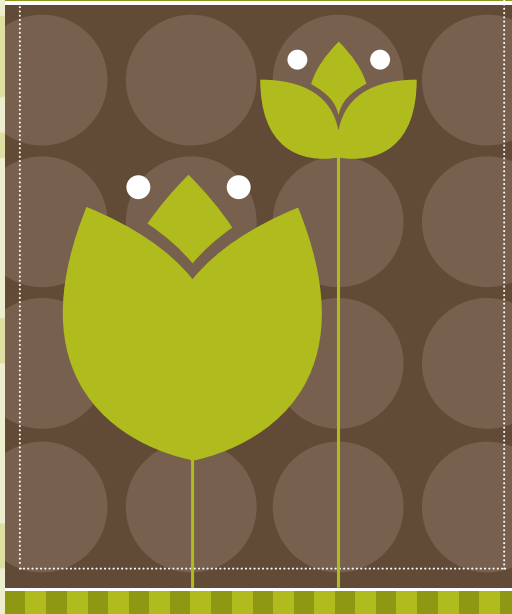


GREENING

THE GREENING OF
LINCOLN SQUARE

07
08





THE MISSION

The mission of the Lincoln Square Business Improvement District (LSBID) is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls and parks; and the promotion and marketing of the area's diverse business and cultural offerings. The LSBID acts as a catalyst, working with business, community, and city partners to promote positive change in Lincoln Square. Our programs and initiatives are designed to foster tourism and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.



DEAR FRIENDS AND NEIGHBORS,

When Mayor Michael Bloomberg officially proclaimed June 21, 2007 Lincoln Square Business Improvement District Day, he explained that “no other organization does more to keep Lincoln Square clean, safe and beautiful.” Those of us at the LSBID couldn’t help but beam with pride, though we knew that many nurturing hands from the Lincoln Square community contributed to its growth and blossoming. So in tribute to the collective efforts of the many who gave freely of their time and resources over the year, we dedicate this annual report to the greening of Lincoln Square.

In its most literal sense, the greening of Lincoln Square can be seen in the lush seasonal plantings in our 10 Broadway Malls, in Richard Tucker Square and in Dante Park. Today, the garden-like settings have benches and café tables and chairs filled with workers, residents and visitors enjoying an urban idyll. Greening efforts extend to our newsletters and brochures, which are now printed on recycled paper in support of environmental sustainability. The LSBID also promotes the Mayor’s “GreeNYC” plan for ensuring a higher quality of life for all New Yorkers.

The concept of greening also encompasses the LSBID’s top priorities: safer and cleaner sidewalks and public areas, after-school programs for area students, as well as marketing and promoting Lincoln Square. We are delighted that in July 2007 we signed a new five-year contract with the City of New York, which will enable us to continue our top-notch services for the gateway to the Upper West Side. Our talented, dedicated staff works hard at stretching every dollar for the maximum common good. We are also thrilled to have hired Rebecca Gerber, our new Program Assistant, who came to us from the Downtown Alliance, New York City’s largest BID.

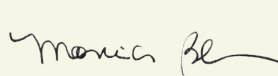
In 2003, we received approval of a long-term financial plan that enabled our Board of Directors to gradually increase the budget to \$1,665,000 without significantly raising property owners’ assessments. Now, after five years, our Board has authorized the LSBID to submit an application to the Department of Small Business Services and the City Council to increase the assessment budget to \$2 million over three years. With this increase we will be able to ensure

that those who work hard to pick up litter, sweep our sidewalks and patrol our district receive annual wage increases to help them manage rising costs and inflation. For fiscal year 2009, the Board has approved an assessment budget of \$1.8 million, which will also enable us to expand our Clean Team by one additional member in order to help us keep pace with a surge in pedestrian traffic and, regrettably, litter!

Our neighborhood continued to flourish in 2007. Recent developments include the completion of 15 Central Park West, Lincoln Square’s newest addition, and the most successful residential development in New York City history. Residents have moved in and the first retailer, Best Buy, has opened. The building has generated the recent “retail motion” begun by Time Warner Center and Glenwood Management throughout Lincoln Square; after a three-year hiatus and an extreme makeover, The Empire Hotel re-opened. The new hotel has 413 rooms and coming soon will be a magnificent pool deck and rooftop lounge. Lincoln Square has become a shopping and dining destination with new outstanding restaurants and retailers opening within our district, including most recently Bar Boulud and Brooks Brothers. Lincoln Center’s makeover is well under way, and Fordham University’s plans for expansion are moving through the approval pipeline.

Many thanks to all our supporters for their tireless efforts in the greening of Lincoln Square. We give a green thumbs-up to our Board of Directors, Mayor Michael Bloomberg, Commissioner Rob Walsh and Lincoln Square’s business community, property owners and our many city partners.

With warmest wishes,


 Monica Blum
 President


 Andrew N. Pucher
 Chairman



TENDING

TO THE NEIGHBORHOOD

The greening of Lincoln Square begins with the LSBID Clean Team, the diligent workers who clear the way for the on-going beautification of our sidewalks, streets and parks. On duty year-round, the Clean Team collects trash, sweeps up debris, removes snow, and does anything and everything necessary to give the LSBID a clean canvas for its greening efforts.

CLEARING THE WAY

Working in shifts, nine members of the Clean Team spread out in zones throughout the Lincoln Square area. Easy to spot in uniforms sporting the LSBID logo, the team supplements the efforts of the NYC Department of Sanitation by providing 14 hours of continuous cleaning seven days a week, from 7 a.m. to 9 p.m. Trash receptacles are emptied and relined, sidewalks are swept and curbs are cleaned 18 inches into the streets. During winter, the Clean Team also clears our sidewalks of snow and ice. The members of the Clean Team are contracted from Atlantic Maintenance Corporation; in January, we renewed our contract for another three years.

NEAT MATTERS

The Clean Team maintains more than 750 pieces of street furniture, painting and touching up mail boxes, traffic boxes, light poles, benches, trash receptacles and planters so they stay neat, clean, and graffiti-free.

ON THE WATER FRONT

In order to tackle particularly stubborn street corners, this year the LSBID purchased a small power washer and then asked property owners for permission to “borrow” water to supplement our own water source. In addition, all the corners in the district are washed three times a year by Atlantic Maintenance, which uses a truck-mounted power washer.

EVER VIGILANT

Since trash must have a place of its own, the LSBID ordered six more trash receptacles (for a total of 125) and two ash urns from Victor Stanley, Inc. Our original trash receptacles, which have been with us since August 2001, remain in pristine condition thanks to the ongoing, meticulous efforts of our Clean Team. The ash urns, smaller versions of the trash receptacles, collect cigarette butts discarded in Richard Tucker Square. An unfortunate consequence of the success of the tables and chairs we placed in Richard Tucker Square a couple of years ago, the cigarette butts fall between the cobble stones and are difficult to remove.



TOPPING THE CHARTS

The Mayor's Office of Operations' Scorecard rates the cleanliness of its streets and sidewalks, and once again it likes what it sees in Lincoln Square. Since the LSBID sanitation services began more than a decade ago, the Scorecard ratings of the Lincoln Square district have shown a dramatic increase – rising from 79.2% in September 1997 to a most recent high of 100%. Sanitation, our most visible service, accounts for 26% of our budget.

**DID YOU KNOW THAT WE COLLECTED OVER
727 TONS OF TRASH THIS YEAR**



GROWING

AND BLOSSOMING

“Before” and “after” photos of the Broadway Malls, parks and sidewalks tell the story best. After the LSBID flexed its verdant thumb, green-deprived spaces became welcoming oases of flowers, plants, shrubs and trees. The greening of Lincoln Square is a year-round priority on the LSBID to-do list.

BEHIND THE GREEN SCENE

Many pairs of nurturing LSBID hands assist the Parks Department in the on-going effort to keep Lincoln Square ever green. Nature’s changing seasons are celebrated with plantings chosen by garden guru Mary Riley Smith and dug in by McNulty Outdoors, the landscape company contracted by the LSBID to provide bi-monthly maintenance. Staying green and clean is a big job, so the LSBID recruited the Green Keepers Team, a supervisor and three workers from Goddard Riverside Community Center who work two hours per day (8 a.m. – 10 a.m.), five days per week, for a total of 2,340 hours per year. The foursome starts the day by sweeping the mall crosswalks, removing litter from the interiors of the malls, and emptying and re-lining the in-mall waste receptacles. During thirsty months, the LSBID Clean Team helps water the plantings. And for the first time last summer, the LSBID hired a part-time gardener from its after-school program. Graduating senior and Prospect Park Zoo employee Richard Williams, Jr. performed twice-weekly weeding and dead-heading in the Broadway Malls.

The LSBID encourages public acts that benefit Lincoln Square’s citizenry. To that end, on a 100-degree day in July, 12 Disney VoluntEARs (a.k.a. summer interns) scrubbed down the benches in the 10 Broadway Malls.

PLANTERS’ PUNCH

With the addition of more flower-filled planters, the 66th Street *piazza* at Richard Tucker Square – an on-going LSBID project – is now fully dressed for company. Set up each day at 7 a.m. and secured by 11 p.m. every night, the *piazza’s* 22 small bistro tables and 55 chairs add a convivial note of style and comfort to the bustling area. On Thursdays and Saturdays, Richard Tucker becomes even greener with the addition of our very own Greenmarket. Dante Park benefited from new planters and tables, too. A total of 25 planters now grace—and green—our district.

GROWTH FUNDING

While the Sanitation and Security programs account for a major portion of the LSBID budget, only approximately 6% is allocated for beautification and public improvements. Thus, fundraising and development play a prominent role in the on-going beautification of the Broadway Malls, Richard Tucker Square and Dante Park. Without the generous support of many individuals, as well as our larger donors listed at the end of this report, the malls would quickly slip back to “before.”



DID YOU KNOW THAT EACH YEAR WE PLANT
OVER 7000 FLOWERS & BULBS



LOOKING

AFTER THE PUBLIC

The LSBID Security Team is on alert in order that those who work, visit and live in the Lincoln Square area may go confidently about their business. As they cultivate a neighborhood-wide sense of well-being 15 hours out of every day, the 12-member team walks patrol rounds, assists the public, and serves as goodwill ambassadors.

A POSITIVE PRESENCE

As uniformed deterrents to crime, the Security Team contacts the New York Police Department with any suspected problems. As ever-vigilant observers, they call ambulances to the sites of accidents, report any potholes, broken traffic and street lights to 311, and then follow up until repair work is completed. In their role as Lincoln Square ambassadors the Security Team is a walking 411, assisting the public with directions and information ranging from how to navigate public transportation to locating the restaurant recommended by friends back home in Seattle. Three times a week at two locations, the Security Team counts the number of pedestrians in the district. Over the last two years, the counts reveal a dramatic increase in pedestrian traffic. This year the LSBID selected a new company to provide security services, signing a three-year contract with American Commercial Security Services (ACSS). Security accounts for almost 21% of the LSBID budget.

ON THE LOOKOUT

Used daily by the Security Team since 1999, Patrol Scan is an electronic guard touring system that gathers helpful information. Each officer carries a wand and passes it over stationary chips mounted in 43 locations in the district. The information is downloaded daily into the LSBID's computer system and the generated reports prove that all posts are being efficiently patrolled.

Our Security Team also fielded questions and gave assistance to 33,000 people, many of whom were given a copy of our handy map and guide to help them navigate Lincoln Square – a particularly challenging exercise this year due to neighborhood construction projects. The Security Team as well as our Clean Team continue to make many people sigh with relief – our lost and found was particularly active returning wallets (not all empty), cell phones and other valuable items.



DID YOU KNOW THAT OUR SECURITY TEAM STOPPED OVER 2,500
BICYCLISTS FROM RIDING ILLEGALLY ON THE SIDEWALK



RAISING

THE COMMUNITY'S SPIRIT

Winter's Eve, at Lincoln Square, the festive extravaganza begun by the LSBID in 2000, now officially marks the start of the holiday season for New Yorkers; it immediately follows Lincoln Center's holiday tree lighting ceremony and is New York City's largest holiday celebration. Well-known entertainers, street performers, musicians, and other buskers make Broadway their stage for the night. Shoppers shop, singers sing and the public samples area restaurants' delectables and hot drinks.

EIGHT AND COUNTING

Wherever a Winter's Eve reveler wandered, music was in the air. Woodstock legend Richie Havens headlined the roster of talent gathered for the eighth annual Winter's Eve at the Church of Jesus Christ of Latter-day Saints, and WABC-TV's Bill Ritter handled the introduction. The Afro-Caribbean ensemble Grupo Los Santos joined Santa at Gracious Home; at the Folk Art Museum, the Ivan Milev Band performed Bulgarian and Balkan music; at Barnes & Noble, Tony-award winning performers Dick Latessa, Maryann Plunkett and Lillias White delighted all ages with selections from the Chanukah musical "The Odd Potato." Outdoors in the crisp night air, The Approaching Storm, a Southern-style youth show band, enlivened Columbus Circle. In Dante Park, the New Orleans Hot 8 Brass Band, who also performed at Lincoln Center, was welcomed by WABC-TV's Sade Baderinwa; and the always successful Hungry March Band returned. Richard Tucker Square echoed with an interactive drum experience led by world-class drummers from The Drum Café. Marking a Winter's Eve first, some performances even made their way onto YouTube!

KIDS LOVE IT

That night, the American Bible Society morphed into Kids Central as it hosted a special musical performance by KiDROCKERS, an ice-cream social, hands-on arts and crafts from the West Side Y, and more. Once again, Children for Children and DOROT partnered with the LSBID to give young attendees the chance to make celebration cards, which DOROT then delivered to the area's elderly. For the second year in a row, children of all ages eagerly participated in the Winter's Eve Scavenger Hunt, orchestrated by Watson Adventures.

On the third floor of Time Warner Center, Samsung Experience hosted performances by the Youth Pride Chorus, the Professional Children's School Performers, and the La Guardia High School Show Choir. Adding to the merriment were Big Apple Circus performers and musicians from Jazz at Lincoln Center, all of whom entertained children and adults alike on Time Warner Center's lower floors.

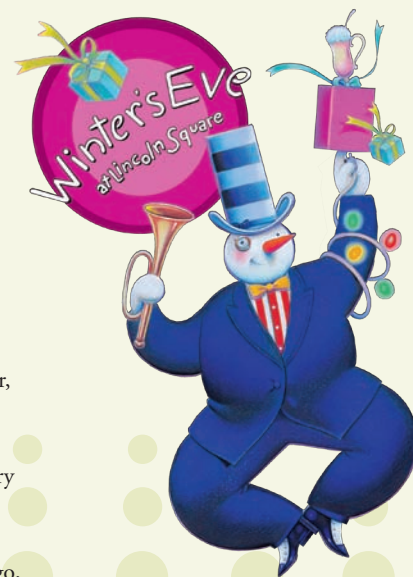


THE ELVES OF LINCOLN SQUARE

In the spirit of the season, Lincoln Square retailers served up holiday cheer, discounts, and in-store demos. Gift ideas and cheer abounded at The American Bible Society bookstore, lululemon athletica, Gracious Home, Aveda, Bed Bath & Beyond, Kiehls, MAC Cosmetics, Coach, FACE Stockholm, Jacadi, Borders, Best Buy, Restaurant Associates, Williams-Sonoma, Reebok Sports Club/NY, and many others.

FOOD FOR THE SPIRIT

On hand and tantalizing the palate were signature dishes, soups, special drinks and delicious desserts from 25 of Lincoln Square's top restaurants, all at a nominal cost. Time Warner Center, Richard Tucker Square, and "Restaurant Row" (Broadway from 63rd-64th Streets) were the popular sites for tasty treats from Asiate, Bar Masa, Bouchon Bakery, Café Fiorello, Café des Artistes, Café Gray, Compass, Dizzy's Club *Coca-Cola* and Great Performances, European Bakery Café, Francesco Pizzeria and Restaurant, Gabriel's Bar & Restaurant, Josephina, Landmarc, Nanoosh, Le Pain Quotidien, O'Neals', P.J. Clarke's, Porter House New York, Rosa Mexicano at Lincoln Center, Sapphire Indian Cuisine, Siam Inn, Starbucks, Soutine Bakery, Sushi a-go-go, and Tavern on the Green.



DID YOU KNOW THAT OVER 24,000 TASTES
WERE SAMPLED ON WINTER'S EVE



SEEDING

FOR THE FUTURE

The LSBID's highly successful Opening Doors and Building Bridges youth development & after school program (ODBB) gives students at Lincoln Square's Martin Luther King Educational Campus, which now houses six high schools, the tools they need to succeed in high school, college, and beyond.

TIME WELL SPENT

Since 1999, students have gladly stayed after school for far-reaching, life-enhancing offerings that range from tutoring in troublesome subjects to S.A.T. coaching and college essay assistance to job-readiness skills. The impressive ODBB club lineup offers instruction—and fun—in areas as diverse as fitness, acting and script writing, knitting (the guys like it, too), salsa, comic book art and writing, “Project Runway” fashion, chess, and step. Students work throughout the year on individual and group projects, and often find that they come away with a deep sense of accomplishment and new skills acquired. Opportunities for socializing are great, and students in our program benefit substantially from the supportive environment created by the ODBB staff.

CONGRATULATIONS AND THANK YOU

In late 2007 ODBB received a commitment for a grant from the Supportive Children's Advocacy Network (SCAN) New York. Our sincere gratitude goes to Council Member Gale Brewer, who recognized the value of our program and advocated on our behalf. ODBB is now an official participant in the Anti-Gang Violence Youth Initiative, a city-funded program administered through SCAN New York. While participating in a series of five workshops on gang prevention, 50 ODBB students received training in resume writing, interviewing, etiquette and time management and over 100 students received job placement assistance.



We also were awarded a grant from The After-School Corporation (TASC), which will allow us to further involve our students in community service. Four service projects, each with a focus on giving back to the Lincoln Square community, range from the creation of a life-sized comic book with a positive message for middle school students to a pamphlet featuring activities that are “free and affordable” in Lincoln Square, which could be distributed throughout the neighborhood. In addition to receiving stipends for their participation, students are able to build their college resumes, express themselves artistically, and experience firsthand the satisfaction of bettering the community.



PREPARING FOR THE FUTURE

The College Board remains a dedicated supporter and partner: each year, seven students are placed in demanding internship opportunities, working side by side with mentors who are employees of the College Board. Students' work experiences culminate in an individual presentation to College Board President Gaston Caperton – surely a highlight for each student intern.

For the first time this year, ODBB has prepared a brochure to promote its Summer Academy, which is held on the campus of John Jay College. Each summer John Jay generously opens its doors to students for a five-week introduction to – and preparation for – the college experience. Upon successfully completing the Summer Academy, each student receives a modest, well-deserved stipend to be used toward college-related expenses.

DID YOU KNOW THAT, ACCORDING TO OUR 2007 TASC EVALUATION, 85% OF OUR STUDENTS REPORTED THAT ODBB HELPED THEM PREPARE FOR COLLEGE



CULTIVATING

AWARENESS

Keeping residents, visitors and businesses in touch with everything that's happening in Lincoln Square is an important part of the LSBID mission.

READ ALL ABOUT IT

Billowing street banners flying from street poles announce that Lincoln Square is the place to be; while the *Lincoln Square Map & Guide*, distributed throughout the city, makes sure residents and visitors find what they're looking for on area streets. Continuous updates on events are offered in thrice yearly newsletters, in the email update LINKS and on www.lincolnsquarebid.org.

In recognition of Lincoln Square's place as a shopping and dining destination, the LSBID has increased its marketing efforts. Just released, the new LSBID brochure *Where to Eat in Lincoln Square* leads residents and visitors to the "best of the West." In less than three months, nearly all of the 20,000 copies originally printed have been distributed; we are therefore planning to create an expanded version this summer. Our highly sought-after map and guide will also be updated to keep pace with Lincoln Square's "retail motion."

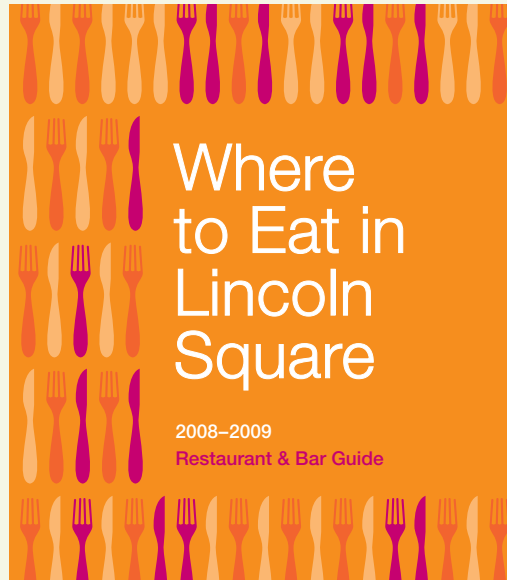
PRAISE AND RECOGNITION

At the re-opening event for Pottery Barn's renovated store, the LSBID received a generous contribution for use on the beautification of the Broadway Mall just outside the store's front doors.

Lauded for her role as an Upper West Side "Community Builder," Monica Blum, LSBID President, earned a 2007 "Westy" Award; an annual award given to noteworthy community leaders by Manhattan Media/ *West Side Spirit*.

We continue to promote Lincoln Square in our successful series of networking receptions, which this year included the orchestration of a "Lemonade Luncheon" at Porter House New York. Our Tenth Annual Meeting highlighted the best of Lincoln Square as 200 members of the Lincoln Square community gathered at O'Neals' restaurant for the special opportunity to hear from guest speakers Peter Gelb, General Manager of the Metropolitan Opera, and Reynold Levy, President of Lincoln Center. Festivities for our ten years of neighborhood service continued on June 21 at a reception for Lincoln Square's friends and neighbors, generously hosted by Mandarin Oriental, New York.

When the International Downtown Association's World Congress came to town for a conference at the Marriott in Times Square in September, the LSBID got in on the action and arranged a special pre-conference walking tour of Lincoln Square, as well as a VIP tour of Lincoln Center. The Shops at Columbus Circle and Samsung Experience hosted a reception for conference attendees and sponsors. After the reception, a sponsor dinner for approximately 80 people was held at Landmarc.



INFORMATION ON WHEELS

The summer cart program rolled out after the July 4th weekend. An outstanding crew of MLK students from our after-school program was hired by the LSBID to dispense information, brochures and maps, as well as an events calendar created by the LSBID's college intern. On Wednesday through Sunday, from 11 a.m. to 7 p.m., the carts are at Richard Tucker Square and the Columbus Circle subway entrance.

ON TOUR

The LSBID began its seventh annual Sidewalk Surprises in Lincoln Square, a free neighborhood walking tour, held on Saturdays from June through early November. Now that we are well into our second decade of service, we have decided to rejuvenate our neighborhood tour by partnering with Big Onion Walking Tours for a six-month pilot program. Our new tours will meet at 2 PM on the first and third Sundays of every month, May through October 2008.

DID YOU KNOW THAT OVER 27,000 LINCOLN SQUARE
NEWSLETTERS ARE DISTRIBUTED EACH YEAR



STATEMENTS OF FINANCIAL POSITION

	2007	2006
ASSETS		
Cash	\$ 734,109	\$ 645,816
Grants receivable	145,331	125,206
Property and equipment	39,312	12,296
Prepaid and other assets	32,361	15,752
<i>Total</i>	<i>\$ 951,113</i>	<i>\$ 799,070</i>
LIABILITIES/NET ASSETS		
Liabilities	\$ 95,106	\$ 98,712
Net assets	856,007	700,358
<i>Total</i>	<i>\$ 951,113</i>	<i>\$ 799,070</i>

Summary of Financial Statements dated October 26, 2007, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

STATEMENTS OF ACTIVITIES

	2007	2006
SUPPORT AND REVENUES		
Assessment revenue	\$ 1,535,277	\$ 1,440,680
Contributions/grants	685,095	748,005
<i>Total</i>	<i>\$ 2,220,372</i>	<i>\$ 2,188,685</i>
EXPENSES		
Marketing/development	\$ 526,874	\$ 544,047
Safety	368,731	375,002
Sanitation	455,909	433,339
Social services	357,312	391,090
Capital improvements	124,424	143,407
Administration	231,473	225,385
<i>Total</i>	<i>\$ 2,064,723</i>	<i>\$ 2,112,270</i>
Increase in net assets	\$ 155,649	\$ 76,415

OPERATING BUDGET - FISCAL YEAR JUNE 30, 2009

	Total	Marketing	Safety	Sanitation	Capital	Social	Development	Admin
SUPPORT AND REVENUE								
Assessment revenue	\$ 1,800,000							
Contributions/grants	625,000							
<i>Total</i>	<i>\$ 2,425,000</i>							
EXPENSES								
Salaries	\$ 708,250	\$145,400	\$ 65,050	\$ 65,050	\$ 55,280	\$ 244,300	\$ 67,120	\$ 66,050
Payroll taxes/benefits	154,000	23,800	19,600	18,600	11,100	50,700	15,500	14,700
Outside contractors	883,900	25,400	360,000	475,000	1,000	12,000	10,500	
Equipment	11,000	1,000	1,500	5,000		2,500		1,000
Supplies	114,200	44,000	2,000	18,000		5,200	2,000	43,000
Rent	110,000		5,000					105,000
Project expenses	360,300	260,000			65,000	35,300		
Insurance	18,000							18,000
Professional fees	27,000							27,000
Contingency	30,000							30,000
Other	26,000							26,000
<i>Total</i>	<i>\$ 2,442,650</i>	<i>\$499,600</i>	<i>\$453,150</i>	<i>\$ 581,650</i>	<i>\$ 132,380</i>	<i>\$ 350,000</i>	<i>\$ 95,120</i>	<i>\$ 330,750</i>
Increase in net assets	\$ (17,650)							

The LSBID staff is well aware that community involvement and public/private partnerships are vital to the success of a non-profit, service-oriented organization. Individuals, businesses, organizations, and city officials assist, support and encourage us on a daily basis. Our heartfelt thanks go out to all of you.

Mayor Michael R. Bloomberg, Commissioner Robert Walsh and the Department of Small Business Services, and a number of other city officials and agencies make it possible for the Lincoln Square Business Improvement District to nurture and develop Lincoln Square to its fullest potential. Our dedicated Board of Directors provides us with immeasurable guidance, and a support system on which we can always rely. We appreciate the generosity of Fordham University for its photography services and our sanitation field location, and of Ogden CAP Properties, LLC for our security field location. Finally, many thanks for the invaluable support provided by the American Bible Society, O'Neals', Lincoln Center, Gracious Home, Mandarin Oriental, New York, Rosa Mexicano, and so many others.

The following businesses, organizations, and property owners helped make this past year one of our best yet. We thank you for helping us provide Lincoln Square with the attention it deserves!

BEAUTIFICATION PROGRAM

American Bible Society
 Broadway Mall Association
 Buttons & Zipper
 College Board
 The Copley Condominium
 Church of Jesus Christ of Latter-day Saints
 Glenwood Management Corp.
 Gracious Home
 Greenacre Foundation
 Lincoln Center for the Performing Arts, Inc.
 Millennium Partners and the residents of the
 Park Millennium, The Grand Millennium,
 and One Lincoln Square
 The Residents of the Allegro Condominium
 New York City Department of Parks & Recreation
 New York City Department of Environmental Protection
 Ogden CAP Properties, LLC
 Pottery Barn
 The Prasada
 The Sofia Condominium
 Trump International Hotel and Tower
 The Walt Disney Company

WINTER'S EVE AT LINCOLN SQUARE SPONSORS

Time Warner, *Presenting Sponsor*
 American Bible Society
 Bovis Lend Lease
 Con Edison
 Fordham University
 Glenwood Management Corp.
 Gracious Home
 Ogden CAP Properties, LLC
 Mandarin Oriental, New York
 Milstein Properties
 Millennium Partners
 Roosevelt Hospital
 Rosa Mexicano at Lincoln Center
 The Shops at Columbus Circle
 WABC-TV
 Zeckendorf Development

OPENING DOORS AND BUILDING BRIDGES SUPPORTERS

21st Century Community Learning Center
 The After School Corporation and the Department
 of Youth and Community Development
 The College Board
 Morgan Stanley
 John Jay College of Criminal Justice
 Skody, Scot and Company, CPAs
 Anti-Gang Violence Youth Initiative / SCAN
 New York City Council and the Mayor's Office of the
 Criminal Justice Coordinator

NEIGHBORHOOD INFORMATION CARTS

Council Member Gale Brewer and the Department
 of Youth and Community Development

BANNER PROGRAM

American Bible Society
 Atlantic Maintenance
 Gabriel's Bar & Restaurant
 Glenwood Management Corp.
 Milstein Properties
 Ogden CAP Properties, LLC
 Professional Children's School
 Reebok Sports Club/NY
 Rosa Mexicano at Lincoln Center
 Titan Worldwide

BOARD AND STAFF

BOARD

Andrew Albert
West Manhattan Chamber of Commerce

Robert Battista
Gracious Home

Georgette F. Bennett
Milstein Properties

Brian Byrne
Fordham University

John M. Colligan
American Bible Society

Abigail Black Elbaum
Ogden CAP Properties, LLC

David Froelke
Related

Gary Jacob
Glenwood Management Corp.

Anna Hayes Levin
Community Board 4

Craig Mooney
Millennium Partners

Michael O'Neal
O'Neals'

Ethel Patterson
Residential Tenant

Andrew N. Pucher
The Walt Disney Company

Heather Shaw
Time Warner

Jennifer Stark
Barnes & Noble

Rudolf Tauscher
Mandarin Oriental, New York

Melissa Thornton
Lincoln Center for the Performing Arts

Patricia Williams
JP Morgan Chase Bank

William L. Zeckendorf
Zeckendorf Development, LLC

George Zeppenfeldt-Cestero
Community Board 7

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Mayor Michael R. Bloomberg
Mayor of the City of New York

Hon. Gale A. Brewer
New York City Council

Hon. Scott M. Stringer
Manhattan Borough President

Hon. William C. Thompson, Jr.
New York City Comptroller

STAFF

Monica Blum
President

Rebecca Gerber
Program Assistant & Office Manager

Richard Juliano
Vice President of Operations

Ralph Memoli
*Vice President of Marketing
& Special Projects*

C. Churaman
Supervisor of Field Operations

OPENING DOORS AND BUILDING BRIDGES YOUTH DEVELOPMENT AND AFTER SCHOOL PROGRAM

Shonda Streete, *Director*

Susan Bobb, *Program Coordinator*

Manny English, *College Prep Advisor*

Selina Hernandez, *Job Readiness Coach*

Judith Souvenir, *Parent Liaison*

Alena Williams, *Program Assistant*

EMPLOYEES OF ATLANTIC MAINTENANCE CORPORATION (CLEAN TEAM)

Anthony Stass, *Supervisor*

Pablo Fernandez, *PT Supervisor*

Cheik Modou Seck, *PT Supervisor*

Angel Rodriguez

Tyrone Rutledge

Efrain Bravo

Eloy Bravo

Sanford Smith

Mamadou Diallo

Ira Coleman

John Amuta

EMPLOYEES OF ACSS SECURITY (SECURITY TEAM)

Douglas Mann, *Supervisor*

Jason Clifton, *Supervisor*

Ante Vidaic

Henry Settles

Richard Carreras

Marcus Henry

David Harris-Vega

Hector Cordero

Linus Mathurin

David Ho

Richard Pittman

GODDARD RIVERSIDE COMMUNITY CENTER GREEN KEEPERs

Ed Turner, *Crew Leader*

Douglas Peele, *Crew Leader*

Juan De Jesus

John Lewis

Tom Tychi

Paul McDonald

Eddie Frazier

Robert Davis

CREDITS

Curio Design LLC

Catherine Warren Leone

Dave Calver / Morgan Gaynin Inc. NYC

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Photos

Ken Levinson, courtesy Fordham University

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THE BOUNDARIES



The Lincoln Square Business Improvement District extends along Broadway from Columbus Circle at 58th Street to 70th Street, and includes portions of Central Park West. The district also extends from 60th to 68th Street on Columbus Avenue and the east side of Amsterdam Avenue from 60th to 70th Street. It is the gateway to the Upper West Side.



LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

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