



SUPER BOWL
BOULEVARD
ENGINEERED BY **GMC**

TIMES SQUARE ALLIANCE

Super Bowl Briefing

Friday, January 10, 2014

AGENDA

Welcome

Purpose of Meeting

Overview

Block By Block Review

Delivery Restrictions

Frequency Coordination

Sanitation Plan

Construction Embargo

Communication

Purpose

Proper

Planning

Prevents

Poor

Performance

Overview

Where: Broadway from 34rd to 47th Street

When: Load in dates:

Sunday, January 26th to Tuesday, January 28th except...

FOX (46th to 48th) will load in on January 17th

ESPN (33rd to 35th) will load in on January 24th

NFL Network (41st - 42nd) will load in Saturday, January 25th

(Equipment will begin loading in on various side streets from 33rd - 47th Streets on Tuesday, January 21st)

Overview

When:

Operational Dates:

Wednesday, January 29th to Saturday, February 1 from 12pm-10pm daily

FOX and ESPN will Broadcast on February 2 (the Game will not be Broadcast)

Load Out Dates

February 2

FOX (February 2nd to 5th)

Overview

Street Closures

Broadway will be closed from 34th to 47th from January 26th to February 2nd.

41st from 6th Avenue to 7th Avenue will be closed from 9:00am until Midnight from January 26th to February 2nd.

Cross Streets other than 41st Street will be open.

Block by Block

33rd to 34th Street

ESPN tech vehicles

AT & T and Verizon Trucks

34th to 35th Street

ESPN

Video Mapping Nightly

35th to 36th Street

Host Committee Mobile Tour

Host Committee Activation Space

Block by Block

36th to 37th Street

Rush Zone

Microsoft

37th to 38th Street

Pepsi/Frito

Papa Johns

38th to 39th

Bridgestone

CNN

Block by Block

39th to 40th Street

Autograph/Concert Stage

40th to 41st Street

Toboggan Run

41st to 42nd Street

NFL Network

MARS Product Display

Block by Block

42nd to 43rd Street

SAP

GMC

Roman Numeral Display

43rd to 44th Street

NYC and Co

Vince Lombardi Trophy

Block by Block

44th to 45th Street

GMA Set in Morning

Existing Vendors

45th to 46th Street

Field Goal Kick

Block by Block

46th to 47th Street and Duffy

FOX Broadcast

Super Bowl Boulevard Info Tent

47th to 48th Street

FOX Production

Delivery Restrictions

The NYPD will restrict truck access as follows:

- **34th to 42nd from 6th Avenue to 7th Avenue**
- **42nd to 48th from 6th Avenue to 8th Avenue**
- **11am until Midnight**
- **Schedule deliveries beforehand or use hand trucks from the avenues**
- **ALL TRUCKS MUST COMPLETE DELIVERIES AND BE OFF THE BLOCK BY 11:00am**

Radio Frequency Coordination

The NFL has been frequency coordinating every event since Super Bowl XXX. The purpose is to avoid interference and avoid conflicts. They are establishing a database and need the information in the handout.

Sanitation Services

- **From January 29th to February 1st all trash must be placed on the street in clear bags after midnight.**
- **Private carter trash pick-ups will be restricted to the hours of midnight to 9am.**
- **Businesses whose waste is on side streets will utilize the same place but must place it at the curb after midnight.**
- **Businesses who normally put their waste on Broadway will coordinate an alternate location with the Alliance**

Snow Removal

- **The Event Producer will remove snow from all activation areas**
- **Property Owners will be responsible for clearing sidewalks, storefronts and building fronts**
- **DSNY will remove from Broadway Access Lanes**

Construction Embargos

Construction Embargo

NFL Boulevard Embargo

January 15th to February 3rd

Communication

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 Operations Center (212)784-1800