ahead.

People start arriving late in the afternoon on New Year's Eve. By approximately 3:00 p.m., the Bow Tie of Times Square (42nd to 47th Sts. between Broadway & 7th Ave.) is fully closed to traffic. People are directed by the NYPD to gather in separate viewing sections. As one section fills up, the people are directed by police to the next viewing section. As the evening progresses, guests continue to fill the Times Square neighborhood along Broadway and Seventh Avenue moving uptown from 43rd Street to as far as Central Park. If you are planning to come to Times Square and join in the festivities, you are advised to enter from Sixth or Eighth Avenue. Your chance of getting a viewing spot near the Ball (at Broadway & 43rd Street) increases the earlier you arrive. The Ball can best be seen along Broadway, from 43rd Street to 50th Street, and along Seventh Avenue, as far north as 59th Street.

Reservations are essential, and most restaurants, bars, and clubs have steep entry fees or cover charges, but if you're at a restaurant, bar or hotel in Times Square there's a good chance you'll be able to step outside and watch the ball drop at midnight.

LOST IN THE CROWD

At the entry points, and at the spectator viewing areas, each person will be searched with a hand-held wand. Prior to the event, manhole covers are sealed, vendors are asked to shut down and move, and all trashcans are removed from the site. During the event, security officers are stationed on the rooftops in order to monitor the event from above. The police will periodically "force" different areas to crowd in, but the crowding will typically lessen a little bit shortly after.



"I couldn't believe how many people brought babies and small children. We felt so badly for kids, we were lifting them over the barriers so they could go to the bathroom on the street."

NEW YEARS' ROCKIN' EVE



On October 23, 2013, Dick Clark Productions announced that Ryan Seacrest had signed a multi-year deal of unspecified length to continue serving as host and executive producer of the special. Seacrest stated that he would “forever be both sentimental and grateful” about his involvement in the special, and that he was “excited to work together to create new traditions and fun moments on the show that only live television can deliver.”

The 2017 edition expanded to feature coverage of New Year's Eve festivities in New Orleans hosted by Lucy Hale, with performances by Jason Derulo and Panic! at the Disco from the Sugar Bowl's Allstate Fan Fest concert, and Jackson Square's fleur-de-lis drop at midnight in the Central Time Zone. While household ratings for the late-night portion of the broadcast were down by 9% in comparison to 2016, New Year's Rockin' Eve was once again the highest-rated New Year's special across the major networks, with a 9.0 rating in metered markets, and a 6.8 rating among adults 18-49.

Mariah Carey was one of the Times Square headliners for the 2017 edition. Her performance was notably marred by technical issues; when opening with “Emotions”, Carey remarked throughout the song that she was unable to hear her backing track. On her second song, “We Belong Together”, she briefly sang the song without incident, but abruptly stopped —revealing that she had been lip syncing. A representative of the singer claimed that Carey had alerted production staff that her in-ear monitors were not working, but that they refused to address the situation, and alleged that they were “[setting] her up to fail.” Dick Clark Productions denied any wrongdoing, stating that they “had no involvement” in the incident, and that the allegations by Carey's management that they had intentionally sabotaged her performance were “defamatory, outrageous and frankly absurd.”





Before Times Square's shimmering Waterford crystal-covered ball even begins its descent, an army of 246 city sanitation workers are ready and waiting.

New York's Strongest are tasked with a seemingly impossible feat: making sure every piece of confetti and other New Year's Eve flotsam is gone by daybreak.

"Cigarette butts, party hats, favors, you name it," said DSNY Chief Paul Visconti, a 30-year department veteran who oversees cleaning operations. "It's not easy because you also have the challenges of weather."

Before the event even occurs, the agency reviews operations from the previous year to see if anything can be tweaked and improved. "We are always looking to do a better job each year," Visconti said. About 24 hours before the big celebration, sanitation crews remove 70 litter baskets in the Times Square area — a safety precaution requested by the NYPD. Then, all equipment and many of the workers have to be in place before police shut down the streets to traffic and begin cordoning off the crowd.

Two DSNY deputy chiefs and 46 officers are also on hand during the post-countdown cleanup. Once the ball drops, crews get to work — even as the crowd is being dispersed.

THE AFTERMATH

Aside from working in freezing cold temperatures, precipitation can make it even tougher to remove paper-thin confetti. That's why the agency approaches the cleanup with a variety of tools: 30 mechanical brooms, 58 backpack blowers, 44 basket/litter trucks and even 58 old-fashioned hand brooms. Sanitation workers will be in Times Square through New Year's Day. Visconti said it takes 12 to 16 hours to get the area back to the way it looked before the ball dropped.



"Once the ball drops, we go into action, cleaning every nook and cranny. This is not just the middle of the block but the feeder blocks too. It's rewarding to see 50 tons of debris disappear."

NOTABLE STOPS

Times Square
42 St Station

A C E at 8 Av

 Elevator
across Broadway

N Q R W S 1 2 3 7

Enter with or buy Metrocard
at all times or see agent
across Broadway



ELLEN'S STARDUST

Ellen's Stardust Diner is a retro 1950s theme restaurant located at 1650 Broadway on the southeast corner of 51st Street in Theater District, Manhattan, New York City. The diner is regarded as one of the best theme restaurants in New York owing to its singing waitstaff. The diner also contains retro-themed memorabilia such as photos of many past Miss Subways on the walls, an indoor train, a 1956 Predicta television, and a "drive-in theater" screen that showcases performances of the 1950s. It is popular among children and adults.

Ellen's Stardust Diner was opened in 1987 after Ellen's Cafe was closed down. It was the first 1950s theme restaurant in New York City and had waitresses in poodle skirts. In the late 1990s, a sister restaurant operated near Times Square under the name Stardust Dine-O-Mat.

During 2016–2017, the restaurant saw a period of unrest, when it was alleged that 31 waiters were fired after attempting to form a union, and the restaurant counter-claimed that the terminated employees had defrauded it of hundreds of thousands of dollars. In October 2017, a settlement was agreed to give the

fired workers the opportunity to return to their jobs if they wished, and to give them back pay from the date of their firing. The settlement came about days before the issue was due to come to trial following a decision by the National Labor Relations Board.

Several alums of Ellen's Stardust Diner singing waitstaff have gone on to have successful careers on Broadway theatre and American Idol. Many current staffers have received critical acclaim with original musicals at NY Musical Theater Festival. Brandon Ellis, Eric Michael Krop, Stephen Tyler Davis, and Alysha Umphress (Shirley) are some of the successful singers who had started their careers as singing wait-staffers at Ellen's Stardust Diner. Ellen's Stardust Diner is considered a breeding ground for singers. Former Ellen's staff members have been known to star in almost every Broadway and major off-Broadway musical such as Avenue Q, Jersey Boys, The Lion King, South Pacific, In The Heights, On The Town, Wicked, and Godspell.



“The Times Square location boasts a two-story color wall that is packed with thousands upon thousands of colorful milk, peanut, and specialty M&M candies.”



M&M'S WORLD

M&M's World in Times Square is New York City's largest candy store, and offers merchandise such as themed clothing, dishware, watches, and piggy banks. Before it opened in 2006, nearly 13,000 people lined up for the 198 jobs, which were in demand because of a more generous health benefit package than is usually offered for an entry-level retail job in New York. It includes a 50-foot-wide, two-story-high, "wall of chocolate", made up of 72 continuous candy-filled tubes.

Line Friends are featured characters based on the stickers from messaging app Line. It was released in 2011 by Line Corporation, a Japanese subsidiary of the South Korean internet search giant Naver Corporation. These characters are used in various products, animation, game, cafe, hotel and theme park. Apart from its online store, physical stores have been opened in Seoul, Tokyo (Harajuku), Bangkok (Siam Square), Shanghai, Hong Kong, and two in the United States, New York City and Los Angeles.

The Line Friends store in New York City is right in the heart of Times Square. It was the first Line Friends location to be brought to the United States. It can be spotted from a distance due to its large, bright green, LED billboard out front. Once inside, you will immediately be greeted by a ten foot tall stuffed bear, named Brown. This is a great stop for a photo during a trip to Times Square. The Line Friends store sells a wide variety of gifts and collectables themed around these adorable characters. They have plush pillows and animals of each of their characters that are a huge hit. They also have apparel, keychains, luggage tags, hair bands, pens, paper, lamps, and just about every kind of themed product you can think of.

Even though this store is extremely popular and always busy, the friendly employees are always there to help you with anything you should need, and make sure you are getting through the long line as quickly as possible.



LINE FRIENDS



The original TKTS pavilion in Times Square was designed by the Manhattan architecture firm of Mayers & Schiff Associates and was inaugurated by Mayor John Lindsay. The sales booth was housed in a rented construction trailer; the armature around and on top of the trailer was made from rented scaffolding parts. Interwoven through the armature was a continuous white canvas ribbon emblazoned with the “TKTS” logo. Foundations could not be dug under the booth because the subway structure is just below ground level. To hold down this giant “wind kite” the architects utilized pile driving test weights (also rented). The pavilion received many design awards, including the American Institute of Graphic Arts’ Excellence in Communications Graphics; The City Club of New York’s Albert S. Bard Award for Architecture and Urban Design; and the N.Y. State Association of Architects Certificate of Merit for Design Excellence.

A new TKTS booth for the Times Square location began construction in May 2006 and was completed in October 2008. During this time, the TKTS booth was temporarily relocated to the nearby Marriott Marquis hotel. After many delays, the new TKTS booth opened for business on October 16, 2008 on a renovated Duffy Square, with a ceremony featuring Mayor Michael Bloomberg and various Broadway performers. The booth is wedge-shaped, with wide, bleacher-like stairs covering the roof, allowing pedestrians to sit down or climb the steps for a panoramic, unobstructed view of Times Square. According to the Theater Development Fund, the final cost of the new booth was \$19 million.

“In a crazy and hectic place like Times Square, it is so important to draw in customers with something fun and different. Burger Box is new and unique. It will go far.”

Burger Box had its Times Square grand opening in the summer of 2018. This smart looking burger joint is in a newly constructed kiosk on Broadway and 42nd Street. Its design and motif pays homage to America’s cool diners and car hop drive-ins from the 1950s. The box is known to have “The Best Burgers on Broadway”. During the short time it has been open, Burger Box has already drawn in a huge crowd. It seems to have a promising future of becoming the next big thing in Times Square.



