

supporters

We would like to acknowledge our supporters, whose contributions to our annual programs allow us to keep Lincoln Square clean, green, safe, beautiful... and fun!

- Beautification & Streetscape**
The employees of 15 Central Park West
The residents of 15 Central Park West
The residents of the Allegro Condominium
American Bible Society
Broadway Mall Association
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Many individual donors
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MVP | NY (In New York & Where Magazines)
Fresh 102.7
Cabot Creamery Cooperative
McNulty Outdoors (tree donation)
New York City Department of Parks and Recreation (tree installation)

financials

STATEMENTS OF FINANCIAL POSITION

ASSETS	2010	2009
Cash	\$ 1,119,680	\$ 1,009,462
Grants receivable	18,333	151,250
Property and equipment	43,194	35,973
Prepaid and other assets	18,973	33,722
TOTAL	\$ 1,200,180	\$ 1,230,407

LIABILITIES/NET ASSETS

Liabilities	\$ 108,819	\$ 73,029
Net assets	1,091,361	1,157,378
TOTAL	\$ 1,200,180	\$ 1,230,407

Summary of Financial Statements dated September 24, 2010, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request and on our website at www.lincolnsquarebid.org.

OPERATING BUDGET — FISCAL YEAR JUNE 30, 2012

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,000,000						
Contributions/grants	325,000						
TOTAL	2,325,000						
EXPENSES							
Salaries	572,570	\$ 223,040	\$ 50,410	\$ 50,410	\$ 65,230	\$ 104,620	\$ 78,860
Payroll taxes/benefits	116,160	39,600	11,730	11,730	12,200	22,000	18,900
Outside contractors	1,087,000	40,000	335,000	610,000	101,000	1,000	
Equipment	8,500	1,000	1,500	5,000			1,000
Supplies	109,000	50,000	2,000	22,000		2,000	33,000
Rent	133,000		2,500	2,500			128,000
Project expenses	275,000	275,000					
Insurance	15,000						15,000
Professional fees	32,000						32,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	39,780						39,780
TOTAL	2,418,010	637,640	412,140	710,640	181,430	129,620	346,540

Increase in net assets \$ (93,010)

STATEMENTS OF ACTIVITIES

SUPPORT AND REVENUES	2010	2009
Assessment revenue	\$ 1,800,000	\$ 1,800,000
Contributions/grants	414,201	644,274
TOTAL	2,214,201	2,444,274

EXPENSES

Marketing/development	726,534	616,980
Safety	414,333	373,962
Sanitation	667,908	600,037
Social services	33,332	311,548
Capital improvements	139,313	135,769
Administration	298,798	294,357
TOTAL	2,280,218	2,332,653

Increase in net assets \$ (66,017) \$ 111,621

looking forward

The coming year promises to be an exciting one for the Lincoln Square Business Improvement District. Our lunchtime summer concerts — with an incredible lineup of talented musicians — will get underway on July 6th and will continue throughout the months of July and August, every Wednesday rain or shine at Richard Tucker Park. Our staff is already gearing up for year two of Mercedes-Benz Fashion Week, which officially begins on September 8th. The neighborhood will be buzzing with activity well before that date as the crew will be setting up the venue in mid August — right after the Metropolitan Opera's 10-day outdoor evening opera series on the plaza. The 12th Annual *Winter's Eve at Lincoln Square* will be held on Monday, November 28th, which seems right around the corner to our small staff. At the same time, we continue to keep our eyes focused on the bread and butter of our organization — Clean, Safe and Beautiful — as we fine tune our programs to make sure that every single piece of litter is picked up, every person who seeks help receives it, every pothole gets reported and repaired, and every plant, shrub and flower blooms brightly throughout the summer. ■

neighborhood news

It's all here!

SPECIAL ISSUE: Annual Report 2010-2011

LINCOLN SQUARE



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LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

The Lincoln Square District Management Association, Inc.
1841 Broadway, Suite 1112
New York, NY 10023



Board & Staff

Suzanne Davis Residential Property Owner	Lydia Kontos The Kaufman Center	Robert Barista Performing Arts, Inc.	Abigail Black Elbaum Ogden CAP Properties, LLC	Georgette F. Bennett Milstein Properties	David Froelke Related Companies (The Shops at Columbus Circle)	Brian Byrne Fordham University	Gregg Cardiovich Zeckendorf Development, LLC	Luis Castro Time Warner Inc.	David Cvijic Millennium Partners
Thomas Dunn Lincoln Center for the Performing Arts, Inc.	Alan Locker Bonafide Estates, Inc.	Leo Marovitis The Emporium, Ltd.	Vacant Ogden CAP Properties, LLC	Michael O'Neal Vacant	Vacant Related Companies (The Shops at Columbus Circle)	Hon. Michael R. Bloomberg* Mayor, The City of New York	Doug Grishel Rosa Mexicano at Lincoln Center	Andrew N. Pucher The Walt Disney Company	Gary Schmitz American Bible Society
Rudolf Taucher Mandarin Oriental, New York	Vice Chair, Audit Committee	George Zeppendorf-Cestero (non-voting member)	Community Board 7	Hon. John C. Liu* Comptroller, The City of New York	* Serving ex-officio Represented by Nancy Ozaas	Represented by Jesse Bodine	Hon. Gale A. Brewer* The Council of the City of New York, District 6	Chair of Finance Committee	Chair of Services Committee
Chair of Audit Committee	Chair of Marketing Committee	Chair of Finance Committee	Chair of Marketing Committee	Chair of Finance Committee	Chair of Finance Committee	Chair of Finance Committee	Chair of Finance Committee	Chair of Finance Committee	Chair of Finance Committee



thriving neighborhood. Many people have helped make Lincoln Square what it is today: clean, safe, beautiful, fashionable and fun! We are grateful to our business community, property owners and residents, our incredibly dedicated Board of Directors and especially our small, talented staff for their creativity and commitment to their jobs. We thank our cultural and educational institutions, our many partners, sponsors and donors, and of course, Mayor Michael Bloomberg, Commissioner Robert Walsh and the Department of Small Business Services, The Mayor's Community Assistance Unit, Community Board 7 and all of the other City agencies and community organizations with which we regularly work for their support. We are effective because of all of you and look forward to your creative ideas and continued support.

With our thanks and warm wishes,

Monica Blum

President

Andrew N. Pucher

Chairman

completed a makeover of our website www.lincolnsquarebid.org and ramped up our social media efforts to help get the word out about everything happening in the cultural, entertainment, intellectual and fashionable heart of New York City.

This year, we made a change in our budget as well. For the past three years, due to the economic climate, we held our assessment budget at \$1.8 million although we had received approval in 2008 to bill an assessment budget of \$2 million. It had been our intention to increase the assessment budget gradually over three years and over the same period to improve the wages of those who work to make Lincoln Square clean, safe and beautiful. Although we did not increase the budget, we were able to ensure that our hardworking workers received annual wage increases. However, to accomplish this we were forced to make some programmatic changes and dip into our reserves. After careful review, the Board of Directors recently voted to increase the assessment budget to \$2 million for Fiscal Year 2012, an 11% increase that will raise property owners' rates by approximately \$.04 for commercial and retail space and \$.02 cents for garage space. While there is never a good time to increase the budget, the economy continues to improve and business is clearly better.

Our commitment to addressing quality of life issues and delivering first-rate services and programs remains constant. The financial strength of our organization ensures that we can continue to provide you with the standard of excellence that you deserve. This year's Annual Report provides details and information on our services and key initiatives as well as information on the budget.

It is hard to believe that we are into our 15th year of serving this



LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

neighborhood news

SPECIAL ISSUE: Annual Report 2010—2011

Dear Friends and Neighbors:

For the Lincoln Square Business Improvement District and our neighborhood, 2010-2011 was a year of many changes. After 13 years of memorable Annual Meetings at O'Neals', this year finds us at the David Rubenstein Atrium thanks to Lincoln Center. We formed a new partnership with ReServe, an organization that recruits skilled retirees and places them in jobs with local nonprofits. And, Ralph Memoli, the BID's VP of Marketing and Special Projects/Chief of Staff, was selected to participate in the new, very competitive Coro Neighborhood Leadership fellowship.

New retailers, restaurants, businesses and residents have flooded Lincoln Square in the past couple of years and the trend continued in 2010-2011. Outstanding culinary additions to the neighborhood include Atlantic Grill, Boulud Sud and Epicerie Boulud, and Lincoln. Two smaller businesses, Leicht by My Home My Planet and Urgent Care Manhattan also made Lincoln Square their home. And, Century 21, a paradise for the savvy shopper, will open its doors this fall. Mercedes-Benz Fashion Week's move to Lincoln Center last year really put Lincoln Square on the map. To ensure that our local businesses and organizations felt the "halo effect" from this major trade event, we rolled out the red carpet and developed some clever promotional programs.

Winter's Eve at Lincoln Square, our unique neighborhood festival, saw change as well — we hired new talent, featured more restaurants, brought in some new partnerships, and had a dance tent. The result — the largest turnout ever to kick off the holiday season — cementing *Winter's Eve's* reputation as New York's largest holiday festival. And, we

clean

Seven days a week, 14 hours per day, our dedicated 14 member Clean Team, contracted from Atlantic Maintenance, can be found sweeping Lincoln Square's sidewalks and curbs, cleaning and painting street furniture, wiping down the district's 125 BID-branded trash receptacles, removing graffiti and keeping the BID's Broadway Malls and two local parks, Richard Tucker Park and Dante Park, spotless. This winter after releasing an RFP for sanitation services, we renewed our contract with Atlantic Maintenance for another three years. We are

especially grateful that Fordham University continues to provide a field location for our Clean Team's base of operations despite major construction on its campus.

From our organization's very inception, the BID's sanitation and area maintenance program has been a core part of our operations. We are pleased by the success we have achieved in keeping Lincoln Square's sidewalks and streets sparkling. Last year alone we collected 1,721,750 pounds of garbage and have consistently received 100% on our Scorecard ratings — an inspection program run by the New York City Mayor's Office of Operations.

Still, we embrace any opportunity to improve upon our work. For example, our partnership with the Midtown Community Court, an organization that sentences low-level/non-violent offenders to pay back the neighborhood through community service projects, has really made a discernable difference in the cleanliness of our neighborhood. Twice-weekly, two offenders scrub the sidewalks under and around our trash receptacles and perform other maintenance projects as needed with our supervision. This addition to our program has allowed us to significantly increase our sanitation impact at minimal cost; the community court offenders performing community service hand scrubbed a total of 1,615 corners and 27

mall end caps this year.

In addition to their regular duties, our Clean Team also braves the elements to clear corners, bus stops, fire hydrants and catch basins of snow and ice. After this year's record-breaking snowfalls, we received numerous calls and e-mails from local residents, property owners and workers complimenting the Clean Team's performance. One local resident expressed her appreciation by sending us a donation earmarked for the Clean Team, which we are using to provide beverages to our workers during particularly cold or hot weather.

Our sanitation and area maintenance program is one of the BID's most important components and it is important to us that our Clean Team workers are fairly compensated. For the third year in a row, we were able to ensure that these hardworking individuals received a wage increase.

We are particularly proud of the fact that more than one half of the Clean Team has been working on behalf of Lincoln Square for four years or more — and four have been part of our "family" for 11 years or more. That is quite an accomplishment and we are appreciative of their commitment to our organization. ■

beautiful

When the BID was established in 1996, we immediately identified the enhancement of the district's public spaces as a key objective. Thanks to our ongoing efforts, the once barren and untidy medians along Broadway known as the Broadway Malls are now lush urban gardens. We have also achieved great strides in making our two local parks, Richard Tucker Park and Dante Park, more beautiful and inviting. Each location now has flower-filled planters, moveable tables and chairs, and umbrellas for the public's enjoyment. To further green the neighborhood, this spring we purchased an additional 14 new planters for Dante Park, the 65th Street pedestrian island and the extra-large end-cap of the 65th Street Broadway Mall, bringing our total amount of planters to 37.

Of course, the BID would be remiss to claim all of the credit for these positive changes. We rely on the generous support of partners and sponsors to keep Lincoln Square green and beautiful. Year in and year out, a roster of committed property owners, local businesses, institutions, residential buildings, foundations, individuals, and even two local canine benefactors — Buttons and Zipper — loyally underwrite the plantings and maintenance of our Broadway Malls and our parks.

The summer of 2010 presented a formidable challenge for our gardening program; the record-

setting heat and humidity taxed all of our plants and our watering budget increased by almost 140%. In spite of our efforts to battle the searing temperatures, we lost some plants and shrubs. In a true demonstration of civic partnership, and in recognition that this mall is in effect its front yard, Glenwood Management offered to design and replant the entire interior of the 64th — 65th Street Mall, in addition to their annual Broadway Malls contribution. The results are stunning!

As a requirement of our procurement procedures, this fall we issued an RFP for landscaping services. After a thorough review, we decided to hire a new firm, Frank Bulfamante & Sons, Inc., a large family-run company that works on many significant projects throughout the city, including many that are similar to our program. We are pleased by the expertise, attention to detail and extensive plant knowledge that they are bringing to our beautification program, as well as their capacity to maintain and regularly water our gardens through use of their own watering trucks. We are extremely excited about this change and have already seen the benefits of our decision. This spring, all 90 crabapple trees were ornamentally pruned for the first time in many years; all of our shrubs were pruned; the ground cover was hand trimmed and the ivy was cut to stimulate new growth. By the time you read this report, the

tulips will be gone and the flowers, shrubs and grasses will be brightening up Lincoln Square.

Our Beautification Program doesn't just help us green the neighborhood; it serves as an important source of job training and employment. From the beginning of our program we have hired clients of Goddard Riverside Community Center to assist our Clean Team in keeping the malls sparkling clean. Every morning the Green Keepers walk the malls from 60th to 70th Street ensuring a litter-free start to the day. In recognition of our partnership with Goddard Riverside, this year the BID received an award given by the NY State's Office of Vocational and Educational Services for Individuals with Disabilities honoring employers who hire those with disabilities. Our Goddard Team also received wage increases over the last three years. We are proud of our long-term partnership with this outstanding Upper West Side organization. ■



safe

Our 10 unarmed Public Safety Officers, outsourced from security company ACSS, help us ensure that Lincoln Square remains a safe, friendly neighborhood for everyone.

Operating out of a field location generously provided by Ogden CAP Properties, LLC, Public Safety Officers patrol Lincoln Square for 15 continuous hours, seven days a week, notifying the police of any problems in the district and serving as a uniformed deterrent to crime. Over the past year, our officers stopped 2,080 bicyclists from illegally riding on our sidewalks, protecting pedestrians. After last May's thwarted terrorism attempt in Times Square, the Security Team attended a terrorism awareness training, organized by our BID and conducted by NYPD's 20th Precinct Community Affair's Officers, at the American Bible Society. Several other BIDs in the midtown area sent representatives to this important session.

The exemplary service of our Security Team is best illustrated with real life situations. For example, one of our eagle eyed Public Safety Officers, Leon Persaud, was patrolling his post at Broadway and 67th Street this winter and witnessed a

theft from one the area's major retailers. Thanks to Persaud's efforts, the theft was foiled and two individuals were arrested after Persaud flagged down a 20th Precinct bicycle Police Officer. To boot, this incident was reported on in the *New York Post*! Another emergency situation occurred one hot summer afternoon when an older gentleman fell ill at Richard Tucker Park. One of our Public Safety Officers called 911, flagged down the responding ambulance and pointed out the individual needing assistance, expediting his care. These are just two examples of the supportive role that the Lincoln Square Security Team plays as the eyes and ears of the Police Department.

We also rely on the Security Team to help us monitor district conditions. The Public Safety Officers conduct weekly pedestrian counts at several locations and also identify and report on a variety of street conditions that affect the quality of life in the district such as broken traffic and street lights, non-working public phones, uncollected trash and illegal vending. The team notes any conditions that can be repaired by the BID's sanitation staff and refers problems that the city



must address directly to 311, NYC government's phone number for reporting quality of life issues and accessing government information. In 2010-2011, the Security Team reported over 1,340 incidents and street conditions, including many potholes, certainly a problem after this year's snow storms.

Finally, our Public Safety Officers are also a friendly source of information and directions, ready to help visitors find a restaurant, a store, or another destination. Last year alone, they responded to 32,221 information requests and handed out close to 20,000 copies of our *Lincoln Square Map & Guide*.

We're pleased to announce that our Public Safety Officers also received wage increases for the third year in a row. ■

fun: marketing and special events

The BID spearheads numerous marketing efforts designed to meet the needs of the 23 million people who shop, dine, visit, and live in Lincoln Square and to promote the nearly 250 businesses and non-profit organizations in our district.

Our publications include our print newsletter, *Neighborhood News*, our e-news blast, *LINKs*, the *Lincoln Square Map & Guide*, and *Where to Shop in Lincoln Square*, the new companion guide to our highly popular *Where to Eat in Lincoln Square*. This spring thanks to funding from Manhattan Borough President Scott Stringer, we launched another new publication, *Lincoln Square: A Community for All Ages*. This initiative is an outgrowth of our work as part of a coalition of organizations formed by Council Member Gale Brewer and the New York Academy of Medicine to make the Upper West Side more age-friendly. These pamphlets, and material from other local institutions, are made available at our neighborhood information carousels — quick-stop information locations. Last year the hospitality staffing of our carousels became intergenerational; two skillful retirees hired through the nonprofit ReServe now work alongside and mentor our

high school and college-aged ambassadors.

Navigating Lincoln Square became easier this year with the unveiling of our new website, www.lincolnsquarebid.org, and the expansion of our successful social media campaigns. Our updated website contains a comprehensive listing of all area businesses and cultural institutions and includes some new elements: an events calendar listing everything happening in and around Lincoln Square, and a page dedicated to age-friendly resources for seniors. Our Facebook and Twitter followers continue to grow and we are also active on YouTube and Flickr.

Last summer we featured the third season of our free concert series at Richard Tucker Park. In collaboration with the MTA's Music Under New York program, we provided a diverse line-up of performers and genres. Our concert series also had a wellness component — neighboring studio YogaWorks guided our audience through gentle stretches between musical sets. A great profile of our concerts appeared in the July 29, 2010 issue of the *New York Times*.

Lincoln Square became fashion forward with the inaugural year of Mercedes-Benz Fashion Week at Lincoln Center. We

encouraged attendees to visit local restaurants offering special enticements and we unveiled "*Lincoln Square Fashion Plate Prix Fixe*", our very own restaurant week promotion open to the public featuring over 20 restaurants. Another successful promotion, the "*Lincoln Square Crew Cuts*", provided discounts to production crews at ten local "quick-serve" eateries. Large placards and window clings along Broadway welcomed attendees, while a special pull-out in the *Daily*, Fashion Week's fashion magazine, provided readers with an overview of the neighborhood and some of our great establishments. ■



On Monday, November 29, we celebrated the 11th year of *Winter's Eve at Lincoln Square* — NYC's largest holiday festival — featuring free entertainment, food tastings, family fun and more. Attendance increased exponentially this year with representation from over 79 different zip codes. The audience at our tree lighting with WABC-TV's Sade Baderinwa was particularly impressive — when Dante Park hit capacity, thousands crossed the street to Lincoln Center's plaza to watch the ceremony.

Revelers at over 25 venues enjoyed unparalleled entertainment, including Celtic fiddler Eileen Ivers and Immigrant Soul at the *Winter's Eve* Dance Tent, the Anat Cohen Quartet with Avishai Cohen and special guests John Pizzarelli and WABC-TV's Bill Ritter at the American Folk Art Museum, a Bhanga party with Red Baraat at Lincoln Center's David Rubenstein Atrium, Naturally 7 at the Apple Store, the Festival of Lights at NYIT and much more. The Arm-of-the-Sea Theater paraded up and down Broadway while the Tisch WNET Studios at Lincoln Center opened its doors to the public. To help people cover the entire ten block stretch of Broadway, the Parks Department

provided a trolley. We also welcomed back many traditional favorites like talent from LaGuardia High School and the Professional Children's School in Samsung Experience and the Kaufman Center's student chamber groups at TD Bank. Jazz at Lincoln Center's Rose Rutledge Trio performed on the second floor of Time Warner Center, and artisans from Okamoto Studio crafted 8-foot tall ice sculptures.

Food is everyone's favorite and makes for a fabulous evening. From BBQ beef brisket to *pasta e fagioli*, epicureans sampled over 30,000 tastes from 32 of the area's great restaurants and eateries at three outdoor locations. And, many restaurants elected to donate a portion of their proceeds to City Harvest — the event's charitable partner.

Child-friendly entertainment included KIDROCKERS at the American Bible Society, with bite-sized cupcakes from Magnolia Bakery and activities courtesy of *Time Out New York Kids*, MOBIA, the West Side Y and the New York Society for Ethical Culture. Crafts from DOROT and performances by the cast of Billy Elliot and Big Apple Circus delighted children of all ages at Time Warner Center while a screening of *Charlie Brown's Christmas* entertained tots at the Church of St. Paul the Apostle.

We received extraordinary pre-and post event coverage, including the *pièce de résistance* — a photo spread in Bill Cunningham's Evening Hours section of the *New York Times*!

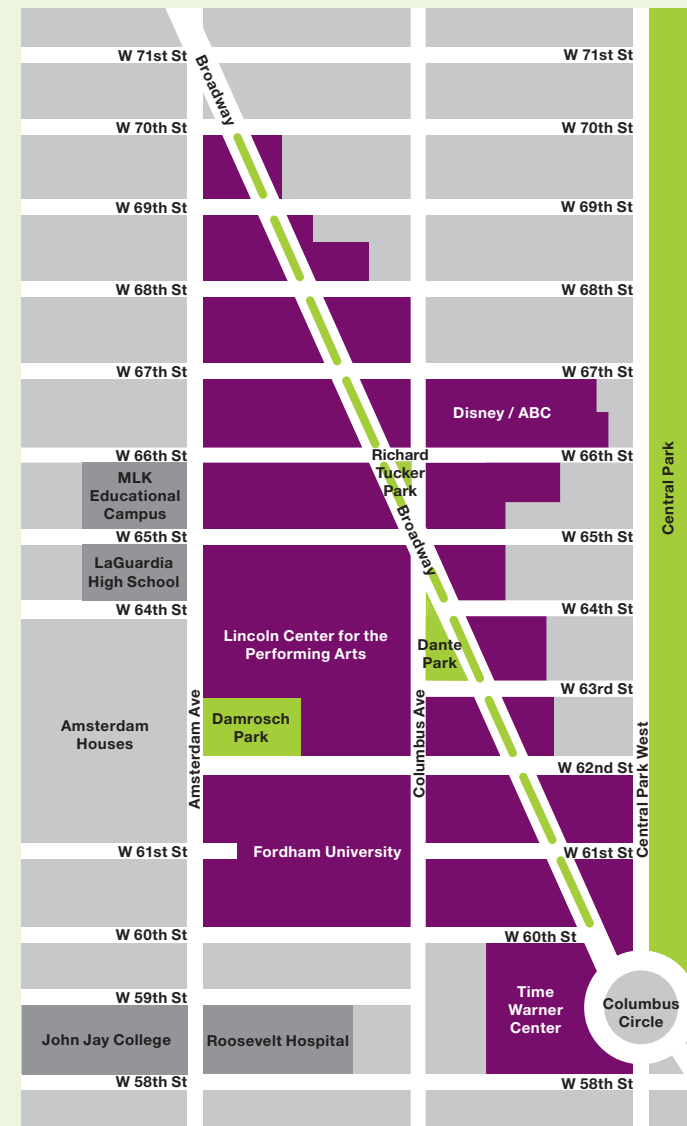
We could not put on this amazing show without the participation of many businesses, cultural organizations, sponsors, government partners, volunteers and individuals. Thank you and see you in November! ■



mission

The Lincoln Square Business Improvement District (BID) is a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. Our mission 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 showcase the rich and varied resources of this vibrant Upper West Side neighborhood. ■



The Lincoln Square newsletter is a publication of the Lincoln Square BID and is published three times a year by the:

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