

NYC Opening Up

July 1, 2020

Connecting the people that connect the world.™

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Agenda

- Welcome
- Port Authority Update and Q&A with Huntley A. Lawrence
- NYC Update with Maria Wilcox
- Reminders and Wrap up

2020 Sponsors



Port Authority of New York and New Jersey



Huntley A Lawrence
Director of Aviation
Port Authority of NY and NJ

NYC & Company



Maria Wilcox
Senior Vice President of Hotel Relations
NYC & Company



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July 1, 2020

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What's at Stake

Travel and tourism is a major economic driver for NYC.

2019

66+ MILLION
visitors

\$70 BILLION
in economic activity

400k JOBS
9% of NYC
employment

\$6.7 BILLION
in local tax revenue, saving
NYC households an average
of \$2100 annually

Tax revenue helps fund first responders, education, transit, and other essential services

A Plan in Three Stages

We'll plan for the end goal — RECOVERY — by mapping stages that naturally overlap and build on each other.

Our Coalition Blueprint will include flexible messages and carefully considered tactics (with an emphasis on virtual) designed to balance public safety and personal vigilance with the promise of hope, opportunity and excitement for the future of NYC.



1

RISE: Late Spring

- Focus on education and information to rebuild consumer confidence.
- Implement virtual programs for New Yorkers to engage with their city through virtual programming and content on nycgo.com.

2

RENEW: Summer (Current Stage)

- Inspire New Yorkers and those within a short drive, to reconnect safely with their city through new initiatives
- Launch revitalization campaign

3

RECOVER: Late Summer - Fall

- Launch vibrancy campaign as more sectors reopen and New Yorkers and visitors can confidently enjoy the city again

Rise: Tactics

Driving Inspiration and Spend to the Hospitality Sector

**SINCE YOU HAVE TO STAY HOME
NYC WILL COME TO YOU**



VISIT VIRTUAL NYC
BROWSE 250+ ONLINE EXPERIENCES

NYC
The Official Guide

nycgo.com/virtualnyc

**HELPING OUT CAN BE AS
EASY AS ORDERING IN.**

Your support helps NYC restaurants
stay open. And part of

#DineInNYC

browse restaurants on
nycgo.com/dine-in-nyc

**SHOP ALL FIVE BOROUGHS
WITHOUT LEAVING HOME.**

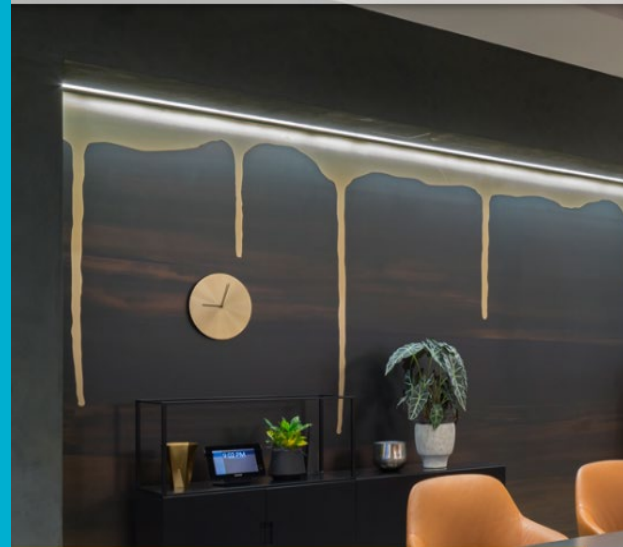
Your support helps NYC businesses
stay open—and part of

#ShopInNYC

see a full list of shops on
nycgo.com/shop-in-nyc

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Who We Are Engage wi



Virtual NYC Site Tours

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The Roadmap for Tourism Recovery

JULY 2020

Goals

Through the lens of hospitality and tourism, we will seek to:

- Show New Yorkers the way forward to safely reconnect with the city they love
- Get visitors excited to travel to New York City again
- Help put NYC's 400,000 tourism and hospitality employees back to work
- Remind the world that New York City is not only the greatest city in the world but also the safest from a public health perspective in the wake of the pandemic
- Show New York as one of the world's most diverse, inclusive, and welcoming cities



Thank You

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NYCBTA Updates

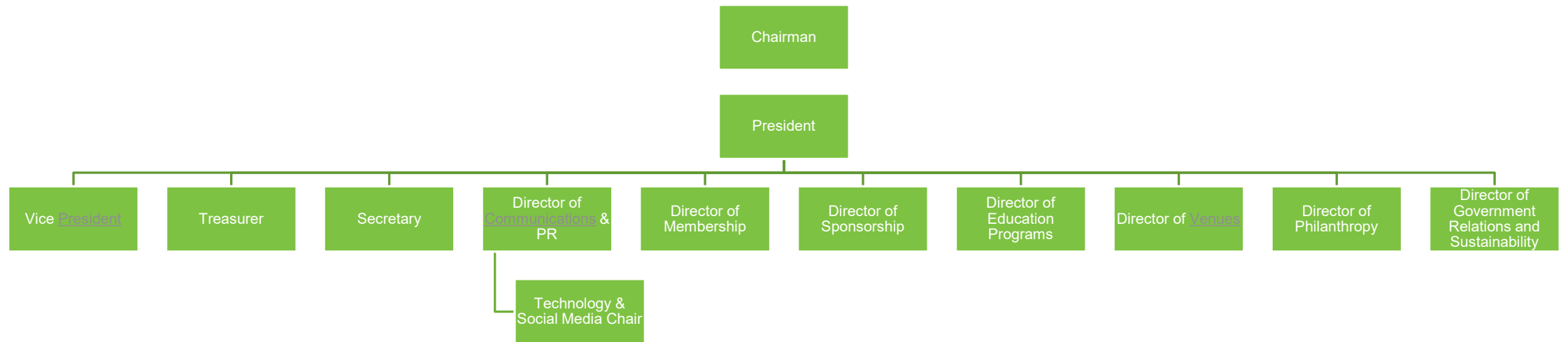
Elections

- Be sure to send your intent to nomination@nycbta.org by July 15th
- You must be a member of NYCBTA to run
- All positions are up for election.

Election Timeline



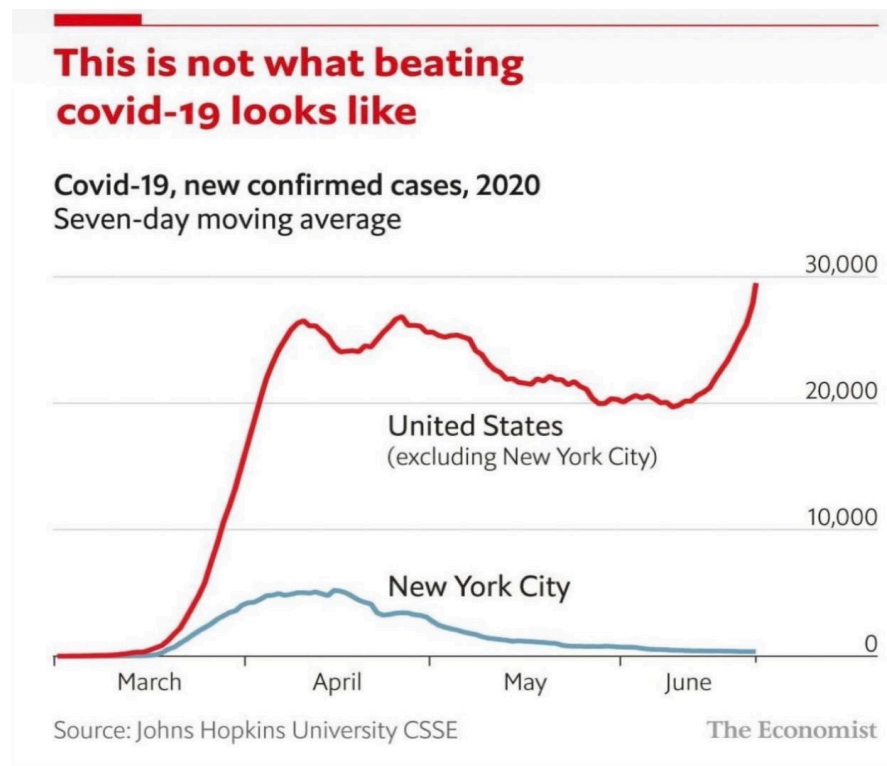
Board Structure



Bylaws

- Revised Bylaws are on the site – via the bylaws page. There is a document at the top of the page, that has what's changes.
- Members will have until July 31st to Review
- Members can provide their questions and comments to president@nycbta.org, we'll provide answers in a digest so that all members have the same information.
- Please take the time to review and provide feedback.
- We will send a survey out on July 31st to the membership for their approval of these changes.

A little home-town pride - COVID





Wrap-up