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Kelly we’re all set.

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Good morning. I'm Kelly Curtin and on behalf of the team at NYC and company, I'd like to thank you for joining us for the latest in our NYC and company talks.

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Recovery series.

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With the recent exciting reopening announcements from both Governor Cuomo and Mayor de Blasio. We are confident that New York City will continue to come back stronger and more vibrant.

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Each week we have a patch program for you this morning for the great speakers that will show you how New York City is gaining momentum, one events at a time.

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We will start off with an important discussion between NYC and company president and CEO, Fred Dixon and Senior Advisor for NYC public safety planning, Terence Monahan, followed by a presentation from Quest senior marketing manager Aaron Keyes on New

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York forward and testing, and then we'll have updates from a number of iconic New York City events, including the Tribeca festival and Nyc pride, the US Open, and the National September 11 memorial and museum, as a plan for the 20th anniversary, to get

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Thank you very much, Kelly and good morning everyone. thank you for being with us on another beautiful day here in New York City. We are really excited to be bringing this program to you to talk about what the summer is going to look like.

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There is a lot of excitement out there and there's a lot of optimism building every day. So we're really excited to bring this program to you. So to kick off just a little bit of review, make sure we've got everyone caught out by April 21 on the heels

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of the state lifting the quarantine requirement on domestic travel on April 1, it might seem company held to important press events. The first was with Mayor de Blasio during his daily news briefing, which was the announcement of our new $30 million funding

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for a global tourism recovery advertising campaign scheduled to launch later in June, and we'll have more on that in just a moment. The second press event held that day was titled NYC reawakens and targeted more than 250 domestic and international media.

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This communications initiative themed in nyc reawakens provided a comprehensive overview on what's new in New York, as a destination from new infrastructure to new hotels, restaurants, meeting venues cultural exhibits special events and more.

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It also featured remarks by the mayor as well as several members of our team. It was the first press event held since the beginning of the pandemic in March of 2020 and I have to tell you, it felt really great to be with the media and sharing such in

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such good news and including videos from restaurant tour Danny Meyer, and an emotional Broadway performance on the streets of New York City by the cast of girl from the North Country, which is going to be coming back on Broadway this fall I have to tell

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you, there were there were a few tears at that performance, it really was emotional and the positivity that we heard back from the media was just overwhelming they were so excited by the news, so excited to be re engaging with New York, and there's already

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incredible, incredible results the presser generated 85 domestic articles and more than 130 international presence. As you can see on the slide it was widely covered in outlets from the New York Times and The Wall Street Journal to USA Today Bloomberg,

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the Associated Press and the New York Post. And, of course, widely abroad. I know you were all excited to hear more details about the new ad campaign, and we will keep you posted as it develops right now, we are working with focus groups on the concepts,

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making sure that we are measuring sentiment, both in the region and across the country as to what the key messaging should be. So that, so that we can deliver an authentic representation of our city and the exciting promise that it brings, and it will

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boost our visibility of course in key markets. That's the goal. Driving visitation this summer.

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Certainly this fall of course and into 2022, so more to come on this as we look to launch this with you all. Just in time for the, for the kickoff of summer so hasn't passed campaigns, we're going to have a lot of opportunities for you to engage will

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So there's gonna be a lot of ways to get involved, that will be bringing back to you shortly. Now, are already underway is one initiative that you can get involved with today.

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It is our wish you were here in NYC initiative that was kicked off at the press event with the mayor, encouraging New Yorkers to inspire their friends and family to visit the five boroughs, with a personalized email invitation from you, or from your friends

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to visit New York City.

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This is super cool I've been doing this with my friends and my family, I encourage you to go on to our website, NYC go.com slash NYC RSVP to send your invite now and that's the form you'll see there on the left side of the screen you just fill it out.

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And then on the right side is the email that your friend will receive an invite from you, personalized from you inviting them to come and visit New York City and to visit you, and of course all the things they need to know about planning their visit will

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be in that email link, links, so it's really exciting. You know the research is telling us that the first wave of travel is certainly going to be heavily VFR, right, everyone reconnecting with their friends and loved ones that they haven't seen in over

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a year. So with the huge population here in the five boroughs, it's a tremendous opportunity to get friends and family to help lead the recovery so we encourage you to do that, and share that on social and encourage others to as well, our neighborhood

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getaways platform continues to highlight deals from all sectors, across the five boroughs, all businesses within NYC can submit offers to be featured on nyc.com slash neighborhood getaways.

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This program has helped locals and drive market visitors explore further into the five boroughs and it's going to be a permanent platform so please plan to engage in that often.

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Alright, so on to the next part of the program. We're really honored to have with us, an important member of city leadership. We know that safety is critical to the city's recovery and Mayor de Blasio is committed to this and appointed police chief Terence

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Monahan to serve as Senior Advisor for public safety planning as part of the New York City covert recovery efforts. I know Terry served in the NYPD for nearly 40 years and is an expert in crowd control and the management of police operations at major

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events. Before we hear about how some of New York City's iconic events are being staged this summer later in the program. We're so pleased to have Terry with us today to share his insights and vision for a safe, New York City, so Chief Thank you very

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much for being with us this morning. Thank you, Fred, great opportunity to be able to speak to this group. I mean, what you're talking about it so important as New York City comes back.

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That has to be a feeling of safety.

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People have to feel secure coming back Taurus have to feel safe coming into the city.

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And as a city we have to use everything we can to make people feel safe. You know I could quote numbers all day about what crime numbers are the reality of crime.

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But more important is our perception of crime. And we have to do everything we can to make people's perceptions of New York.

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I could agree with you more. I was just gonna say tell us about your new role, and in division for the, for reopening safely tell us a little bit more about that. I my job after 39 years plus in the police department is to work together with all the different

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venues in the city, all the different businesses in the city, and get them comfortable to come back to start getting new york back to where it was pre pandemic.

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Making employees feel comfortable coming back to their buildings in the setting, riding on the subway trains, creating a Time Square that people are comfortable to come back.

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You know, I have to work with every city agency we always focus on what the NYPD does that's what I did for my career and now every city agency has to pitch in the same way that the NYPD does, to make sure we're getting the services out to people that

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need the services, and not just in the Time Square and Midtown area but throughout the city. You know, people come to New York, they want to visit every part of it every borrow, there was something different, whether it's Yankee Stadium, or the match

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over and Citi Field I'm a Yankee fan.

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The Barclays Center is going to be full of energy, with the nets. And believe it or not the Knicks are finally back into playoffs, back in MSG. So they're going to be people coming into the city, you know, you hear all the announcements and things open

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so we're working together to make sure that that people feel safe, especially on our subway systems. It's so important. I was just gonna say you were so instrumental in a recent meeting that we held.

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Kudos to Kelly for pulling together all the safety directors and security directors from all the various venues across the city. Two weeks ago and it was so great to have you there to speak to that group and you're right it is it is a full on you know

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city wide effort all hands on deck with this when we appreciate the property so much. Let me just ask you, go ahead and just go to the recent headlines of course the recent shootings in Times Square and couple of the incidents on the subways, as you mentioned,

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have made national news and we saw the mayor's announcement of additional police on the subways yesterday. Can you talk a little bit more about that commitment and what is that going to look like.

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I subway This is a major commitment, again, dealing with narrow headline stories in the city of 8.3 million people, there's always going to be a headline story is something bad that happens.

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So we have to be able to adjust to that and deal with people's perceptions of crime, they need to see a cop. So, the system is now going to be flooded I spoke with Cathy O'Reilly the chief of transit last night about this.

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They're going to have close to 1000 or 1100, additional police officers every single day into the subway system.

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Riding on the trains a commitment of at least 500 cops a day, riding on the trains with other cops on the platforms at the turnstiles. The ultimate goal is if someone in Brooklyn gets up to come to work in Manhattan, you're going to see a cop is the internet

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station, they'll see a cop somewhere while they're riding on the train and as they leave the station they'll see another police officer.

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We want people to have a comfort level, You know the MTA is up to 2.3 million riders a day right now, from a low of 300,000 a day, and it's growing, you know it's up 200,000 in just the last week or so people are coming back.

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We have to make sure they feel secure, last week and the entire system.

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There were 31 crimes.

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That's it 31 major crimes in the subway system, but we all put in an additional thousand police officers in there to deal with that perception one crime obviously is too many.

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And if they all make the headline knows it's going to give people this perception that everything's out of control.

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So, this is going to be a full court effort by the PD, and not just the P day I spoke with Steve banks and homeless services.

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They have additional resources down there to deal with the homeless problem that has always been persisted in the subway to get people to transition out of the subway into the shelter system and since pandemic I think he's transition, close to 800 people,

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added a subway system into permanent shelters. And this is now a much heavier push going on.

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And as you people Taurus coming to the city, where's the first place that comes Penn Station. Yeah, and that's a major, major initiative underway in Penn Station between the PD, and Homeless Services PD is putting 48 additional cops per day, just in the

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Penn Station area on the services of putting 51 service providers from the Bowery residents committee, dedicated to the Penn Station area, along with 16 additional DHS staff.

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So there's gonna be a lot of personnel, dealing with the issues, day in and day out, make people feel safe, get off that subway and go to where you got to go, go to a show, go to a restaurant.

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Spend your money here in New York but there's gonna be no better place to be this summer.

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And as you pointed out you know there are you know after 911 it was such a great example. You know safety of course has been one of the things that's helped tourism grow over the years right the perception of New York is a really safe place to visit.

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And after 911 just seeing the police officers in those tactical units on the ground really made a difference visitors felt safe. And I think it's probably somewhat similar in this situation the greater visibility I think the more people will feel safe

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Do you think that's true. Absolutely. People have to see a cop, once they see that cop standing somewhere, they're going to have that feeling of safety, you know, luckily we just graduated a class out of the police academy.

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The other day, the first one in just about a year. 850 police offices, hitting the ground, starting this week. you'll see them out there, a lot of them were sent into the Manhattan area, because they hadn't received any cops in a long time, there'll be

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a lot of fresh faces out there to make people feel secure, specifically in the Time Square area listen this is important. Now as we look about everything in the city Time Square as a center, you know that's a heartbeat at a steady.

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We need Time Square to feel good people coming into Times Square to feel comfortable. So there's going to be an increase in police officers working there I mean we saw it after that terrible incident with the three people shot.

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In Time Square immediately the NYPD responded with a lot more resources out there. I mean there were a ton of cops out there that day, but now even more.

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We want people to walk in that neighborhood and feel safe that they can come into New York City. That's exactly right and and you've been so great and your team and helping this message that two partners, whether it's you know big event organizers at

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the Javits Center or groups that are bringing conventions or student groups into the city or you just families. And so, for the for this audience for our members in the business community.

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How can we help you share that message you know you talked about perception reality and that is such a key point here, but how can we in the business community, ensure that that message is reaching our partners, and others out in the public, what suggestions

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do you have keep talking about this, this has got to be a conversation it's out there, talk up New York City, you know when new york is very tough we've been through a lot.

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This is not can we get through this pandemic, you know, we're at the end of it, encourage people I love your idea of inviting someone to New York. I think that is absolutely fantastic that's what everyone should be doing, You know I spoke to all the security

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directors as you said last week. And now the same question is have you people out there, you know anyone in a uniform, whether it's a New York City cop, or whether it's a security personnel standing out that makes people feel secure makes them feel comfortable,

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comfortable, give them that old New York smile when they come in and let people know hey, we're New York we're back. Nothing is going to hold us down there are issues in New York.

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Absolutely. There's always going to be an issue in New York, but we're going to work through it and we're going to stop fighting with one another. That's got to be you know probably the biggest message Let's all work together to get this great city back

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to where it belongs, you have you have our commitment from him I think company certainly and I know from the tourism industry writ large on that and we can't thank you enough for your support and being with us and we'd love to invite you back again it's

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summer goes on and just keep checking into your point and keep talking about it and encourage people to come in you are messages always been New York City's and safest big city in America. I don't know you share us share with us the commandments, it may keeping it, the safest big city. Absolutely. Listen, this is my setting, I've

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dedicated my life to it, and I'm going to continue to dedicate my life to it.

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So anything I can do to help you to help anyone here in this organization, feel free to reach out. I'm available. This is my role. Let me make people feel comfortable I'm talking to a lot of different businesses a lot of employees, whatever we need to

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do to get that message out. And whatever issues that are facing any the venues, let us know and we will work together to try and resolve them.

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That's wonderful. Well she thank you so much for your time today for being with us and for your passion and commitment to the city and we just saw your debt of gratitude, sir.

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Thank you. Thank you, Fred. Look forward to it. Have a great day we'll see you soon as you tell back.

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So thanks again to the chief for joining us. You see the commitment that is from the city hall, of course, and across the NYPD all the way down to making sure that the city remains the safest big city in America, and you ever come in but to continue to

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help deliver that message to partners, and we ask you all to help help deliver that message as well. Anytime you hear any naysayers out there there are going to be issues, but keep reinforcing the fact that New York City is a safe destination, and we're

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all joined in that effort. So pivoting just a little bit in addition to safe streets and subways, we need to continue to be covert safe right because the virus has not gone away to ensure a successful reopening, while the number of vaccinated New Yorkers

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continues to grow. We still have a need for testing and quest diagnostics one of the world's leading providers of diagnostic information services is an interval partner of the New York forward, rapid testing program, a public private partnership designed

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to expand rapid testing sites across New York City, and across New York State and I know this is so important I get asked this question every day and I'm sure you all do too.

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I'm coming into New York, I need to get tested, what do I do so. It's such a great opportunity to have quest with us today I'm pleased to welcome here and key senior marketing manager of quest to talk about ways that they can work with your organizations

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help get that information and services out there so Aaron I'll turn it over to you. Thanks for being with us and thanks for partnering. Thanks for and I appreciate it and Kelly and Susan thank you so much for organizing this my comments will be brief, but I

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but I do want to just say that I'm, you know, even on behalf of quest and personally I'm very humbled and honored to be part of the circle of people who are really helping to, I think, in the in the in the creative that you showed earlier Fred reawaken

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the city so it's really a special place.

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And it's been it's really special for us to be to be part of that you spoke a little bit about New York forward so I just want to talk a little bit more about that and how testing can still can still make a difference in terms of you know safely getting

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back to what we, what we call normal, right, and making sure that visitors and I'm by the way I'm committed to getting down to the city that summer as well with my family.

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Visitors are feeling safe and so Terry thank you for that I've never felt unsafe in New York, and all the times that I've been there so somebody is doing something right in that in that arena.

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But I do want to talk a little bit about testing, and how rapid testing can help move New York forward in this sort of read the sort of reawakening, as Fred said New York Ford's a public private partnership, it expands the availability of rapid cope with

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19 testing and when I say rapid I mean within 30 minutes so you would show up to or somebody would show up to a testing site collection is done and then within 30 minutes their phone is going off with a result, and it's usually less than 30 minutes.

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So, so that is done to help build consumer confidence and sort of get us back to that safe. Safe gathering and safe events in New York.

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Access is convenient it's quick, testing is is accurate. And we also have molecular testing available at the same sites throughout New York, if that's required or needed so both both options are available.

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and again it's in partnership with the state program called New York forward. And we've got testing sites throughout the city, as well as throughout throughout the state.

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And there are three ways, really to access testing. I've got examples on the different ways to do this I won't spend much time on this slide I think this goes out you'll have a chance to look at sort of the summary slide but before I get into those three

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three access points I just want to announce that quest diagnostics has recently announced zero dollar out of pocket PCR and rapid antigen testing for asymptomatic individuals.

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This is new, no one else has this, no one else does this ethically in legally the way that quest diagnostics does. So again it's zero dollars out of pocket, even for a symptomatic so when you're planning to go to a sporting event, a family gathering travel

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or any other activities where you're not presenting with symptoms or you haven't been exposed to somebody that's tested positive.

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It's still zero dollar out of pocket so we're going to we're going to Bill insurance or we'll build a keras act for the testing and that's available for PCR and rapid antigen testing in New York only PCR everywhere but rapid energy right now in New York,

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only testing is accessible through quest coded 19 dot com. So that's brand new This is just launched last week.

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So, how do we access testing I've come up with a couple scenarios of how to do this so our locations throughout the city. One example would be for hotel concierge desks, to let the guests know hey here's a way for you to get tested present a QR code for

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the guests to just scan and do a quick registration and then head over the testing site within like I said 30 minutes, they've got a test result that result is transmitted into their Excelsior pass, as well as health past, and you get the results through

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your MC quest app so there's three ways to show that you have this have this test results so very simple to do another another example or another way to access this rapid testing is on site at events so we will show up to your event, and set up on site

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testing depending on the event and the size of the event how many guests you expect.

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You know, for your event we will be there to set up testing, and again rapid results available.

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And then the other. The other way to approach this would be through purchasing testing vouchers in bulk so perhaps a venue may want to purchase 100 testing vouchers that they can then distribute to their guests, and our staff for them to go ahead and

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get tested so that's just another way that you can access this and I know that this is probably a creative imaginative group so you can think of other ways to apply these sort of three access points and maybe there's more than that.

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But I just wanted to give some examples on, on how we might be able to make rapid antigen testing available and accessible to people who are coming into New York and looking for testing because the last thing I want to do as a visitor to New York would

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be to try to have to figure it out. If I get to my hotel, I want to see that it's available right there, you've solved the problem for me, and I don't have to worry about it I don't have to get on my phone and look for testing site and figure it out and

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let's just solve that problem and that's what quest wants to do in terms of partnering and collaborating with associations and hotels and venues and that sort of thing.

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I think, you know, just thinking back to the confidence and the perception that was discussed earlier, be a partner be a collaborator and a supporter, with New York forward, show your commitment to, you know, a safe venues safe gatherings doing taking

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the right protocols, even as restrictions are being lifted and things are being relaxed for good reason for good science based reason. Let's show our commitment by saying we are a collaborative with New York forward, and we're working with, you know,

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testing, testing outlets to make sure that our guests are safe and that they feel safe and confident to come and visit with us.

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As I said, results are fast results are accurate.

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You know, online registration takes only a few minutes, we've got locations throughout the city. Again, as I just announced we have zero dollar out of pocket in most cases, I will say that that's not available for back to work.

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It's other programs back to work or back to school test and we've got other systems in place for that, but for the majority, that's your daughter pocket is available.

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Again results available within 30 minutes and delivered directly to your mic request app Excelsior pass and your health pass quest diagnostics, was born in New York City.

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We have been around for more than 50 years and I said when we started right there in New York, our testing falls the highest industry standards in fact quest is one of the most strict lab companies out there in terms of our Standards and Quality answers

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quickly and accurately and we will support you through, through the through the journey in terms of not just only covert testing, but you may be aware that we have over 3500 other tests from anything from routine, all the way up through advanced oncology,

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you know, neurology everything that you can think of in terms of just supporting the healthy individual.

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So I think, you know, I'd love to hear from you. I'll leave this here for a moment so folks can take down, you know my contact information as well as Armand groupie Armand is sales director in the East region you can certainly help get a testing program

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set up or answer any questions folks might have about testing or regulations, and how to really use testing to help move the city forward and move your own initiatives forward.

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So I'd love to hear from you I know that we don't have much time for questions today but please reach out to me directly if you have any questions about testing, and we will get back to you as soon as we can.

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Thank you. I really appreciate it again time.

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Kelly Susan Fred it's just so important that we are on the same page here, marching forward to a safe reawakening I love that term of New York and so I'm really proud and humbled to be a part of it so thank you so much.

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Aaron it's Kelly Can you hear me. Yes. Okay, I know we did say we, we didn't have much time for questions but a couple came up repeatedly so great. Forgive me if you could just take a couple so folks are asking what the typical cost is for onsite testing

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for events.

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Yeah, so, so we, I think that the typical cost would be about third for rapid antigen testing is $30, per test but again, let's work together throughout your three year program and and and we'll, we'll look at that and that's something Armand and I can

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can talk to you about. Okay, great. And is that is that sort of the same for the bulk vouchers. Yes. Okay, got it. Okay, great. And then I guess this question what happens if someone has positive for coded while while you're going through this testing.

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Great question yeah if someone's test positive I would recommend following guidelines in terms of confirming the test with, with the molecular test. So that's step one step two is follow you know quarantine isolation practices that have been in place

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since the start of endemic. Yeah, I mean it's if you test positive you really need to take the venue or the events take action to, you know, let them know that and then you don't want that person in you know in with the rest of the with the rest of the

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attendees. Okay, great. And then, finally, can we get information for hotel concierge is for rapid test locations and QR codes. Absolutely I will send that through, if I'm not sure the best way to do that maybe either Kelly, Susan I can send it through

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you. Absolutely. Maybe they get through us center, absolutely sure definitely will.

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We will share we will share all of your information with everyone on this zoom this morning, as well as our members who weren't able to join us this morning so thank you and welcome and I see David's last know David if you could reach out to me on that

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I do want to talk to you about that because that's a great. That's a great question. So just, if you could just take down my email I will. I'll get back to you on that.

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Thank you so much everybody really appreciate the time here today and thank you all for what you do.

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Thank you, Erin.

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Great to have you with us.

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Next up, I'd like to introduce one of my favorite colleagues and city government, Dan gross. Dan is the newly appointed executive director for the city wide events management office, known Dan for a number of years and I've had the pleasure of working

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I've known Dan for a number of years and I've had the pleasure of working him with him on a much more regular basis since the pandemic here to share details on how the CCM office works and how new york city streets will be full of life this summer is

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Dan gross.

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Thank you so much Kelly, really appreciate it. Thank you, Fred and thank you everyone for joining us today.

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My name is Dan Gross I'm the executive director for the mayor's office the city wide event coordination and management, very long title there but just want to sort of in my remarks, I just want to give a snapshot of who I am, what our office does, and

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then go into a little bit of quick detail about our open streets program, or open culture program, and our newly developed open boulevards program, and then give everyone just a sense about what's going to be happening in the coming months.

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So, first and foremost, I have about 21 years of bad experience both in the public and private sector.

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Events ranging from your smaller indoor 100 person event all the way up to about 2.9 million and one given time which was something else, to say the least.

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That being said, I have a pretty deep breath of experience as it relates to large scale outdoor and indoor events.

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Now, my responsibilities as the executive director for the CCM. I'm responsible for the oversight and coordination of public events including gatherings and city parks processions parade street fairs block parties commercial street events displays filming

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for motion pictures and TV and movies and theater promotional events to ensure informed decision making by the various permitting agencies.

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Our office, what is our office, do we have three primary components with living CCM number one is what's called Seiko staples, the street activity permit office, that's where we permit all streets and sidewalks throughout all five boroughs.

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So if someone is looking to have a block party a street festival, a promotional event, you name it, that a division within my office handles the permitting process from the beginning to the application, all the way to its successful conclusion.

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The next division within my office is our city wide events division that group, really focuses in on major high impact events throughout New York City.

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So if you think of Governor's ball. Fourth of July.

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New Year's Eve in Times Square, on and on. We work very closely with the various organizations that put on these events and help to fight through any bureaucracy that could be potentially holding us up really a lot of if you think about it is air traffic

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control, making sure the right hand knows what the left hand is doing so we could have a smooth event that's safe for all New Yorkers and all visitors that come into the city.

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Our next division is our technical division our technical vision, and we were founded back in 2008. And one of our initial missions was develop an online portal for an application process for all city wide events.

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So within our SEO division when again which is our street activity permit office. People go and if they want to have a street event, they fill out their application.

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And then again, a member of our team will work directly with them to make sure that happens. Above and beyond that we administer the same online portal for the parks department NYPD Hudson River Park trust the Department of Transportation, and on and

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on and on.

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Our primary goal here is to situate New York City to continue to situate New York City as the premier event location in the world, we take that mission, very seriously.

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And we look forward to as in the next coming months the reopening New York and bringing major events back for us all to enjoy.

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Now I want to get into a little bit about our what we did during the pandemic which was primarily focused in on our open streets program.

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And in, and how that's evolved over the course of the past year. So starting with open streets in the spring of 2020 with New York City being the epicenter of the pandemic and the city, open the city opened up 100 of New York City's 6000 miles of streets

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for exclusively for exclusively for pedestrians, the idea was that we needed more space for socially distance recreation. This enabled outdoor learning and help local businesses thrive and inspired entrepreneurs, also allow performing artists as artists

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to share their talent. It really connected all of us in our neighborhoods, permanent through the Department of Transportation, the open streets program allows communities to embrace new public space and support small businesses.

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There are two key components of the Open Street program number one is a temporary limited local access. Open Street. So that basically is is where we cut down one individual street that was single lane and the speed limit on that particular street is

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no more than five miles an hour, and we have programming, whether it be through restaurants, whether it be through cultural programming that happens on the periphery of those two streets.

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The next component we have is a temporary foreclosure, the temporary foreclosure around from array allows for a range of car free activities that support local businesses and creates a safe place for New Yorkers to gather these open street support multiple

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uses including outdoor dining retail service and community programming.

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The wonderful news about the open streets program is recently the mayor signed legislation to make it permanent. What that means is the Department of Transportation is going to create a process in which community organizations can apply to manage open

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streets with the approval of the Department of Transportation, which provide resources for about 20 sites in all five boroughs. So once we had the open streets program up and running and we realized the success of that, like, relatively quickly we expanded

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that through a what's called our open culture program, open, open culture program started as an initiative, rather legislation by the City Council. That allows for ticketed performances, performances on open streets with no fees beyond a $20 application

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fee.

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So this enables arts and cultural institutions as well as entertainment venues, have the opportunity to secure a permit for a socially distance performance at almost initially starting with 203 locations since the inception of the program.

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Several months ago, we've had over 400 successful events in the city. So from the success of that program, most recently we announced the open book open boulevards program the open boulevards program is a new program to enhance and expand 10 multi block

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corridors to create dining destination experiences throughout the city. The plan builds off our last year successful open streets program and restaurants program was transferred to transform miles of restaurant heavy streets in the open spaces for diners

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cyclists and pedestrians to enjoy. In addition to creating extra space for dining open boulevards will feature cultural activities community based programming landscaping and other beautiful beautification in art installations.

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The city is going to work very closely with our partners that NYC and company to remotely boulevards program and drive citywide regional international tourist activity in each location.

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We're again we're looking at 10 gateway locations throughout the city. We're extremely excited about this program, and of course as always very excited about working very closely with our partners at NYC and company.

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So that gives you a general sense about where we started with open streets. We also have the open restaurant program which has been wildly successful.

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We've had obviously all the, the restaurant industry travel industry has been going through incredibly tough times to say the least over the course of last year, so we've really tried to develop these programs to help keep people float to the point comes

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when we can start reopening. Now, that gets me to my next point currently right now just to give you a general snapshot of some events that are coming back to the city.

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We have formula electric racing which is going to be happening in July, 10 and 11th. We have the governor's ball Music Festival, which is going to be happening at Citi Field.

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On September, 24 and 26.

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Yesterday was the announcement for the return of the New York City Marathon, and above and beyond that we've got some really, really exciting events that we're going to be announcing over the course of the next few weeks and months that we believe very

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strongly will re insert new york city as, again, the premier location to do events in the world. So that's our commitment. That's what we're going to be working on.

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We, we understand the moment that we are in this is generational, this is a once in a lifetime opportunity for all of us in the city government level, all of our partners all the businesses, all of our attractions, all, you name it, To really rise to

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the occasion, and show the world that New York City is ready to take on the mantle, once again. So again, we're extremely excited to get things moving.

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We've got some things coming up in the next few weeks but some major announcements that are going to be happening over the course of the summer, that we feel very strongly is going to help to really drive a lot of tourists traffic back to New York City

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so so buckle up. Get ready.

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We're working our, our hardest to make this happen on behalf of all of you, and trust through the experience of the leadership that we have throughout the entire city government that is our singular focus so thank you so much Kelly, thank you so much

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right and thank you so much all for your time and consideration during this period. Thank you very much, Dan. I know that you and your colleagues at CCM had been working around the clock throughout the entire last year, and all of the programs that you

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are overseeing and shepherding the open streets the open culture The boulevards, they all contribute to the vibrancy that people feel when they're in the city and the confidence that New Yorkers have and we're really grateful for all of your work.

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Thank you. Thank you so much. Thank you, everybody.

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So Dan mentioned a few events. We all know that New York City is world's, the world stage and plays host to so many iconic and international events.

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Yesterday, many of you may have seen Governor Cuomo, along with Jane Rosenthal co founder and CEO Tribeca enterprises and the Tribeca festival shared their exciting plans to reinvent the festival here to share more details on the back of Festival on the

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occasion of its 20th anniversary is festival director, Cara Cusumano, everybody. My name is Cara Cusumano I'm the director of Tribeca Film Festival. And I'm very excited to share with you a little bit about our event.

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We are coming up this June 19 to 20th. And we're hosting an in person event all throughout the city. So, last year in April of 2020 we were not able to move forward with our plans in person programming we did a lot online and virtually but now we're really

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excited to have kind of reinvented what the festival will look like this year and it is our 20th anniversary festival. We were founded in 2002, after 911 with the mandate to bring people back downtown and to bring people back together around film and

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that sort of healing potential and possibility for the communal experience of watching a movie together, and we feel like you know 20 years later, we're kind of finding that mission really renewed in a meaningful way so we took that to heart.

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As we were planning and we know that people coming out to the festival this year will be maybe seeing a movie on the big screen with a crowd for the first time and this is going to be an incredibly memorable important moment and really emotional so the

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program reflects that it's a really uplifting joyful fun program this year. This is a little snapshot of what the festival looks like it is a full festival programs so we have 66 feature films playing as part of the lineup.

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They're all playing in person and then they will be available virtually after, after their in person screening in the city, you can see them on our online platform as well.

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55 of those films are world premiering at the festival so that's really exciting. It's a lot of new films, people who've been waiting to launch their movies for a year, finally getting the opportunity to share them with an audience, a live audience.

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We also have our usual additional programs including immersive which is our kind of VR and experiential storytelling section, we have trade back at TV.

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We have our new section for games and for podcasts, and our live talks so we we wanted to be sure that we captured the full breadth of the festival programming.

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Even if we're presenting it in a slightly different way, which I will explain.

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Right now, we're going to be completely outdoors this year we're kicking off with. In the Heights, which is a really exciting opening night film for us I think it captures everything that the festival is about this year and every year it is about New

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York, it is about community it is about the arts, you know it's based on a Broadway show, so kind of that messaging around revitalizing art and film and the power of music and storytelling, to kind of bring a community together so this will kick off on

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June 9 across all of our screens in all five boroughs. So we've converted spaces throughout the city into open air theaters, we have four theaters venues in Manhattan.

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One in Brooklyn, one in Staten Island and then our borough to borough program, which is a two mobile screens that can travel from space to space so we've designated parks throughout the city that these screens will travel to and people can come and kind

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of picnic style. Enjoy films throughout throughout the festival dates.

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So I think if you go to the next slide shows bit of a map so these are just our borough to borough locations we also have the additional kind of permanent venues that will be throughout June 19 to 20th in Manhattan, Brooklyn and Staten Island, and the

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way the festival will look is fully outdoors so we have LED screens they're fairly impressive the one at Battery Park i think is a 60 foot LED screen, which I think is bigger than the screen at Radio City so it's a really giant outdoor experience, we're

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going to show films, all day because they're led they're visible in daylight and super crisp and beautiful, it'll look like seeing a movie indoors.

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And it'll be June and outdoor seating So a really kind of amazing immersive experience with the city as the backdrop and turning the city itself into our multiplex, and all of our seating will be in socially distance pods, so you can reserve a part of

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two or four tickets and come and sit with your group, while you watch the film to expand on the borough to borough programming a little. This is in addition to our sort of 66 film main slate, we programmed each location really thoughtfully.

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And what would work within that particular community the images here sort of represent a couple of the different themes that we tried to embrace lemon Trina is a film from our 2020 program that was not able to screen last year and we've invited those

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films back to be a part of this year's event, many of them never were able to be seen over the last year and will still be world premieres with us this year, and Mama Gina is a documentary about a kind of matriarch of Bronx community, and will be showing

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that as part of our programming in the Bronx.

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Rita Moreno just a girl who decided to go for it is a documentary that we are screening as part of this year's festival, and will be showing this one also in the Bronx time to the Puerto Rican Day Parade where we've decided to dedicate both of our borough

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to borough screens to a full day of Puerto Rican stories and filmmakers and Rita Moreno is expected to join us and be a part of that premiere and that celebration.

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And the marijuana sort of speaks to a lot of the community screenings are doing that are more family friendly and more kind of classic films that for that all audiences will enjoy.

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They're not the films that are premiering with the festival they're more kind of hand picked classics that we know are going to be crowd pleasers and great for an outdoor kind of family gathering.

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And then we're also taking place June 9 to 20th which means that our closing night, June 19 is Juneteenth, and we thought to program throughout the festival celebration of black stories and directors and creators and so this is a thread throughout our

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entire programming in the borough to borough trucks on June 19 will be devoted to a black cinema revival that our programming team put together.

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reunions we, these are always some of our favorite events of the festival celebrating classic films by bringing together the filmmakers and cast to discuss them.

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And this year we wanted to be sure to include those so there'll be a combination of in person and virtual events.

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The Royal Tenenbaums will be screening the film live for an audience on the big screen, and then we will have a virtual reunion. Afterwards, of this very amazing cast with Wes Anderson to talk about the making of this film Fargo we will be doing all in

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person the film screens and then we will have Joel Cohen, Frances McDormand and Steve Buscemi live to do a panel conversation after that.

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And then Raging Bull is, you know, continuing our tradition of celebrating the collaborations of Martin Scorsese and Robert De Niro.

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This is a remastered version of the film that will screen on the final night of the festival June 20. And then, Bob and Marty will have a conversation, live from the set of their new film that they're shooting together in Oklahoma.

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And some more of our live talks.

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These are really great events, one on one conversations with some of the most exciting storytellers and filmmakers working right now. These are all happening live in person, for, for a live audience, and next show Milan, is part of our director series,

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and then storytellers are storytellers program which celebrates, not just directors but kind of multi hyphen it producers actors interdisciplinary storytellers will have Amy Schumer, Guillermo del Toro with Bradley Cooper and john legend, with his producing

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partner Michael Jackson

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might be the end.

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So yeah. Tickets are on sale now all of our live events are free, so you can reserve tickets through Tribeca Film calm and then if we, if there's anything else you'd like to see virtually at home.

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Throughout the festival, those tickets are available now as well for our Tribeca at home platform.

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We're really excited about what we've planned and we hope will see you all there it's going to be incredibly memorable and meaningful and we're excited to host you all.

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Thank you so much Kara, it's really, really exciting about all of these outdoor screenings and all the five boroughs, and we love the fact that the festivals.

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In the Heights.

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As you know, we're also partnering with the film and with Warner Brothers pictures to highlight the vibrant neighborhood of Washington Heights, and to spotlight the city's immersive Latino culture so we think it's going to be a fabulous showcase of the

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city this summer, as we continue to come out of the pandemic and exciting news about your video city closing night and it'll be, you know, fully live and.

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So thank you for joining us today. Thank you for all you do.

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Congratulations on your 20th anniversary.

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Thank you so much.

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Okay, so next up, as you all remember in 2019 we were absolutely thrilled to host world pride. It was the first time world pride was ever held in the US.

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It was the occasion of the 50th anniversary of the Stonewall uprising, and the birth of the modern day gay rights movement. And like many events and nyc pride.

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Last year had to celebrate in a virtual way. And we're so happy right now this morning to have the Interim Executive Director of NYC pride and heritage of pride, David Correa to talk about this year's festivities.

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Thanks David. Thank you for having me. I'm excited to see that New York is coming back. I will say that working on events in 2020 and felt like it didn't really go away we were, we were really proud to work very closely with various city agencies to make

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a hybrid event happen at least towards the end of June, and have more plans to share with you today regarding what we're able to do in 2021.

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So each year pride takes on a theme. Pride is a very personal experience and our theme last year was the future is with a blank line. This year's theme is the fight continues which I still think gives folks the opportunity to make pride their own because

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we all are facing a multitude of battles that we have to acknowledge and work towards making a stronger and safer community for everyone.

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So the fight continues will continue to be a personal theme for those that celebrate inexperienced pride with us.

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So one of the exciting things that we're working on right now we're calling the pop ups with the inability to put on a full fledged march with millions of people crowding Fifth Avenue.

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We look to our friends in New Orleans for a little bit of inspiration and we've created this pop up experience with partners so far with about 60 partner locations around the city, and they are going to decorate their, their facades their storefronts

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their small businesses their restaurants or outdoor dining experiences with the feeling of an NYC pride March float and bringing the float experience to various parts of New York City, will also create a digital map where folks can find what experiences

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are happening where there might be offerings there might be discounted food and beverage, and we are currently working with partners to get additional partners registered so if anyone would like to join us you can join us, you can visit us at NYC pride.org

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for more information there.

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private island, also known as the pure dance is our multi day Music Festival. We won't again be coming back in a format that folks have gotten familiar with in 2019 we had both Grace Jones and Madonna with thousands of thousands of people clustered together.

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But what we are doing is a hybrid form. Actually, tomorrow is the filming with a ticketed experience so folks can see the behind the scenes action at $3 bill in Brooklyn.

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And then we're also working on a live watch party experience on Sunday June 27. So truly a hybrid event for us for private island in this year.

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Pride fest is our annual street festival in 2019 we welcomed over 600,000 people to the streets. Again, we don't see that happening this year, but we're working very closely with folks like Dan gross and various the agencies to see what it is that we

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can do to create a smaller experience and kind of ease our way back. This is a great place for folks to have booths and provide information. This is a great place for food vendors we like the word fast so our food vendors we call food fast.

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If there are sponsors that want to participate here small businesses, nonprofits, it's really a great place for the community to come together. registration is currently open.

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And again, you can visit us at NYC pride.org for more information.

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You've pride so this is probably one of my favorite events. We created this event in 2017. It started in a small park on 14th Street. And then in 2019 grew to Central Park where we hosted 10,000 LGBT q plus teens their friends, their families and allies.

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It is a completely free and safe space for young people. It's like nothing I've ever seen before. Sadly in 2020 we were unable to figure out a way to make this come to life.

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But again, in hybrid form we've, we've put our heads together and get a little creative.

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So we will be creating a pre taped broadcast experience that will stream on our Facebook and YouTube. But we're also partnering with youth serving organizations around the country LGBT centers housing centers YMCA to also simultaneously stream this at

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coca compliant.

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CDC regulations safe, watch parties.

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We've already partnered with places like HMI here in New York, the YMCA. And so we've taken this event national if there's anyone interested that focuses in on youth or would like to be a part of this experience.

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We welcome you and again nyc.org is the best place to go.

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And then just a quick snapshot of some of our virtual programming.

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Our family movie night is back in a virtual format on June 17, we are actually in partnership with Tribeca Film Festival for an event called pride presents which is also a filming film event, and our human rights conference is a three day experience on

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Facebook and YouTube June 21 through the 23rd. We've been already working on an event with God's love we deliver called savor pride which started in January once a month, we feature a chef from the community and to have our host name is Jay and Cecily

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Our rally which is the oldest event and our calendar is June 25 on our Facebook and YouTube, and then we will have a special ABC broadcasts of the, of the, I guess the pride March, as much as it will be featuring members of our community.

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Last year we had folks like Billy Porter Janelle Monae Rufus Wainwright all that participated with us so we're hoping to put on a great show again this year.

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And then again.

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Our website is NYC pride.org for any information, or if you are interested in participating with us in any of the in person or hybrid.

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We are creating.

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Thank you so much, David.

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We're going to share this information with everyone on our zoom again and and all of our members.

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I'm sure that that many will want to get involved. I love the concept of the pop ups.

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New Orleans, you know, they're so creative down there and it's so great. And as you remember right in 2019 so many of our members got involved and displayed the rainbow flags and and the All are welcome logo and imagery that that we created to welcome

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everyone so I really think a lot of folks will want to participate and in the youth events as well, so we will be sure to share your information and thank you for everything that you do.

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Thank you very much.

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So next up is Danny Zausner, the US Open tennis championship is the single largest spectator sporting event in the entire US, with over 750,000 spectators over its two week playing period, and attracts visitors from all over the globe.

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Danny has served as the Chief Operating Officer since 2001. Another 20 year anniversary. And we want to thank Danny, for joining us this morning and sharing the plans for the US Open for this year.

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Morning Kelly thank you so much for having me Hey, it's ironic It was about a year ago this time I was on a call with Fred Dixon and we're talking about the fact as New York City was the episode of the pandemic that you know how do we get the US Open

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hosted we broadcast over 200 countries we want to showcase New York City to the world. And fortunately we were able to host the open, unfortunately we had no fans here last year, but now as we sit here in May of 2021.

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Our intent is to have fans out this year and I want to talk to you about that briefly, I'll tell you a little bit about the history of the open for those who aren't that familiar with it, but we can go to the next slide.

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We've been very fortunate to be in Queens for the last hundred years the events been here for 140 years and total. Now we're always the week before and after Labor Day.

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Up until 2019 we are hosting a fan week the week before the two weeks of the manger when we do our qualifying tournament last year we weren't able to do it this year we'll do the qualifying tournament, but we will not have fans on the grounds for the

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qualifying event obviously will have fans on the ground for the two weeks of the main draw. We'd like to think of ourselves as the innovative Grand Slam we introduced nighttime matches blue quartz instant replay technology equal prize money before any

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other tournament was doing that. Next slide. Thanks.

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And as Kelly mentioned in terms of our attendance, the two weeks of the main draw we do a day and night session for the first 10 days, we introduce grounds passes over 10,000 grounds passes, plus our four more four main stadiums, it's like hosting a Super

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Bowl for 14 straight days and we take a lot of pride in that fact. And obviously there's no greater city in the world to do like the New York City, and with that fan week attendance and 2019 we had over, 850,000 people, because we had over 100,000 people

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for fan week. Next slide.

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I mentioned about the broadcast we broadcast over 200 countries so as, as all of our neighbors in the New York area Yankees Mets Nixon ranges that are primarily a domestic broadcast, our event and tennis has an appeal all over the globe, our social properties

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properties are digital properties as you can see here the numbers are quite staggering 40 million visitors during the course of the event. Next place on the social side the numbers are just equally as impressive and when you have rock star players like

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Rafa Nadal Roger Federer Serena Williams it really transforms the whole opportunities we have to showcase the event across the world 321 million interactions and video views next place.

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And I mentioned the broadcast ESPN is our domestic partner and we have partners all over the globe showcasing that 1300 plus hours, the ESPN produces for us to those 200 plus countries.

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And over the last couple of years we used to be an event that broadcast just the main courts. Now we're able to broadcast on all 16 course that we use for the event.

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Needless to say with tennis is popular as it is on the players being international each match has a different meaning to different parts of the globe.

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Next,

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and our world past partner obviously much like we could never host this event without the support that we get from all aspects of New York City in New York State.

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but we also obviously couldn't do without our broadcast partners and our sponsor partners, many of which have been with us for 30 to 40 plus years JPMorgan Chase Tiffany, and many others have been with this event ever since it came to flushing metals

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Corona Park back in 1978, next week.

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So as far as this year is concerned the main draw event the two week main draw is August 30 through September 12. We are still working with New York State to determine what our attendance will look like the US Open traditionally relies on almost 35 to

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40% of our visitors being from outside the tri state area and more than 15% of them being International, as you can imagine when fans come to the US Open, it's not like you're just pop in for a couple hours.

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The traditional stay for a day session could be eight to 10 hours, and the fans that come in, it's their annual bucket list is not a one type type thing the percentage of people who come back year after year.

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And if you're coming to the tri state and coming to New York City to to watch the US Open, you're coming for 234 714 days in total. So we are all about tourism the economic impact engine that the US Open is in 2019 or last great year 800 million plus

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from our two week event so you can begin to imagine what that translates for hotels, restaurants and shops throughout the tri state area.

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I can't guarantee what percentage of our international visitors will be here this year outside the tri state area, but I can guarantee you that the action on the courts and what's going on on the grounds.

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As you can see in this image will be unrivaled this year in 2021. I imagine our attendance will be slightly lower than our record breaking crowd of 2019, but I still anticipate enormous crowds that are just having a spectacular time.

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So I am always available to answer any questions for people offline as we're running out of time. And we'd be thrilled to see you out here for this year's event.

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Thank you so much, Danny I'm just looking in the Q&A to see here.

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If there are any particular questions for you and we can share them with you afterwards.

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Thank you so much for joining us.

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What a huge, huge event, and we are so proud to call the US Open, you know that it's home to New York City, and it's it's such a, it's such a sign that you're bringing it back and I know we'll hear more information because a lot can happen between now

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and Labor Day so we're, we're, we're really excited so thank you very much for joining us and thank you for serving on our coalition for New York City Hospitality and Tourism recovery as well.

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Thanks for all you do.

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Thank you.

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Okay.

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So, we have our final.

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Our final guest right now.

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We're honored right now to welcome the President and CEO of the national September, 11 memorial and museum, Alice Greenwald Alice began as head of the exhibition department for the museum in 2005, and was appointed president and CEO vice chairman Michael

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Bloomberg in January of 2017.

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I'm sure you all recall it was on the occasion of the 10th anniversary. In September, 2011, when the memorial opened to visitors with to recess pools in the footprint of the towers.

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And it's hard to believe that we're actually approaching the 20th anniversary.

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So we're so pleased to have Alice here this morning to share with us her vision for the 20th anniversary. Thank you, Alice.

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Thank you, Kelly.

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I'm just delighted to be here. I want to thank you and Fred for the opportunity and I have to say after listening to everything I've heard this morning, you know I just love New York and as we said two decades ago.

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I love New York more than ever.

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So as Kelly just mentioned in less than four months we will be marking the 20 years since the 911 attacks, and we now find ourselves in a transformational moment when for younger Americans the experience of 911 is not a memory is not a memory they lived,

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it's actually history, learned.

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In fact, since 2001 approximately 4 million people have been born every year in the United States. That's 10s of millions of people born during the two decades since the unthinkable happened today 20 years later, the 911 memorial and museum stands as

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a symbol of healing renewal and hope. In the aftermath of tragedy in the context of the challenges of this past year and those that still lay ahead in response to the covert 19 health crisis, the stories of leadership courage service and sacrifice.

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How is within the walls of this museum stand is powerful reminders that in the face of adversity and unfathomable loss of life, our capacity for hope.

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and our potential for resilience, will see us through.

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Our city has endured tremendous heartbreak. This past year, I actually think we're one slide ahead, unfortunately, go back to the last one of you with thanks so much.

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We all have have gone through tremendous heartbreak this past year. And I think often that one of the lessons coming out of 911 is particularly meaningful at this moment in time, is what we refer to as the spirit of 912 that we can prevail, we can rebuild

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and we will keep moving forward together, all the while remembering and preserving the history.

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Once again I see our city rebounding after tragedy and loss. After so many difficult months, there's a palpable sense of renewal, and that renewal is reflected in what we're seeing at the memorial and museum, which is steadily increasing visitation.

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In the weeks and months ahead, you'll hear more from us about a newly launched nationwide campaign. The never forget fund designed to ensure that a new generation can learn the lessons of 911, which are now more relevant than ever.

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The campaign reinforces several themes, the imperative of remembrance, positive 912 values like compassion, empathy and service that were so powerfully demonstrated in the aftermath of the attacks, and the potential for resilience and renewal, in the

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face of adversity messaging that is at the heart of our mission.

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The never forget fund will help us expand far reaching educational programs such as our anniversary in the schools webinar.

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Through this online interactive experience a collection of First Person accounts of the attacks and their Aftermath are provided to students across the country and around the world, helping a new generation gain the knowledge and perspective to negotiate

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a world that is defined in far too many ways by the attacks and their consequences, the world that these young people will be inheriting as adults.

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Today, this webinar has reached more than a million participants from all 50 states 40 countries, and to US territories. Registration is currently open for this year's 20th anniversary anniversary of the schools webinar, and I will just ask if there are

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educators in your life, anywhere in the world. We would love your help in helping us to reach even farther this year and I know, as of yesterday we had early registrations from 48 states were missing Alaska and Hawaii.

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So if you happen to know teachers or principals, or have contact with family in those states and can get them excited about registering and participating we would be very grateful to meet our goal of all 50 states once again.

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This year, the 911 Memorial Museum will be leading the nation and observing the 20th anniversary.

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The annual commemoration is truly the heart of all we do families of the victims of the 911 attacks and the 1993 World Trade Center bombing will gather to remember their loved ones and the lives they lived.

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We'll be resuming the live reading of names by family members, and we plan to have some beautiful musical tribute and recognition of this milestone anniversary year.

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And once again, if we can move to the next slide. On the evening of September 11 through to dawn The next day, we will produce the iconic tribute in light installation.

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Last year in the midst of the pandemic. We started a new and complimentary tradition, which we called tribute in lights floral partnering with new NYC and company.

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We invited several organizations and landmark buildings across the city to illuminate their facades in Memorial or sky blue connecting the entire city and brightening the night to the shared light of remembrance.

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Which brings me to all of you and a few of the ways we're hoping you will join us in observing the 20th anniversary.

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First, this year we have to take tribute and lights, even farther.

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If you are able to light your building facade, or spire or entryway, we would encourage you to please join us and we will be very glad to highlight you on our website, and in all of our press materials.

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blue color of the sky on that. September morning nearly 20 years ago, while also shining a light on, everyone under the blue skies of today and tomorrow.

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The people who respond who mourn, who contribute and who will never forget.

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Now more than ever we do find ourselves turning to the stories preserved and shared at the 911 memorial and museum stories of grief, but also stories of healing bravery, compassion, and of our cities resilience to remind us that it is in darkness, when

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we shine brightest.

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And speaking of the blue sky We all remember, we will be soon releasing details about a social media activation that will take place on the day of the anniversary itself.

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And that we hope you willing, we hope will engage audiences across the country and around the world and we hope will engage you as well. If you've been to the museum you no doubt saw Spencer finches monumental art installation, trying to remember the

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color of the sky on that September morning.

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It is comprised of 2983 hand painted watercolors. Each a unique shade of blue, a tribute to the enormity of our collective loss, but also the individuality of each of those who were taken from us far too soon.

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We hope to inspire individuals to join us in a shared moment of what Spencer calls active remembrance. On the day of the anniversary. When we will look up at the sky, which in itself is an act of hope and take a moment to remember, and then take a photo

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of that view, you are seeing wherever you are, whatever shade your sky happens to be that day, and share it on social media.

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We are very excited about this project, we believe that it will bring people together in a unique way.

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I hope that you will consider doing this, you know, and letting your employees know about it.

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As we pause to remember. On that day, the memory of those who were killed.

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We really hope that the blue sky campaign will also remind us of how underneath this same big blue sky, we are all connected to one another. And that message is perhaps the most powerful message and legacy of 912.

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After what has been a tremendously challenging year for the 911 memorial and museum as it has been for all of our city's beloved cultural institutions, we would value your partnership and building awareness of the never forget fund.

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In doing this, you can help preserve the sacred place of remembrance reflection and education in the heart of our city.

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Please contact us at the email on the screen info at 911 memorial.org. If you have questions or would like further information, and certainly when you're ready to let us know that you'll be lighting your building and more blue on the night of September

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11 we want to hear from you, and we will be sure to direct your email to the right people.

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Fred, Kelly, Susan, thank you thank you for inviting me here today. thank you for the great work you're doing in reminding the world that New York City, can never be a down for a long that we will be coming back stronger and more wonderful than ever.

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I could not be more grateful for your work, and for your partnership, as our city recovers, once again, and I hope we can all draw on that spirit of 912 in the 20th anniversary year.

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As we begin to imagine together the kind of world we want to build for the generations that will follow us a world in which remembrance contains within it.

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The seeds of resilience, and renewal. Thanks so much.

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Alice Thank you. I'm so so perfect to end this morning's program with you.

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You know, we, you have all of our respect and, and just admiration so thank you so much. We are honored to partner with you again on the city in lights and the blue sky blue sky campaign is amazing.

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It's such a beautiful idea. And I know that it will be widely embraced by our members, and I made a personal note, I'm going to get on Alaska and Hawaii for you so you have all all the states covered.

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Of course I'm on it. So, thank you, Alice. And thanks to all of you for joining us this morning, we're just two minutes over. Thanks for staying with us I hope you enjoyed the program.