



LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

neighborhood ♦ news

Annual Report 2011–2012

Dear Friends and Neighbors:

May 18, 2012

Incredible as it may seem, this is our 15th Annual Meeting and our 16th year of serving this wonderful Upper West Side neighborhood. It seems as if it all started yesterday, in our first tiny donated office just south of the district. While much has changed since then, one thing remains constant and that is the BID's commitment to its mission and our determination to provide the highest quality services and programs for all who live and work in or visit Lincoln Square. In fact, our recent customer satisfaction survey revealed that 99% of our respondents think that we are doing a great job of meeting our mission.

Our core programs, Clean and Safe, so essential to maintaining the quality of life we all expect and enjoy, continue to make up more than 50% of our \$2,000,000 assessment budget. Our streetscape, public improvements, and beautification initiatives bring vibrant colors and amenities to our streets and sidewalks; our marketing programs, designed to promote Lincoln Square's many cultural, culinary and retail assets, include events, publications, and expanded social media. After years of our advocating for improvements to Dante Park, located directly across from Lincoln Center, the Parks Department has announced that work will finally begin thanks to Council Member Gale Brewer's allocation of funds. The improvements will further enhance the aesthetic appeal of this small jewel. At the same time, Richard Tucker Park, the equally small, but charming park directly to its north, will become ADA-compliant.

New shops, restaurants and cultural programming all enliven this vibrant district. More than 23 million visitors come here each year, including nightly theater goers, discerning

diners, selective shoppers, and enthusiastic students. Century 21 Department Store brought designer fashion at affordable prices to Lincoln Square in September. This spring, trendy L.K. Bennett opened its first US store at Time Warner Center, and will be joined in a few months by C. Wonder bringing even more cachet. Our dining scene gets better and better — just a year ago we welcomed two more Daniel Boulud establishments, Boulud Sud and Épicerie Boulud, and in the fall The Smith will open its doors. Our businesses look forward to Mercedes-Benz Fashion Week's twice-yearly stay in Lincoln Square. This past November, Winter's Eve at Lincoln Square, our signature event, and New York's largest holiday festival, drew over 25,000 people for great entertainment, delicious food and lots of fun.

Thanks to careful budgeting and sound financial planning, we will not be increasing our assessment budget this year. But mindful of how hard it is to make ends meet, we continue to improve the wages of those who work to make Lincoln Square clean, safe and beautiful — the hardworking members of our Clean Team, our Public Safety Officers and our Green Keepers who can be found throughout the district rain, wind, snow or shine.

Looking forward, our contract with the City will expire this summer and we fully expect to renew it. Our student ambassadors working alongside ReServists will be out shortly to assist the public at our Neighborhood Information Carousels, and our nine-week Free Summer Concert series at Richard Tucker Park



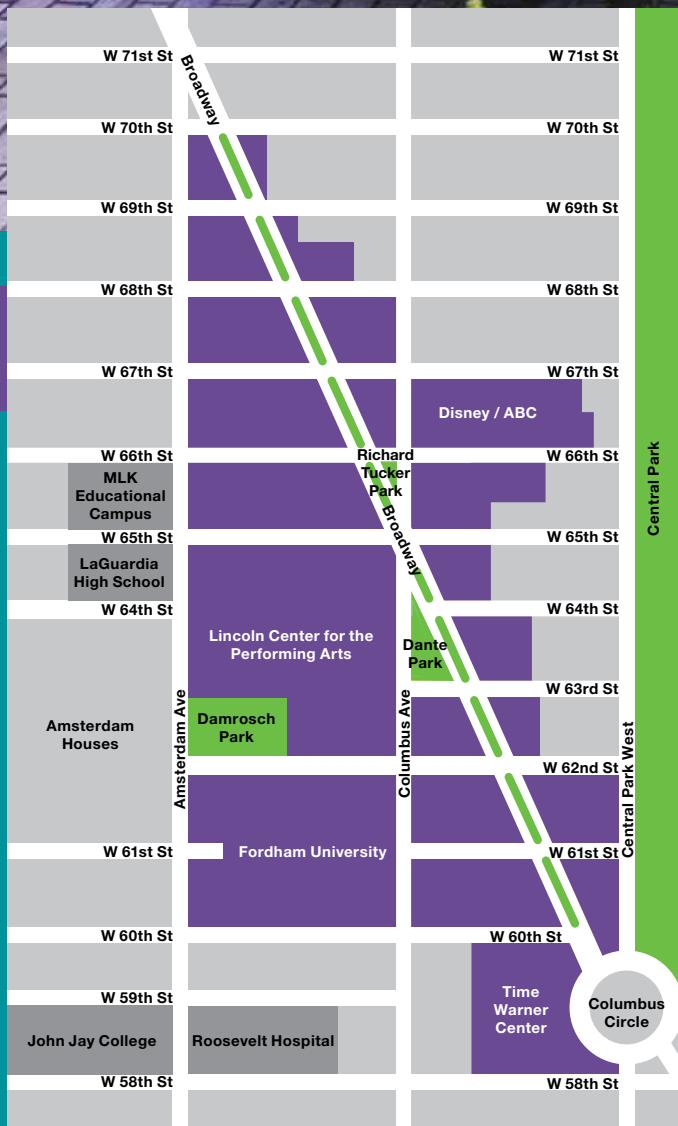
will debut on July 4th.

We are extremely grateful to our incredibly committed Board of Directors who faithfully discharge their fiduciary responsibilities with dedication, enthusiasm and creativity. And, none of our accomplishments would be possible without the hard work of our small, talented staff. We thank our property owners, our retailers and business community, our residents, our non-profit leaders, our many partners, and our sponsors and donors. We especially thank Mayor Bloomberg and the Mayor's Office, Commissioner Walsh and SBS, and our other City partners, including DOT, Parks, Sanitation, the 20th Precinct, DCA, CB7, our elected officials, and the many community organizations with which we regularly work. Without all of your help in support of our public private partnership, our achievements would simply not be possible.

With our thanks and warm wishes,

Monica Blum
President

Andrew N. Pucher
Chairman



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. ■



clean & safe

In 1996 it wasn't uncommon for a pedestrian in Lincoln Square to pass overflowing trash cans, sidestep unsightly piles of litter to get to his or her destination, or see litter all over the Broadway Malls. In June of 1997 the BID launched its first program and contracted with a local nonprofit, the Goddard Riverside Community Center, to provide a small crew to sweep the end caps of our 10 Broadway Malls (medians on Broadway from 60th-70th Street), change the trash can liners and remove litter from the malls' interiors several mornings per week. Shortly thereafter, in October of 1997, we began our full-scale cleaning program and contracted with Atlantic Maintenance Corporation to provide supplemental sanitation services. We began with a modest program consisting of four workers per day, sweeping the sidewalks, bagging litter and relining the City's trash baskets. Although the program was small, the effects were immediate and noticeable.

Over the years, our sanitation and area maintenance program has expanded to meet the demanding challenges presented by increased tourism and by the development of many residential and mixed-use properties. Today, our Clean Team is out 14 hours per day, seven days

a week and consists of 13 cleaners who, in addition to sweeping and bagging litter, paint over graffiti, clean and paint hundreds of pieces of street furniture and wipe down and maintain the 125 BID branded trash receptacles. They also clean the 10 Broadway Malls, Richard Tucker Park and Dante Park. During winter months, they remove snow from crosswalks, catch basins, bus stops, fire hydrants and the two small parks. The Green Keepers crew from Goddard now cleans the malls five mornings per week. Since 2010, twice a week, two nonviolent offenders sentenced to community service by the Midtown Community Court and monitored by our Clean Team supervisor scrub the sidewalks under our trash receptacles and assist with snow removal in the winter.

We also have a very successful public safety program designed to provide a safe and welcoming environment for everyone who comes to Lincoln Square. Our Public Safety Officers serve a dual role as neighborhood ambassadors — assisting the public with directions and other useful information — as well as uniformed deterrents to crime by patrolling the district and acting as the eyes and ears of both our BID and the New York City Police Department, with whom we work closely. Public Safety Officers notify 911 of emergencies such as a person needing medical attention, and call 311 to report quality of life issues such as illegal vending, illegal dumping, pot holes, defective street lights, and broken phones. Our Public Safety Officers report other useful information to the BID allowing us to monitor and correct conditions in our community.

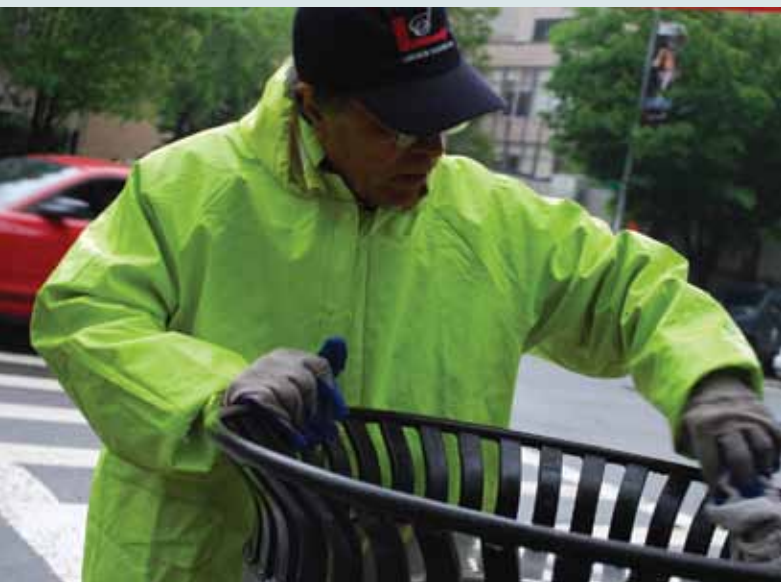
Our public safety program, which we launched in September 1997, has remained about the same size — 10 officers working several different shifts — but hours of coverage have changed in response to district needs and the success of the NYPD's and 20th Precinct's crime reduction strategies. Today, officers continue to work a variety of



shifts throughout the day into the evenings to provide maximum coverage throughout the district. Over the years we have changed security companies several times, allowing us to maintain an effective security program. Our most recent contractor, Summit Security, Inc., took over in April 2012.

The impact of our "Clean and Safe" programs is evident. Fifteen years ago, the Mayor's Office of Operations' Scorecard inspection program, which measures and reports on the cleanliness of New York City's streets and sidewalks, gave Lincoln Square a cleanliness rating of 79.2%. Today, working closely with District 7 of the NYC Department of Sanitation, our streets and sidewalks sparkle with a consistent cleanliness rating of 100%. We now bag 875 tons of trash per year, which is a 17% increase from when our program began. Since its inception in 1997, the Public Safety team has assisted over 410,000 persons; they have chased more than 30,000 illegal bike riders off of BID sidewalks and have distributed more than 287,000 maps to people asking for directions.

Our dedicated workers are incredible — and many have been with us since the early years of this exciting journey. Anthony Stass, our Clean Team supervisor, and Clean Team members Angel Rodriguez and Eloy Bravo have been working for Lincoln Square for 13 years; Efrain Bravo for 12 years, and several others for more than five years. We also have long-time Public Safety Officers — Henry Settles who has been with us for 13 years, Ante Vidaic for 6 years and Douglass Mann, for 5 years. From our small Goddard crew, Juan De Jesus has been with us for 11 years, Tom Tychi for 9 years and Paul McDonald for 6 years. We are proud of the relationship we have with these vital members of the BID family and we look forward to the future with high expectations. ■



beautification & streetscape

Cheerful springtime tulips and vibrant summer plant displays. Planters spilling over with a garden's worth of flowers. Two quaint and lively parks with plenty of seating and shade. All in Lincoln Square!

It's easy to take these wonderful amenities for granted, but Lincoln Square was quite a different place when we began our beautification and streetscape initiatives in 1998. Back then our Broadway Malls were trash-strewn and barren, and our parks and public spaces were unattractive and rarely used. Although the Parks Department had the willingness to improve the malls and parks, they didn't have the resources and the BID's core budget was too small to cover ambitious beautification efforts. We began to enlist support from major property owners, including non-profits, businesses and residential buildings, as well as individuals, public officials and foundations, to help us refurbish and maintain these public spaces.

A lot has changed since those early years. With plenty of elbow grease and well over \$1 million raised from our supporters over the last 15 years, Lincoln Square's gardens and public spaces have been transformed. Today, our 10 Broadway Malls are lush urban gardens consisting of hardy evergreen shrubs, groundcovers and beautiful seasonal flower displays. The pedestrian crossings of each mall also contain attractive 1964 World's Fair benches — one of our many streetscape projects. More than

10 years ago with some private support we purchased 125 durable trash receptacles to replace the city's battered wire mesh ones. Thanks to careful daily maintenance our trash receptacles still look good today.

Dante Park at 63rd Street and Broadway and Richard Tucker Park at 66th Street and Broadway are now popular gathering spots filled with amenities. We have installed movable tables, chairs and umbrellas, and new permanent information and way-finding kiosks highlighting area history, a map of Lincoln Square, and area transportation information in each. Thirty-nine planters filled with a combination of flowers, ornamental grasses, decorative shrubs and trees adorn Dante and Richard Tucker Parks, the extended end cap of the 65th Street pedestrian crossing and the 65th Street pedestrian island. Richard Tucker Park has a twice-weekly farmer's market that draws thousands of shoppers.

We have made great strides, but we never consider our job finished. We continue to find new and innovative ways to keep the neighborhood beautiful. 2011-2012 was a very exciting year for our program. After advocating for over a decade for the improvement of Dante Park — which suffers from crumbling and sunken pavers, benches in disrepair and a "chicken wire" fence cordoning off much of the park's open space from the public — we are excited that work will soon begin to revitalize this neighborhood gem. Parks will replace, reset and repair all pavers, install new World's Fair benches, fix the platform in front of the statue of Dante Alighieri and open more of the park to public access. Parks will also



make Richard Tucker Park ADA-compliant and improve the lighting. What a tremendous win for our neighborhood to finally

see these projects come to fruition. With these new changes and fresh red canopies for the umbrellas in both Dante and Richard Tucker, these parks will shine.



Last year's transition to a new landscaping company, Frank Bulfamante & Sons, Inc., has been very positive. Their responsive and

experienced crew ensures that our malls, gardens and planters are filled with healthy and colorful plants, receive almost daily watering and are properly maintained, attractive, neat and weed-free, even in the winter. This year we added to our horticultural team by hiring Ronda Brands, a garden designer experienced in designing many public parks and spaces in New York City. Our spring tulip display was the largest and best we have ever seen. Cheerful pansy-filled planters and urns complemented our tulips — we also added pansies to the endbeds of our most-traveled Broadway Malls. We expect equally impressive summer flower displays. Additionally, several dead crabapple trees in the Gateway Mall at 60th Street were removed and replaced with five lovely new trees.

Lincoln Square has literally blossomed thanks to the BID's many beautification and streetscape improvements and we remain grateful to our partners and supporters, including, of course, the Parks Department, whose involvement has helped to cultivate and green up Lincoln Square. ■



marketing & fun



Over the past 15 years, our neighborhood has witnessed an incredible transformation and each year we fine-tune our marketing initiatives to support our thriving retail and cultural community. In 1997 our marketing efforts consisted of a banner program and a neighborhood map. Today we spend almost 30% of our budget promoting the area's nearly 300 businesses, not-for-profit and cultural organizations and wonderful resources to brand our district and welcome the millions who shop, dine, visit, work, live, and have fun in Lincoln Square.

Our Lincoln Square banners continue to fly high all year long; however, when they come down, we now work with Urban Samaritan to recycle them into attractive and utilitarian tote bags. Our free publications include our newsletter, *Neighborhood News*, the monthly *LINKs* e-blast, the *Lincoln Square Map & Guide* (over 1 million distributed to date) and a number of brochures: *Where to Eat in Lincoln Square*, *Where to Shop in Lincoln Square* and *Lincoln Square: A Community for All Ages*. With support from Manhattan Borough President Scott Stringer, shortly we will release our newest guide, *Lincoln Square: Parks, Public Art & Monuments*. Our website, www.lincolnsquarebid.org, visited by thousands monthly, is filled with business and cultural listings, links to our members, an events calendar, and other useful information. We also have active Facebook, Twitter, YouTube and Flickr accounts.

In 2011, we expanded our visitor services program and added a third Neighborhood Information Carousel. Visitors can now obtain our brochures and other helpful publications at Columbus Circle, Dante Park and Richard Tucker Park. In warmer months, our three carousels are staffed by friendly and skilled retirees, hired through ReServe, and student ambassadors from local area high schools, whose stipends are paid in part by a small grant from Council Member Gale Brewer.

In the fall and spring when the red carpets are rolled out for Mercedes-Benz Fashion Week we offer our biannual "Lincoln Square Fashion Plate Prix Fixe" — our very own restaurant week. This year's Fashion Plate was kicked off with a press conference at Boulud Sud with Tim Zagat and SBS Commissioner Walsh and featured 25

of the area's finest dining establishments offering great deals and tempting menus. "Lincoln Square Crew Cuts" offers discounts to the Fashion Week production crews at local "quick-serve" eateries. These promotions allow everyone to be part of the excitement of Fashion Week while ensuring local businesses feel the "halo effect" from this event.

Last summer, we presented our fourth series of Free Summer Concerts at Richard Tucker Park and again collaborated with the MTA's Music Under New York program to provide a diverse line-up of performers and genres. Between sets, YogaWorks guided the audience through gentle stretches while Atlantic Grill and P.J. Clarke's gave away lemonade and brown-

ies — a hit with the audience.

Our biggest and most important event of the year is Winter's Eve at Lincoln Square, an annual favorite celebrated every November to kick off the holiday season.

Winter's Eve features free entertainment, food tastings, family fun and more, and has become NYC's largest holiday festival. Event-goers packed Dante Park and spilled onto Lincoln Center's plaza to watch folk legend Arlo Guthrie and his family, WABC-TV's Sade Baderinwa and former NYC Mayor Edward I. Koch light our traditional Holiday Tree, which was decorated by Folk

Arts Rajasthan, in partnership with the American Folk Art Museum.

All evening the sidewalks along Broadway from Time Warner Center to 68th Street were teeming. People kicked up their heels to The Klezmatics at the Winter's Eve Dance Tent, while kids rocked out to Joanie Leeds and the Nightlights at the American Bible Society. Close to 100 businesses and not-for-profit organizations participated, including 32 of Lincoln Square's trendy restaurants and eateries, which offered revelers delicious fare at our popular outdoor food tastings; others put out the welcome mat with live entertainment, tours, shopping specials, and more holiday cheer. Time Warner Center was hopping with activity and performances by Sister Act, Big Apple Circus, Jazz at Lincoln Center, Professional Children's School, and LaGuardia High School. Save Monday, November 26, 2012, for the 13th Annual Winter's Eve.

Getting the word out about our initiatives helps promote our businesses and our district. This year we saw a huge uptick in the success of our promotional efforts thanks to our new publicist, Nicholas and Lence Communications, and our many media partners, including our long standing media sponsor WABC-TV and WNET. Mentions of Winter's Eve and our other activities appeared in many blogs and publications, including *The New York Times*, the *New York Post* and the *New York Daily News*. ■



supporters

We would like to thank our property owners, businesses, residents, elected officials, and city agencies, partners, and friends for helping us create a vibrant sense of community by supporting and ensuring the continued success of our programs and initiatives.

Beautification & Streetscape

The Residents of 15 Central Park West
The Residents of the Allegro Condominium
American Bible Society
Broadway Mall Association
Buttons & Zipper
Church of Jesus Christ of Latter-day Saints
College Board
The Copley Condominium
Glenwood Management
The Residents of the Grand Millennium
Greenacre Foundation
Lincoln Center for the Performing Arts, Inc.
Ogden CAP Properties, LLC
The Residents of One Lincoln Square
The Park Laurel
The Residents of the Park Millennium
NYC Departments of Parks and Recreation and Environmental Protection
The Prasada

The Sofia Condominium
Trump International Hotel and Tower
The Family of Richard Tucker
The Walt Disney Company
Suzanne Davis and Rolf Ohlhausen, Robert and Rosa Gellert, Sheila Keats and many other individuals

Winter's Eve at Lincoln Square Sponsors

Time Warner, Presenting Sponsor
The Shops at Columbus Circle (Related)
Con Edison
Glenwood Management
Ogden CAP Properties, LLC
American Bible Society
Fordham University
Milstein Properties
Roosevelt Hospital
Century 21 Department Store
Mandarin Oriental, New York
Trump International Hotel and Tower
Atlantic Grill
Fidelity Investments
Bonafide Estates, Inc.
The Empire Hotel
Rosa Mexicano at Lincoln Center
TD Bank
Titan

New York Institute of Technology
Zagat Survey, LLC
The Residents of 15 Central Park West
Quik Park LLC

Winter's Eve Media Sponsors

WABC-TV, Major Media Sponsor
WNET
Time Out New York Kids
WFUV
WBGO
MVP | NY (In New York & Where Magazines)
Yelp
Fresh 102.7

Visitor Services & Community Engagement

Council Member Gale Brewer and the NYC Department of Youth and Community Development, Manhattan Borough President Scott Stringer and the NYC Department of Parks and Recreation.

A special thanks to Ogden CAP Properties, LLC, Fordham University and Lincoln Center for providing space to support our clean and safe programs.

financials

STATEMENTS OF FINANCIAL POSITION

	2011	2010
ASSETS		
Cash	\$ 1,019,653	\$1,119,680
Grants receivable	15,309	18,333
Property and equipment	39,355	43,194
Prepaid and other assets	20,730	18,973
TOTAL	<u>\$ 1,095,047</u>	<u>\$1,200,180</u>
LIABILITIES/NET ASSETS		
Liabilities	\$ 106,861	\$ 108,819
Net assets	988,186	1,091,361
TOTAL	<u>\$ 1,095,047</u>	<u>\$1,200,180</u>

Summary of Financial Statements dated November 16, 2011, prepared by Skody Scot & Company CPAs PC.
A copy of the complete audited financial statements is available upon request.

STATEMENTS OF ACTIVITIES

	2011	2010
SUPPORT AND REVENUES		
Assessment revenue	\$1,800,000	\$1,800,000
Contributions/grants	424,696	414,201
TOTAL	<u>2,224,696</u>	<u>2,214,201</u>
EXPENSES		
Marketing/development	\$ 770,632	\$ 726,534
Safety	381,527	414,333
Sanitation	667,511	667,908
Social services	0	33,332
Capital improvements	195,685	139,313
Administration	312,516	298,798
TOTAL	<u>2,327,871</u>	<u>2,280,218</u>
Increase in net assets	<u>\$ (103,175)</u>	<u>\$ (66,017)</u>

OPERATING BUDGET – FISCAL YEAR JUNE 30, 2013

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,000,000						
Contributions/grants	344,000						
TOTAL	<u>2,344,000</u>						
EXPENSES							
Salaries	585,210	\$ 227,310	\$ 51,200	\$ 51,200	\$ 65,860	\$ 107,860	\$ 81,780
Payroll taxes/benefits	107,300	38,300	11,350	11,350	11,700	19,200	15,400
Outside contractors	1,136,000	50,000	360,000	615,000	110,000	1,000	
Equipment	8,500	1,000	1,500	5,000			1,000
Supplies	99,000	40,000	2,000	22,000		2,000	33,000
Rent	125,000		2,500	2,500			120,000
Project expenses	295,000	295,000					
Insurance	15,000						15,000
Professional fees	31,000						31,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	37,780						37,780
TOTAL	<u>2,469,790</u>	<u>660,610</u>	<u>437,550</u>	<u>716,050</u>	<u>190,560</u>	<u>130,060</u>	<u>334,960</u>
Increase in net assets	<u>\$ (125,790)</u>						

Board & Staff

Andrew Albert
(non-voting member
West Manhattan Chamber
of Commerce
Robert Battista, Secretary
Gracious Home
Georgette Bennett,
Treasurer and Chair of
Nominations Committee
Milstein Properties
Brian Byrne
Fordham University
Gregg Carlovich
15 Central Park West
David Cviic
Millennium Partners
Suzanne Davis
Residential Property Owner

Thomas Dunn
Lincoln Center for the
Performing Arts, Inc.
Abigail Black Elbaum
Ogden CAP Properties, LLC
David Froelke, Chair of
Marketing Committee
Related Companies
(The Shops at Columbus Circle)
Doug Griebel
Rosa Mexicano at Lincoln Center
Gary Jacob, Vice Chair of Finance
and Chair of Services Committee
Glenwood Management
Lydia Kontos
The Kaufman Center
Alan Locker
Bonafide Estates, Inc.
Leo Mavrovitis
The Emporium, Ltd.

David McManus
The Empire Hotel
Suzie Mills
Trump International
Hotel & Tower
Jessica Newshel
Residential Tenant
Michael O'Neal
(non-voting member)
Restaurant
Andrew N. Pucher, Chairman
and Chair of Services Committee
The Walt Disney Company
Donna Rodriguez
Atlantic Grill/
BR Guest Hospitality
Gary Schutz
American Bible Society

Rudolf Tauscher, Vice Chair
of Audit
Mandarin Oriental, New York
George Zeppenfeldt-Cestero
(non-voting member)
Community Board 7
Hon. Michael R. Bloomberg*
Mayor, The City of New York
Represented by Hon. Robert
Walsh, Commissioner, NYC
Department of Small
Business Services
Represented by Elizabeth DeLeon
Hon. Gale A. Brewer*
The Council of the City of
New York, District 6
Represented by Jesse Bodine

Hon. Scott Stringer*
President, The Borough of
Manhattan
Represented by
Rebecca Godlewicz
Hon. John C. Liu*
Comptroller, The City of
New York
Represented by Mabel Law
* Serving ex-officio
Staff: Monica Blum, President;
Ralph Memoli, Chief of Staff/Vice
President of Marketing and
Special Projects; Richard Julian,
Vice President of Operations; Max
Applebaum, Program Associate;
Jennifer Furioli, Sponsorship and
Communications Manager;
Elizabeth Grant, Outreach and
Visitor Services Coordinator

LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT
lincolnsquarebid.org



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



Scan me to visit our website!

LINCOLN SQUARE



It's all here!

Annual Report
2011-2012

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
New York, NY
Permit Number 3536