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A N N U A L R E P O R T 2 0 0 8 - 0 9



OUR MISSION

The mission of the **Lincoln Square Business** Improvement District (BID) 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 Lincoln Square BID 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,



he can-do spirit of our indomitable Lincoln Square community surrounds us. In these uncertain economic times, it is more vital than ever that we focus on our basic mission:

keeping the streets and sidewalks of Lincoln Square clean and safe, and our outdoor spaces beautiful and inviting. There's a pervasive optimism among BID members and friends that makes Lincoln Square unique among city destinations. Thanks to your enthusiastic support, in 2008-2009 the Lincoln Square BID was able to once again deliver first-rate supplemental services, responsive marketing and fun community events. Every day of the year our sanitation, security and greens-keeping workers fan out across the neighborhood to ensure that litter is removed, our streets and sidewalks are safe, tourists and locals are wellinformed, and our flowers and plants are kept watered and weed-free. These core services will continue to be at the forefront of the Lincoln Square BID's efforts in the coming year. The BID keeps a close watch on the ebb and flow of changes inside our district as Lincoln Square continues to be one of the city's most appealing high profile neighborhoods and Manhattan's undisputed cultural hub. In addition to becoming home to many new retailers, in September, the Museum of Arts and Design welcomed visitors to its new location at 2 Columbus Circle; while in March, Lincoln Center dazzled audiences with a new, state-of-the-art Alice Tully Hall. ■ The BID's marketing programs addressed the needs of the Lincoln Square community throughout the 2008-2009 year. Our Recession Rebound promotion, designed to stimulate the local economy, offered money-saving discounts and incentives to Lincoln (Square shoppers. The BID's first free summer concert series with MTA Arts for Transit in Richard Tucker Park

was a success, and will be expanded this summer. Coming up on its 10th year, Winter's Eve at Lincoln Square, the



incredibly popular BID-sponsored holiday event, promises to be bigger, tastier and more fun than ever. As a non-profit organization, the BID, always cost conscious, closely monitors all expenditures to ensure maximum effectiveness. Last year we received authorization from the City Council to increase our assessment budget to \$2 million, which will be phased in over several years. In FY 2009, our assessment budget of \$1.8 million enabled us to provide wage increases to all of our hard working sanitation and security teams. This year, after carefully reviewing our financial situation and in light of the economy, our Board of Directors decided not to increase the FY 2010 budget; accordingly, the assessment budget will remain at \$1.8 million. We will continue to ensure that our workers receive fair wages.

■ Our bottom line is sound: Lincoln Square remains a clean, safe, beautiful and fun place to be. We are incredibly grateful for the unstinting commitment of our business community and property owners, our Board of Directors and talented staff, Mayor Michael Bloomberg, Commissioner Rob Walsh, and all of the City agencies with whom we work daily. With your continued support, we will be able to continue to ensure that Lincoln Square thrives. ■

With warmest wishes.

ANDREW N. PUCHER, Chairman

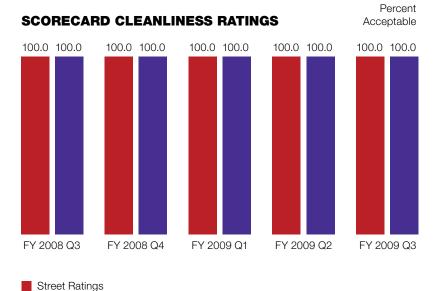
MONICA BLUM. President



n the streets and sidewalks of Lincoln Square, it is what passersby don't see that has earned our neighborhood a perfect rating for cleanliness from the Mayor's Office of Operations. Much of the credit goes to the constant presence of the BID's Clean Team, our dedicated group of workers who are on the

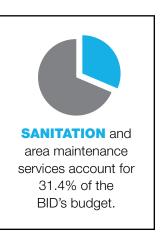
job 7 days per week for a total of 14 hours per day. This year the BID added two additional crew members to the Clean Team for a total of 11. This number includes the Clean Team's long-term supervisor, Tony Stass, who since the addition of the new workers is now free to work on special maintenance projects. Our Clean Team, contracted from Atlantic Maintenance, sweeps sidewalks and curbs, power-washes street corners, removes graffiti, and shovels snow in winter. In warm months, the crew paints or cleans Lincoln Square's 850 pieces of street

furniture, including mailboxes, traffic boxes, light poles, benches, trash receptacles, mall barriers and planters. This year we received eight new trash receptacles from their manufacturer, Victor Stanley, Inc., to replace eight defective ones. Our Clean Team wipes each trash can in the district daily to keep them looking brand-new year after year. This spring, the BID placed recycling cans in Richard Tucker and Dante Parks to match our Lincoln Square trash receptacles. Those who work to serve and protect Lincoln Square are all interconnected. Our Clean Team works in conjunction with the BID's Security Team and our Goddard Riverside Community Center Green Keepers Team as well as the City's



Sanitation and Parks Departments. For example, our Clean Team waters plants and flowers in Dante Park, Richard Tucker Park as well as the Broadway Malls, the latter of which are serviced daily by our Green Keepers Team. When our Clean Team encounters sanitation situations in which they could use some support, the BID contacts the City's Department of Sanitation in District 7 for back-up. Finally, while our Clean Team sets out the tables and chairs at Dante and Richard Tucker Parks in the mornings, the BID's Security Team secures them at night. Our Sanitation and Security Supervisors work together throughout the day to look out for streets in need of cleaning, flowers in need of watering, and tourists in need of directions.

Sidewalk Ratings







n any given day, the BID logo can be sighted on hats bobbing amidst the Lincoln Square throngs of visitors, residents and workers. The hats belong to our well-trained, professional, and hardworking 12-member Security Team, who function as both neighborhood ambassadors and the eyes and ears of the

district 7 days a week, for an average of 12.5 hours per day. In addition to acting as deterrents against crime, the Security Team reports possible crimes to the NYPD, assists in emergency situations, and contacts 311 about quality-of-life concerns such as potholes, broken streetlights, clogged sewers, or illegal bike rental and vending situations.
The BID Security Team also adapts to the district's changing needs. During a recent spike in bank robberies across the city, for example, the Security Team's presence was intensified during daylight hours.

The Team looks out for the public in other more personal ways as well, returning

lost wallets and seeking emergency help for the sick or injured, supplying the homeless with printed information on where to go for City services, and deterring bicyclists from creating a safety hazard by riding on sidewalks and underscoring that point by giving them a

PEDESTRIAN COUNTS 2008

Dante Park 1,336 per hour

Average Number of Pedestrians

Broadway & 60th Street 2,382 per hour

flyer detailing bicycle regulations. In addition, they play an important role by dispensing BID maps and brochures to Lincoln Square's 23 million visitors each year. In their partnership role with the BID's Sanitation Team, Security Team members also spend patrol rounds looking for and recording urban wear and

tear in the district. In addition to calling 311 for necessary repairs the City must make, the Team also notes conditions that can be corrected or repaired by the Sanitation Supervisor or other BID staff. During a regular week the Security Team will compile detailed reports that may mention the location of uncollected garbage, repair work in process on a traffic signal box, fire hydrants without caps, defective curb cuts, abandoned bicycles, and building

scaffolding being constructed or taken down. Three times per week the Team also supplies the BID with a count of pedestrians passing through the intersection of 60th Street and Broadway as well as through Dante Park.





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tar-quality productions go on year round in the district's ten Broadway Malls and two small parks, with seasonal blooms entering and exiting against the lush backdrops of evergreens, leafy trees and shrubs. The BID's Broadway angels are the many members of the Lincoln Square community who fund the

purchase, planting and maintenance of all things green. Careful garden planning and efficient purchase of plant materials have helped us to use our sponsorship dollars wisely in sustaining Lincoln Square's unique urban gardens. And, during the holiday season, Broadway's high-wattage razzle dazzle increased with one



large tree lighted in each Mall, thanks to timely donations from Gracious Home and Con Edison. The BID's Green Keepers, comprised of a supervisor and three workers from Goddard Riverside Community Center, work diligently to keep our Broadway Malls in optimal shape from the moment each day begins. For a total of 2,340 hours every year (or two-hour shifts, five mornings each week,) the Green Keepers sweep crosswalks, remove litter from the interiors, empty and re-line waste receptacles, and

shovel snow in all ten Malls. The 2008-2009 year was an especially good year for our Broadway Malls. Thanks to support from the Greenacre Foundation, four previously under-funded Malls were planted with boxwoods, euonymus and liriope.

The work of filling in any remaining bare spots continues. For seasonal color and texture, the BID works with its long-time garden designer in choosing to add daffodils and tulips in the spring, as well as coleuses, petunias, caladiums, Algerian ivy, secretia, ipomoea and zinnias during the summer months. Our contracted landscaping company performs bi-monthly maintenance, and extra watering is arranged as needed. In addition to the Malls, great strides have been made in making Richard Tucker and Dante Parks more beautiful and inviting. Both parks now have a combined total of 23 large planters, from which spill a garden's worth of flowers. This year, the family of the famous American tenor Richard Tucker signed on as a sponsor for the plantings in Richard Tucker Park. The

Tucker family also donated funds for a way-finding map kiosk for the park, while a grant from the Manhattan Borough President's Borough Needs Program will fund a similar kiosk in Dante Park. Both kiosks should be installed just in time for the summer rush of Lincoln Square visitors.







o meet the needs of the 23 million people who shop, dine and visit Lincoln Square each year as well as the nearly 250 businesses and non-profit organizations in our district, the BID gears its marketing and promotional efforts towards bringing the two halves together. For example, the BID's Security Team regularly distributes the popular *Lincoln Square Map & Guide*, 75,000 copies of which were printed and distributed in Lincoln Square and across the city this year, along with the BID's attractive second-edition *Where to Eat in Lincoln Square* restaurant and bar guide. As a symbol of Lincoln Square's welcoming spirit, the BID designs and hoists colorful and eye-catching seasonal banners on district light poles. Lincoln Square businesses, cultural organizations, and non-profit partners get ample coverage along with district-wide news and events in newsletters printed and delivered three times each year to local residents, workers, and visitors. LINKS, our bi-monthly e-blasts, are also used to inform members about relevant programs and business opportunities. Each summer,

the BID's portable Information Carts take their places at Richard Tucker Park and at the Columbus Circle subway entrance, Wednesdays through Sundays from 11 a.m. to 7 p.m. Students from the Martin Luther King Jr. Educational Campus serve as Neighborhood Ambassadors, greeting and providing visitors with information on area attractions. *Music Under New York at Richard Tucker Park*, the concert series sponsored by the BID and the MTA's Arts for Transit program, was featured prominently last summer! Retail activity in Lincoln Square continues despite the economic slowdown. This year the BID welcomed many newcomers to Lincoln Square, including: Bar Boulud, Tasti-D-Lite, TD Bank, West Elm, and Zara on Broadway; Center Cut and the Rooftop Bar & Lounge at

the Empire Hotel; Capezio and Planet Kids on Amsterdam; UGG Australia on Columbus; the Museum of Arts and Design at Columbus Circle; and True Religion and Clo Wine Bar + Shop at Time Warner Center. Another important element of the BID's marketing program is educating the Lincoln Square community about new developments in its neighborhood. To that end, we hosted a neighborhood breakfast in July at the TD Bank on Broadway and 68th Street. A representative from NYSERDA spoke about the many programs available to businesses and commercial institutions to reduce their fuel and energy costs. The BID thanks

those who help fund its promotional efforts by prominently placing their logos on marketing materials, trash receptacles, light-pole banners, and plaques in the lushly planted Broadway Malls.









s difficult as it may be to imagine, only nine years ago there were no festive throngs of children and adults sipping hot chocolate as they watched street musicians and performers on every block of Lincoln Square on the Monday after Thanksgiving. Winter's Eve at Lincoln Square, the BID's answer

to what to do after the lighting of Lincoln Center's holiday tree each season, gathers thousands of eager revelers for a joyous neighborhood festival. ■ For the first time, our ninth annual Winter's Eve at Lincoln Square (December 1, 2008)



began with a neighborhood tree lighting at Dante Park sponsored by the BID, as Lincoln Center's plaza was under construction. Broadcast live on WABC-TV, the evening was kicked off by Emmy award-winning musician/composer Michael Bacon, Grandma of the Big Apple Circus, restaurateur Michael O'Neal, and WABC-TV reporter Lauren Glassberg. From 5:30 to 9 p.m., Lincoln Square feted its guests with free performances, food and family activities at dozens of stores, shops, cultural organizations

and public spaces stretching along Broadway from Time Warner Center to 68th Street. ■ A holiday trolley, courtesy of the Parks Department, carried revelers to the main stage at 64th Street to hear the Bacon Brothers Band (Michael and film star Kevin) perform hits from their five albums. Other rousing performances included the family friendly reggae musical act Father Goose; the interactive Drum Café; the jazz guitarist Freddie Bryant; Circus Minimus; and performers from Jazz at Lincoln Center and Big Apple Circus, among others, at Time Warner Center. Lincoln Square was also the site of a moveable feast cooked up by 27 neighborhood eateries (free or at a nominal cost) in front of Time Warner Center

at Columbus Circle, along Broadway between 63rd and 64th Streets, and at Richard Tucker Park between 65th and 66th Streets. ■ In the spirit of the evening, many restaurants donated a percentage of their proceeds to City Harvest, the BID's newest charitable partner and New York City's only foodrescue organization. Winter's Eve attendees also donated a total of more than 300 pounds of canned food to the on-site City Harvest truck. We are grateful to McNulty Outdoors, our landscape company, for donating a beautiful tree, as well as to the Parks Department for installing it. ■





n 1999, the BID chose to create a program through which Lincoln Square's many cultural and educational assets could greatly enrich the lives of students at the Martin Luther King, Jr. Educational Campus (MLK), located just outside the BID boundaries.

The result was the long-running, incredibly

successful Opening Doors and Building Bridges (ODBB) Youth Development and After-School Program, initially funded by TASC, which has been meeting the needs of students at MLK ever since. From its inception, the free open-enrollment program that requires students to attend a minimum of three days a week has enrolled more than 3,500 students. On a daily basis, it serves approximately 170 students in need of tutoring help, S.A.T. coaching, college essay and/or resumé assistance, and job skills development. Fun, too, was part of the program's scholastic mix: ODBB-sponsored clubs offered the chance to work out, act, write scripts, knit, play chess, as well as create and illustrate comic books.

■ This March, ODBB students proved that fun has its rewards by winning the



gold medal for first place along with two silver medals at the Murry Bergtraum High School Chess Tournament, in which several city high schools participated. To help develop a successful internship program, the BID began a partnership with the College Board, which has provided paid internships for

up to seven students each year. Since 1999 more than 400 students have benefited from either internships or jobs generated by ODBB. June 2009 will mark the end of the \$1.2 million New York State grant that has enabled us to run a 21st Century Community Learning Center for the past five years. To ensure the continuation of an educational program at MLK, we reached out to Fordham University with a request that they bring their very successful technology-based after-school program operating in the Bronx to Lincoln Square. Fordham has agreed to apply for 21st Century funds that would enable the University, if successful, to oversee a technology-based credit recovery program to serve under-credited, over-age students at MLK's six high schools. While the BID's role in relation to the program will undoubtedly change, we hope to still continue to serve as a link to the business and cultural community. Of course, the BID will also continue to hire MLK students as Neighborhood Ambassadors to staff our Information Carts each summer.

FINANCIAL STATEMENTS

STATEMENTS OF FINANCIAL POSITION

Assets		2008	2007
Cash	\$	1,011,142	\$ 734,109
Grants receivable		111,367	145,331
Property and equipment		30,540	39,312
Prepaid and other assets		25,232	32,361
TOTAL	\$	1,178,281	\$ 951,113
Liabilities/Net Assets			
1.3 (1.99)	_		 05.400
Liabilities	\$	132,524	\$ 95,106
Net assets	\$	132,524 1,045,757	\$ 95,106 856,007
	_		\$

Summary of Financial Statements dated October 8, 2008, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

STATEMENTS OF ACTIVITIES

Support and Revenues	2008	2007
Assessment revenue	\$ 1,665,000	\$ 1,535,277
Contributions/grants	696,590	685,095
TOTAL	2,361,590	2,220,372
Expenses		
Marketing/development	573,064	526,874
Safety	368,112	368,731
Sanitation	498,710	455,909
Social services	352,161	357,312
Capital improvements	105,954	124,424
Administration	273,839	231,473
TOTAL	2,171,840	2,064,723
Increase in net assets	\$ 189,750	\$ 155,649

OPERATING BUDGET — FISCAL YEAR JUNE 30, 2010

	Total	Marketing	Safety	Sanitation	Capital	Social	Development	Admin
Support and Revenue								
Assessment revenue	\$ 1,800,000							
Contributions/grants	335,000							
TOTAL	2,135,000							
Expenses								
Salaries	521,690	\$ 156,950	\$ 67,670	\$ 67,670	\$ 57,300	\$ 35,000	\$ 73,100 \$	64,000
Payroll taxes/benefits	117,500	31,500	19,900	18,900	11,300	4,500	16,200	15,200
Outside contractors	899,400	27,400	335,000	490,000	1,000	35,500	10,500	
Equipment	8,500	1,000	1,500	5,000				1,000
Supplies	85,000	37,000	2,000	18,000			2,000	26,000
Rent	125,000		5,000					120,000
Project expenses	295,000	260,000			35,000			
Insurance	15,000							15,000
Professional fees	28,000							28,000
Contingency	30,000							30,000
Other	48,450							48,450
TOTAL	2.173.540	513.850	431.070	599.570	104.600	75.000	101.800	347.650

Increase in net assets \$ (38,540)

SUPPORTERS

Public/private partnerships and community engagement are essential ingredients of a successful non-profit, serviceoriented organization. Property owners, businesses, organizations, individuals, and city officials assist and support our efforts on a daily basis. Mayor Michael R. Bloomberg, Commissioner Robert Walsh and the Departments of Small Business Services, Parks and Recreation, Police, Sanitation, Transportation, and Community Boards 4 and 7 make it possible for the Lincoln Square BID to serve this community.

Our dedicated hardworking Board of Directors provides us with guidance and support 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. Special thanks to WABC-TV, CB7's Penny Ryan, Council Member Gale Brewer, Bob McNulty, the Parks Department, and the 20th Precinct for their help with our neighborhood tree-lighting ceremony. Finally, many thanks for the generous support provided by the American Bible Society, O'Neals', Lincoln Center, Gracious Home, The Empire Hotel, Rosa Mexicano, Church of Jesus Christ of Latter-day Saints, Atlantic Maintenance, TD Bank and so many others, including our businesses that support our programs.

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

BEAUTIFICATION PROGRAM

American Bible Society **Broadway Mall Association Buttons & Zipper Center Cut 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 Richard Tucker Family** The Prasada The Sofia Condominium The Staff of 15 Central Park West Three Square, LLC **Trump International Hotel** and Tower **The Walt Disney Company**

VISITOR SERVICES AND STREETSCAPE

Council Member Gale Brewer and the Department of Youth and Community Development Manhattan Borough President Scott Stringer Richard Tucker Family

WINTER'S EVE AT LINCOLN SQUARE SPONSORS

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

OPENING DOORS AND BUILDING BRIDGES SUPPORTERS

21st Century Community
Learning Center
The College Board
John Jay College of
Criminal Justice
New York City Council Member
Gale Brewer
Skody, Scot and Company, CPAs

he 2009-2010 agenda for the BID is to help Lincoln Square continue to grow and prosper as it maintains its quality of life. In order to keep everyone better informed about what's going on in Lincoln Square, the BID plans to

redesign its busy website, to better promote our businesses, nonprofit organizations and cultural institutions, as well as the programs and services the BID has to offer. In the coming year the BID will continue to address quality of life issues, such as the growing illegal bike rental businesses that chain bikes to area light poles and other street furniture — both unsightly and illegal. As a result of the BID's collaborative efforts with City agencies to address this problem, we are delighted that the Parks Department will implement a bike rental program. We will also seek to begin utilizing ComNET, a program created by the Fund for the City of New York that provides hand-held computers to community organizations to record and correct problematic street-level conditions. In another instance of positive partnership, the BID approached New York State Assembly Member Linda Rosenthal to discuss future projects for Lincoln Square, including possible custom-made wayfinding street signs. We also continue to work closely with Council Member Gale Brewer and the City's Parks Department on plans to improve Dante and Richard Tucker Parks, for which some money has been allocated by Council Member Brewer into the Parks Department's budget. In the coming year we will seek to identify the funding necessary to complete this project. ■ This will be a year of exciting new developments at Lincoln

Center as well. In addition to its year-long 50th anniversary celebration, which will include a variety of special performances, the newly renovated Harmony Atrium is expected to be open to the public. And, we are delighted that Damrosch Park will be the new home of IMG/Fashion Week beginning in 2010, thereby solidifying Lincoln Square's reputation as "the place to be" for fashion, entertainment and culture in New York City!

BOARD & STAFF

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West Manhattan
Chamber of Commerce

Robert Battista

Gracious Home

Georgette F. Bennett

Milstein Properties

Brian Byrne

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Gregg Carlovich

Zeckendorf Development, LLC

Luis Castro

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American Bible Society

Suzanne Davis

Residential Property Owner

Abigail Black Elbaum

Ogden CAP Properties, LLC

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Glenwood Management Corp.

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Millennium Partners

Michael O'Neal

O'Neals'

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Melissa Thornton

Lincoln Center for the Performing Arts, Inc.

Atif Youssef

The Empire Hotel

George Zeppenfeldt-Cestero

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Mayor, The City of New York Represented by Hon. Robert Walsh, Commissioner,

NYC Department of Small Business Services

Hon. Gale A. Brewer*

The Council of the City of New York

Hon. Scott Stringer*

President, The Borough of Manhattan

Hon. William C. Thompson, Jr.*

Comptroller,

The City of New York

* Serving ex-officio

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Ralph Memoli

Vice President of Marketing and Special Projects/

Chief of Staff

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PT Supervisor

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PT Supervisor

Angel Rodriguez

Tyrone Rutledge

Efrain Bravo

Eloy Bravo

Sanford Smith

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