



Facts for Super Bowl Boulevard

- Where:** Broadway from 34th Street to 47th Street
Production Elements from 33rd to 34th and 47th to 48th
Production Elements on side streets as well
- When:**
- Load in dates:** Sunday, January 26, 2014 to Tuesday, January 28, 2014
FOX (46th to 48th Plus Duffy) will load in on Friday, January 17th.
NFL Network (41st - 42nd) will load in Saturday, January 25th
ESPN (34th to 35th Street will load in on Friday, January 24th)
Equipment will begin to load in on various side streets beginning on January 21st
- Operational Dates:** Wednesday, January 29th to Saturday, February 1, 2014
FOX and ESPN will broadcast on Super Bowl Sunday, February 2, 2014.
- Hours of Operations:** 12:00pm -10:00pm each day.
- Load out dates:** Sunday, February 2, 2014
Fox will load out from February 2nd through February 5th.
- Highlights:**
- Event Title: Super Bowl Blvd. Engineered by GMC
 - Toboggan Run- Ticket Required 41st-40th Street
 - Toboggan Run tickets can be purchased at kiosks in Bryant Park or at the NFL shop at Macy's.
 - Concert and Autograph Stage-Broadway between 39th and 40th
 - Macy's Video Mapping (on Macy's)
 - NFL Sponsor Activations
 - Broadcast sets for FOX, NFL Network, CNN and ESPN
 - Roman Numeral Photo Op
 - Vince Lombardi Trophy Display and Photo Op
 - NYC & Co. Welcome Center
 - Field Goal Kick

Street Closures

- Broadway will be closed from 34th Street to 47th Street for the event from January 26th to February 2nd 2014.
- All cross streets are expected to remain open with the exception of 41st Street.
- 41st Street from 6th to 7th Avenue will be closed from 9:00am until midnight. All other times it will be local traffic only.

Block by Block

33rd to 34th

- ESPN Tech Vehicle
- AT&T and Verizon Trucks

34th to 35th

- ESPN
- Video Mapping Nightly

35th to 36th

- Host Committee Mobile Tour
- Host Committee Activation Space

36th to 37th

- Rush Zone
- Microsoft

37th to 38th

- Pepsi/Frito
- Papa Johns

38th to 39th

- Bridgestone
- CNN

39th to 40th

- Autograph/Concert Stage

40th to 41st

- Toboggan Run

41st to 42nd

- NFL Network
- MARS Product Display

42nd to 43rd

- SAP
- GMC
- Roman Numeral Display

43rd to 44th

- NYC & Co.
- NFL Health and Safety
- Vince Lombardi Trophy

44th to 45th

- GMA Set in the Morning
- Existing Vendors

45th to 46th

- Field Goal Kick

46th to 47th & Duffy

- FOX Broadcast
- Super Bowl Boulevard Info Tent

47th to 48th

- Fox Production

Delivery Restrictions

The NYPD will restrict truck access between 6th Avenue and 7th Avenue from 34th Street to 42nd Street and between 6th Avenue and 8th Avenue from 42nd Street to 48th Street from 11am until midnight Wednesday, January 29th to Saturday, February 1st. Every effort should be made to have all deliveries between midnight and 9am or arrange with your vendor to use hand trucks to make the delivery from the avenues.

ALL TRUCKS MUST COMPLETE DELIVERIES AND VACATE THE BLOCK BY 11:00am.

Frequency Coordination

The NFL has been coordinating frequencies at every event since Super Bowl XXX. The purpose is to avoid interference and avoid conflicts. See separate handout.

Event and Construction Embargo

Due to the increased crowds and production elements in the area of "NFL Boulevard" there will be an embargo on events and construction from January 15, 2014 through February 3, 2014. The embargo area will be from 6th Avenue to 8th Avenue from 31st Street to 48th Street.

Snow Removal Plan

The event producer will be responsible for snow removal from all activation areas on Broadway. BIDs and Property Owners will be responsible for clearing sidewalks, storefronts and buildings fronts. DSNY will be responsible for snow removal from Broadway access lanes and all side streets.

Sanitation Services

For security reasons there will be a restriction on placing garbage on the street. Businesses whose waste is normally collected by private carters on the side streets will proceed as usual. Businesses whose waste is normally collected by private carters on Broadway will need to contact their local BID to coordinate an alternate pick-up/drop-off location on a side street. As required by NYPD Counterterrorism, during the dates of Wed, Jan 29 - Sat, Feb 1, **all trash must be placed in clear plastic trash bags, and cannot be placed on the street until after Midnight.** Private carter trash pick-ups will be restricted to the hours of 12am - 9am.

FDNY

The FDNY would like to remind businesses and the general public that 911 calls should be reserved for life threatening emergencies only

Complaints including fire safety hazards and overcrowding of restaurants and bars should be reported through 311 or the FDNY information number 718 999 2000 Additional Information can be found at the NYC 311 website <http://www.nyc.gov/311/> or the official FDNY website <http://www.nyc.gov/fdny>

Communication

Times Square Alliance

TimesSquareNYC.org

Times Square Alliance Flashes

Times Square Alliance B2B E Newsletter

Follow us on Twitter @TSqNews or like us on Facebook

Public Safety Dispatcher 212-452-5218

Super Bowl

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If you have issues during the affected dates please call the Super Bowl Operations Center at 212-784-1800 or contact 311.