

REOPENING NEW YORK CITY

#STRONGERNEWYORK

We understand that the COVID-19 global pandemic has been a challenging time for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The information below outlines the specifics of New York's Phase 1, 2, 3 & 4 reopenings and current traffic patterns.

PHASE 1, 2, 3, & 4 REOPENINGS:

- **Phase 1 (June 8th):** All construction sites, manufacturers, nonessential retail stores (for delivery, curbside and in-store pickup), wholesalers, outdoor businesses (drive-in movies, landscaping and gardening)
- **Phase 2 (June 22nd):** Outdoor dining, hair salons and barber shops, offices, real estate, in-store retail (malls excluded), vehicle sales, leases and rentals, repair services and cleaning services, commercial building management
- **Phase 3 (July 6th):** Personal care services (nail salons, massage parlors, spa services and tanning salons) & "low-risk" youth sports
- **Phase 4 (July 20th):** Low-risk arts and entertainment activities (zoos, botanical gardens, historical sites, outdoor museums and parks), film, movie and music production, higher education institutions, professional sports (without fans) & shopping malls (with "enhanced" filtration)

TRAFFIC PATTERNS

- Throughout the national emergency, we have been delivering 56% of impressions on large format roadside inventory across New York City.
- As more businesses and offices reopen, we are seeing an increase in impressions. Within the last 7 days (8/25-8/31), we are delivering 94% of impressions.

