

LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

**Annual
Report
2012-2013**



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

May 14, 2013

Dear Friends and Neighbors:



This year saw a major change in our organization's leadership structure. Andy Pucher, the BID's longtime dedicated Chairman retired from The Walt Disney Company, the BID's largest property owner and a primary impetus in the creation of the Lincoln Square BID 17 years ago. At our meeting in January, the Board selected a new team. I (Gary Jacob) have taken over the helm, joined by new officers, Alan Locker, Vice Chairman for Finance; David Froelke, Secretary;

David Cvijic, Vice Chairman for Audit; and our longtime Treasurer, Georgette Bennett. At today's Annual Meeting we will be welcoming a number of new Directors to our Board. We look forward to working with them and with you, our stakeholders, to ensure that Lincoln Square continues to thrive and innovate.

Critical to the success of any organization is a solid financial plan that looks to the future. This year, after carefully reviewing our financial position, our Board reached the conclusion that in order to continue to fulfill our mission and serve this neighborhood effectively, it is necessary to increase our assessment from \$2 million to \$2.5 million. Our last increase, approved in 2008 was implemented in 2009. The assessment increase that we are seeking, our third since the BID was formed in 1996, will be gradually phased-in over three years, and will guarantee annual, solid wage increases for our workers. Funds will also be used to expand our successful Midtown Community Court program, as well as cover the cost of a phased-in replacement of our 12 year old trash receptacles.

The FY 2014 budget that we are proposing will increase by \$166,666 from \$2 million to \$2.166 million—an 8.3% increase over last year. Approximately 60% of our budget will go towards Clean and Safe, with a large portion dedicated towards improved wages. Property owners' commercial and retail assessment rates will increase by approximately \$0.03 per square foot: the commercial rate will go from \$0.38 to \$0.41 and the retail rate will go from \$0.41 to \$0.44. The garage rate will increase approximately \$0.01 from \$0.17 to \$0.18.

Despite continued challenges, Lincoln Square is flourishing and continues to experience tremendous growth with new construction, new retail establishments, virtually no vacancies and increased pedestrian traffic and visitors. Our small, dedicated BID staff couldn't do it without constant support from the Departments of Sanitation, Parks, Design & Construction, Transportation, the NYC Police Department, the Mayor's Office, our elected officials, and CB's 7 & 4. We are also incredibly grateful for the leadership of our Board, Mayor Bloomberg, Commissioner Rob Walsh and the Department of Small Business Services.

With such enthusiastic help, and your continued support, 2013–2014 will be another great year for Lincoln Square.

Sincerely,

Gary Jacob, Chairman

Monica Blum, President



Supporters

Behind every successful non-profit, service-oriented organization stands an involved community as well as both public and private partnerships. To our continuing delight and amazement, the Lincoln Square BID staff is daily assisted, encouraged and supported by property owners, businesses, organizations, residents and city and elected officials. We consider ourselves incredibly fortunate and wish to thank each and every one of you.

We gratefully acknowledge the ever-present good will and support of Mayor Michael R. Bloomberg, Commissioner Robert Walsh and his team at the Department of Small Business Services, as well as numerous other city officials and agencies. And, for invaluable guidance in all that the BID achieves, we wish to thank our dedicated Board of Directors.

Without the generosity of every individual and organization mentioned on this page, the BID would exist in name only. Much thanks go to the businesses, organizations, and property owners who help us bring Lincoln Square the attention it deserves.



Lincoln Square BID Streetscape & Beautification Program

American Bible Society
Broadway Mall Association
Buttons & Zipper
Church of Jesus Christ of Latter-day Saints
College Board
Council Member Gale Brewer
The Family of Paul Milstein
The Family of Richard Tucker
Glenwood Management
Greenacre Foundation
Lincoln Center for the Performing Arts, Inc.
Ogden CAP Properties, LLC
NYC Departments of Parks and Recreation and Environmental Protection
The Residents of 15 Central Park West
The Residents of the Allegro Condominium
The Residents of One Lincoln Square
The Residents of The Copley Condominium
The Residents of the Grand Millennium
The Residents of The Harmony
The Residents of the Park Millennium
The Residents of The Sofia Condominium
Trump International Hotel and Tower
The Walt Disney Company
Many individual donors

Winter’s Eve at Lincoln Square Sponsors

Time Warner, Presenting Sponsor
The Shops at Columbus Circle (Related Companies)
Con Edison
Glenwood Management
Ogden CAP Properties, LLC
American Bible Society
Fordham University
Roosevelt Hospital
TD Bank
Century 21 Department Store
Trump International Hotel and Tower
Mandarin Oriental, New York
Fidelity Investments
New York Institute of Technology
The Empire Hotel
Bonafide Estates, Inc.
Titan
Gracious Home
The Residents of 15 Central Park West

Winter’s Eve Food Tastings Sponsors

Atlantic Grill
Rosa Mexicano at Lincoln Center
The Smith at Lincoln Center

Winter’s Eve Media Sponsors

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

Thank you to the American Folk Art Museum, the Church of Jesus Christ of Latter-day Saints, Sodexo Campus Services, China Grill Management, New York Cares, Atlantic Maintenance, the Parks Department, the Mayor’s Office, NYPD, and all of the neighborhood’s businesses and organizations that help make Winter’s Eve a success.

Visitor Services & Community Engagement

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

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

Financials

Statements of Financial Position

ASSETS	2012	2011
Cash	\$ 1,111,237	\$ 1,019,653
Grants receivable	7,480	15,309
Property and equipment	35,137	39,355
Prepaid and other assets	26,867	20,730
TOTAL	<u>\$ 1,180,721</u>	<u>\$ 1,095,047</u>
LIABILITIES/NET ASSETS		
Liabilities	\$ 115,904	\$ 106,861
Net assets	1,064,817	988,186
TOTAL	<u>\$ 1,180,721</u>	<u>\$ 1,095,047</u>

Statements of Activities

SUPPORT AND REVENUES	2012	2011
Assessment revenue	\$ 2,000,000	\$ 1,800,000
Contributions/grants	469,396	424,696
TOTAL	<u>2,469,396</u>	<u>2,224,696</u>
EXPENSES		
Marketing/development	786,768	770,632
Safety	392,518	381,527
Sanitation	691,582	667,511
Public improvements	185,249	195,685
Administration	336,648	312,516
TOTAL	<u>2,392,765</u>	<u>2,327,871</u>
Increase in net assets	\$ <u>76,631</u>	\$ <u>(103,175)</u>

Summary of Financial Statements dated October 26, 2012, prepared by Skody Scot & Company CPAs PC.
A copy of the complete audited financial statements is available upon request.

Operating Budget: Fiscal Year June 30, 2014

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,166,666						
Contributions/grants	384,000						
TOTAL	<u>2,550,666</u>						
Expenses							
Salaries	583,410	\$ 229,980	\$ 52,840	\$ 52,840	\$ 68,260	\$ 90,210	\$ 89,280
Payroll taxes/benefits	112,780	40,800	11,950	11,950	12,600	18,500	16,980
Outside contractors	1,209,500	60,000	360,000	675,000	112,500	2,000	
Equipment	9,500	1,000	1,500	5,000		1,000	1,000
Supplies	149,000	39,000	2,000	25,000	45,000	1,000	37,000
Rent	133,000		2,500	2,500			128,000
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	30,500						30,500
TOTAL	<u>2,598,690</u>	<u>674,780</u>	<u>439,790</u>	<u>781,290</u>	<u>241,360</u>	<u>112,710</u>	<u>348,760</u>
Increase in Net Assets	<u>\$ (48,024)</u>						

Lincoln Square on the Move

This year we renewed our Contract with the City for another five years. And much-appreciated feedback from our recent customer satisfaction survey validates our hard work. Indeed, 99% of respondents think we are doing a great job. Thank you for your vote of confidence.

As residents, property and business owners know, Lincoln Square is in a state of perpetual flux. As one construction project finishes, another begins. Some projects, like the Third Water Tunnel project, continue. A major capital project, the mega effort will give future generations' access to "the best drinking water in the world." Lincoln Square's skyline is undergoing change, too. The Fordham University Redevelopment project

IT'SUGAR is selling sweets by the pounds. The new Salon SCK is staffed with Sassoon-trained stylists. New dining enticements polish Lincoln Square's reputation as a much-lauded dining destination. Marcus Samuelsson opened American Table Café & Bar, Michael Lomonaco added Center Bar, and The Smith joined us as well. During warm months, Boulud Sud now has an outdoor "terrace" just around the corner from its restaurant.

The BID spends 365 days a year addressing quality of life issues. Such efforts assure that sidewalks and streets are spotlessly clean and that flowers and greenery abound in a safe and welcoming environment. In the same vein, our role as advocate for the neighborhood continues. For example, we have seen a tremendous increase in food



is moving swiftly as is the new residential development by Glenwood Management. After 15 years of the BID's determined advocacy, Lincoln Square's two small oases Dante Park and Richard Tucker Park are being improved. Following their renovation, the parks will showcase our lovely garden designs and seasonal flowers.

The vibrancy of a neighborhood depends on its people, its cultural organizations and nonprofits, its businesses, and of course its property owners. Lincoln Square displays significant growth in all sectors. In the past decade, according to a 2012 report, annual subway ridership has soared to 21,599,586 riders at Columbus Circle and 7,367,599 at 66th Street/Lincoln Center. Pedestrian counts show a 40% increase in pedestrian traffic from 2011 to 2012 with 4,448 (3,156 in 2011) people counted per hour at 60th Street and Broadway and 1,935 (1,389 in 2011) per hour at Broadway and 63rd Street. Our garbage bag count has also increased by 16% since 2008.

This year saw exciting new retailers come to Lincoln Square. In Time Warner Center, H&M, C. Wonder, and Lucky Brand Jeans opened to the delight of the young, hip crowd; Moleskine chose Lincoln Square for its first retail outlet in the US; and Papyrus answered the local need for beautiful stationery. Sabon offers bath & body products on Broadway and Chase opened its third branch on Columbus Avenue. Despite Mayor Bloomberg's laudable effort to control sugar,

vendors and food carts throughout the district. We are not opposed to their presence, yet we do believe a comprehensive legislative plan is needed to bring order to our bustling streets and sidewalks. We are working with our elected and city officials to offer rational proposals to address the number and location of these mobile eateries. We've worked, too, on voicing the concerns of our businesses regarding the extension of the Columbus Avenue Bike Lane.

The BID is a big proponent of fun and has a year-round record to prove it. On December 2, 2013, the holiday Winter's Eve extravaganza celebrates its fourteenth year of delighting residents and visitors. The highly entertaining evening of music, dining, children's activities and shopping is a huge challenge for our small organization. Nevertheless, each year we offer the public an extraordinary free holiday event that has morphed into New York's largest holiday festival. In a similar vein, from August through September, we will once again offer our small, eclectic concert series.

Almost 250 individuals responded to the BID's 2013 Customer Satisfaction Survey representing a healthy mixture of the district's property owners, businesses, employees and residents. We received positive comments on all of our programs and services, including area maintenance, public safety, beautification and destination marketing. Nearly all of our respondents said the BID is doing an amazing job of fulfilling its mission.

Clean and Safe

Our Clean Team, Public Safety Officers and Goddard Riverside Green Keepers roll out daily to polish Lincoln Square's image and make it an inviting place for 23 million yearly visitors, businesses and residents. At 7 a.m. daily for the past 17 years, the 13 members of the Clean Team, armed with brooms, paint brushes, barrels and shovels, fan out determined to put the best face on Lincoln Square. At 8 a.m. the Goddard Riverside Green Keepers travel up Broadway tending to its Malls—banishing litter, emptying trash and sprucing up end caps.

At 9 a.m. our Public Safety Team of 10 officers gears up to patrol the district. As a total of all their efforts, we have 16 hours of coverage on a daily basis. As a result, our Clean

collection and bagging. As a result, the Clean Team, the Goddard Riverside Green Keepers, and our Public Safety Officers are busier than ever. In recognition of these efforts, the Mayor's Office of Operations' Scorecard consistently rates the cleanliness of Lincoln Square's streets and sidewalks at 100%. Thanks to our Midtown Community Court Program, started in 2010, we now have the ability to expand our cleaning program with the twice-weekly help of non-violent offenders. We hope to expand the program to five days a week, as well as hire a full-time supervisor whose sole responsibility will be to oversee the Midtown Community Court Program.

Last year we hired Summit Security, an innovative company that has added much-needed



and Safe programs account for almost 60% of our budget.

The weather, always unpredictable, was especially so this past year with Hurricane Sandy and Super Storm Nemo. Following Sandy, our Clean Team, several of whom managed to get to work before the transit system was restored, put our house back in order. After Nemo, all our hardworking crews were out shoveling, sanding and making sidewalks passable. And several presidential visits required us to relocate garbage cans from the heart of the district. Yet none of these reversals unnerve our dedicated and loyal Clean Team members. Case in point: Last summer, Angel Rodriguez, the Board, BID staff and his family celebrated his retirement after 13 loyal years on the job.

Rising pedestrian and transit statistics and rising numbers of food vendors and food trucks generate far more garbage in need of

technological advancements to our safety efforts. The Public Safety Officers' role is to serve as the eyes and ears of the police. A good thing since crime in the 20th Precinct is on the rise, especially shoplifting. The Officers are also experts in vending laws and work closely with the 20th Precinct to ensure that food vendors and food trucks abide by the rules. The Public Safety Officers serve as our Ambassadors, giving true sense to the meaning of the word "welcome."

In our recent survey, respondents overwhelmingly asserted that Lincoln Square is both cleaner and safer compared to other NYC neighborhoods. 98.6% and 96.3% of respondents, respectively, felt that Sanitation and Area Maintenance and Public Safety are important to keeping Lincoln Square a great place to do business, live and work.



Beautiful

This year, the Lincoln Square Streetscape and Beautification Program met and conquered intense weather challenges. After Hurricane Sandy's destruction, our contractor sent three trucks and a dozen crew members who removed broken tree limbs and debris covering the Lincoln Square area. In addition, for most of the year, the heart of Lincoln Square has been a construction site due primarily to the Third Water Tunnel project and now the reconstruction of Dante Park.

At the Lincoln Square BID office, our staff is rejoicing over Dante Park's impending transformation by the Parks Department. It is the longed-for result of an ambitious and creative planning and planting program that we lobbied for over a

A colorful array of plants and flowers arrive with the changing seasons in the Broadway Malls from 60th to 70th Street and at both Richard Tucker and Dante Parks. Last spring we added five flowering crabapple trees to the malls. Plus, over 40 planters brimming with a mix of shrubs, ivy, pansies and daffodils now dot the district. Our summer display—being installed as you read this—features complementary plantings in the north and south-facing end beds. Look for designed-to-please beauties such as Xanthosoma "Lime Zinger," Petunia "Surfinia Pink Vein," and Lobularia "Snow Princess."

None of these plantings would thrive without three critical elements: water, maintenance and funding. Our three-year contract



span of 15 years. After Dante Park's major renovation, which includes an improved seating area, new benches and brand new pavers surrounding the Park's interior, expect to see lovely shade plantings in the interiors and walkways designed by the BID's garden consultant, Ronda Brands, in conjunction with the Parks Department. We are extremely grateful to City Council Member Gale Brewer for allocating the funding for this long-awaited project.

Richard Tucker Park, our other little gem slightly to the north, will also get a facelift this summer. Despite beautiful planters, tables, chairs and red umbrellas provided by the BID with generous support from the family of the late Richard Tucker, this park is not ADA compliant. Cobblestones are spaced widely apart, making it virtually impossible for people with physical challenges to walk or navigate in a wheelchair. Parks Department's improvements will begin in June and are expected to be completed within 45 days, just in time for our "late" Summer Concert Series.

with Anthony Bulfamante gives us a worry-free maintenance program. Equally important is the private support we receive from our loyal sponsors: property owners, businesses, residential buildings, foundations, and individual donors, all of whom recognize that the Broadway Malls and our public spaces are an extension of a building's front door. Most people who come to Lincoln Square today do not remember what the Broadway Malls looked like in 1996. While the Parks Department had the will to make them beautiful, they simply did not have the resources. Consequently, the BID sprang into action.

On the beautification front, two new sponsors, The Family of Paul Milstein and the residents of The Harmony, have signed on. We are extremely grateful to all our sponsors (acknowledged elsewhere in this report) for their long-term commitment to the greening of Lincoln Square.



Putting us on the Map

Lincoln Square is undoubtedly New York's premier cosmopolitan neighborhood. And the BID likes to think that our exciting marketing programs and events helped in the growth of this stellar reputation.

For more than 13 years, we've orchestrated the annual Winter's Eve at Lincoln Square, NYC's largest holiday festival. At the 2012 Winter's Eve over 20,000 celebrants from 90 different zip codes (58% from the Upper West Side) came out for a night of free fun and food. The festivities kicked off at Dante Park with the Upper West Side's only tree lighting ceremony. WABC-TV's Sade Baderinwa hosted the official countdown, televised live on Channel 7. Adding to the merriment were Suzanne Vega, Rod and Lucy from Avenue

Save Monday, December 2, 2013, for the 14th Annual Winter's Eve.

As a tie-in to Mercedes-Benz Fashion Week at Lincoln Center, the BID created the Fashion Plate Prix Fixe, a restaurant-week promotion. More than two dozen restaurants participated in our Fashion Plate promotion in September and again in February. Our press conference at Nougatine in the Trump International Hotel & Tower showcased the talents of Chefs Vongerichten of Jean Georges, Aaron Chambers of Boulud Sud and Gino Barbuti of La Boîte en Bois.

An Independence Day barbecue in Richard Tucker Park opened our fifth series of Free Summer Concerts, now sponsored by TD Bank. Concertgoers sipped free



Q, the Brooklyn Youth Chorus and special guest Laurie Berkner. On the tree were sparkling silver ornaments courtesy of Wendy Addison, Tinsel Trading and the American Folk Art Museum.

The highly popular Outdoor Food Tastings served up food and drink from 33 of Lincoln Square's top restaurants and eateries. Among them: American Table Café and Bar, Lincoln Ristorante, The Smith, Atlantic Grill and Rosa Mexicano. Winter's Eve live performances and events radiated from some 20 venues along sidewalks and in buildings from Time Warner Center to 68th Street. The Winter's Eve Dance Tent, sponsored by TD Bank, showcased Brave Combo. While at the American Bible Society, Kids' Central rocked out with The Dirty Sock Funtime Band. Time Warner Center thrilled all comers with the Big Apple Circus and Jazz at Lincoln Center. In the spirit of holiday giving, Lincoln Square partnered with New York Cares Coat Drive to supply warm coats to Hurricane Sandy's victims.

lemonade supplied by P.J. Clarke's and Atlantic Grill each Wednesday afternoon from July through August. The concerts' musicians from the MTA's Music under New York program presented varied rosters of music.

The branding of Lincoln Square was tops on our to-do list this year. As BID banners fluttered atop area light poles, we got to work updating our free publications. As a result, you'll see fresh visual takes on our monthly e-blast (now at over 4,500 subscribers), the "Lincoln Square Map & Guide" and our "Where to Eat in Lincoln Square" brochure. The publications, printed annually, fly off the shelves of our three Neighborhood Information Carousels. In warm months, the carousels are staffed by retirees, hired through ReServe; as well as student ambassadors from area high schools, whose stipends are paid in part by a small grant from Council Member Gale Brewer.

Our websites, lincolnsquarebid.org and winterseve.org, are now joined by active Facebook, Twitter (@winterseve and @lincolnsquareny), YouTube and Flickr accounts. And thanks to our publicist, Nicholas and Lence Communications and our many media partners, BID activities were featured in *The New York Times*, *The New York Post*, *The New York Daily News*, *Forbes*, and on WABC-TV, WNET, FOX 5, NBC 4, CBS 2 and NY1.



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