

NYC Districting Commission Public Hearing

STATEMENT OF THE BROADWAY LEAGUE

August 22, 2022

The Broadway League has been the principal trade association for the commercial theatre industry in New York State and across North America for over 90 years. It represents more than 750 theatre owners, producers and road presenters nationwide – with over 400 of its members maintaining offices in New York City. Our events are a principal driver of domestic and foreign tourism, a prime economic motivator. Broadway spurs approximately \$14.7 billion in fiscal activity for the local economy and directly employs nearly 100,000 workers in New York City. Due to the industry’s major importance to the City, not only as an economic engine, but as one of its most recognized cultural attractions, The League has always been closely engaged with local officials and an important stakeholder in legislation and economic policy impacting Times Square. We have participated in legislation on a myriad of subjects, including governing the flow of vehicular and pedestrian traffic, establishing guidelines for the pedicab industry and managing street vendors and performers.

Historically, the theatre district itself has been represented by two City Council Members, and our ability to successfully advocate for policies that benefit Times Square has largely been the result of these members collaborating with nearby district representatives who likewise share an interest in this prominent area. A safe, vibrant and well-represented Times Square was, and is, critical to the success of all of New York City.

We wish to support and endorse comments submitted by the Times Square Alliance. Traditionally, Times Square’s western portion has been politically aligned with the Hell’s Kitchen community, however the current draft redistricting map eliminates important representation for the Times Square area with constituencies west of Broadway.

After reviewing the proposed redistricting map, **we respectfully suggest the New York City Districting Commission modify the plan by extending the boundaries for Districts 3 and 4 from Broadway and 42nd Street up to Columbus Circle.** We believe this will create a more reasonable representation of our commercial and cultural district.

On behalf of the Broadway theatre industry, the League expresses gratitude for the opportunity to participate in the continued development of the Times Square area. Thank you for allowing us to express our thoughts on this matter, and we look forward to continued partnership with City leadership.