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Community Board 7

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Commissioner, NYC
Department of Small
Business Services

Hon. Gale A. Brewer**

President, The Borough of
Manhattan

Hon. Helen Rosenthal**

The Council of the City of
New York, District 6

Hon. Scott Stringer**

Comptroller, The City of
New York

*New Director to be elected

**Serving ex-officio

Staff

Monica Blum, President

Ralph Memoli, Vice President

Christopher Matousek, Director of Operations

William Huggins, Sponsorship & Communications Associate

Stephanie Rosen, Part-time Program Associate

Credits

Catherine Warren Leone, Writer and Editor

Linda Florio, Florio Design, Design

BID Staff, Elena Olivo, & Filip Wolok Photographers

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lincolnsquarebid.org



LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

**Annual
Report
2013-2014**



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

May 14, 2014

Dear Friends and Neighbors:



This winter has been the most challenging time in the Lincoln Square Business Improvement District's 17-year history. Seven major snowstorms unleashed more than 56 inches of snow on our sidewalks and streets. Yet our 14-person Clean Team proved unstoppable, arriving early each day to clear catch basins, bus stops, hydrants and corners. Not surprisingly, those dedicated workers are the honorees at today's Annual Meeting.

On December 12, 2013 former Mayor Bloomberg signed legislation increasing the assessments of nine business improvement districts, including Lincoln Square. This was only our third assessment increase since our December 1996 founding. One of the primary concerns of our financial plan, developed and approved by the BID Board, is paying our workers a decent living wage. As of April 1, 2014 we have again increased the starting wages for our Clean Team and for our Public Safety Officers. Both teams receive health insurance and other benefits. The new assessment also allowed us to hire another Clean Team worker and gives us the funds to replace worn-out street furniture as needed.

While we are authorized to increase our assessment to \$2.5 million, we are not doing so this year. In fiscal year '15 we will bill the same as last year, \$2,166,666. Property owners' assessment rates, which are calculated per square foot, will remain approximately the same: the commercial rate is \$0.41, the retail rate is \$0.44 and the garage rate is \$0.18. Since approximately 60% of our budget supports Clean and Safe, we are grateful for an expanded work program with Midtown Community Court that gives us non-violent, low-level offenders to work with our Clean Team five days a week, an expansion over last year.

A thriving Lincoln Square welcomes change as record numbers of visitors and foot traffic fill Lincoln Square restaurants and keep ticket sales strong. Renovations are finished at our two small parks, Dante and Richard Tucker. Mayor Bill de Blasio leads City Hall, and Jed Bernstein heads Lincoln Center—the world's leading performing arts organization. Time Warner Center is celebrating 10 successful years of vertical retailing and fine dining and is setting the stage to welcome another celebrated fashion designer, Michael Kors. And, happily, the Third Water Tunnel moves closer to the finish line.

We are grateful for the dedication and leadership of our Board and welcome working with Mayor de Blasio, our other elected officials and the many new commissioners. We appreciate our City partners—the Department of Small Business Services, including SBS Commissioner Maria Torres-Springer, NYPD, Sanitation, DOT, Parks, DEP, CB4 and CB7. We're thankful, too, for the dedication of our small, talented staff. It takes a team to change a neighborhood.

With your continued support, we look forward to another successful year in Lincoln Square.

Sincerely,

Gary Jacob, Chair

Monica Blum, President

"So friendly and welcoming (Clean Team member and Public Safety Officer)—and do they know the area!"

—Commercial tenant, business employee, 2014 Customer Satisfaction Survey



84

Block Faces Served



"What a great job the workers are doing clearing the crosswalks! I make it a point to say thank you when I pass someone hard at work. Thank you, too."

—Sherrin Hersch, Former Board President, The Copley Condominium & Club

Over 8,800 Flowers, Plants & Shrubs

"Both park areas are much better than before ... appreciate the work which was done by the BID to help transform these spaces."

—2014 Customer Satisfaction Survey



Our District

Lincoln Square is the “best neighborhood in the world” wrote a pleased resident in the Lincoln Square BID’s 2014 Customer Satisfaction Survey. From experience the BID has found that such ebullient feedback is more the norm rather than the exception. Lincoln Square, the gateway to the Upper West Side and the heart of New York City, has earned its sterling reputation for being clean, safe, beautiful, and bursting with things to do.

Numbers reveal the full extent of Lincoln Square’s magnetic pull. In 2013, annual subway ridership increased with 22,774,421 riders at 59th Street and 7,527,781 at 66th Street, a 5.5% and 2.3% increase, respectively. Obviously, such high numbers require clean sidewalks that are safe and clear of obstacles, as well as safe streets without potholes, ponding from rain and snow at catch basins or malfunctioning traffic lights. The BID’s Clean Team and Public Safety Officers, uniformed workers who supplement City services, assure

adopt neighborhood improvement programs. To that end, we signed up to test the Department of Sanitation’s new public recycling program. A total of 22 recycling cans are strategically located along our sidewalks: 11 green-lidded cans for paper and cardboard, and 11 blue-lidded cans for glass, metal and plastic. The cans are a good-looking addition to our streetscape, and their enclosed tops stop litter from blowing out.

Stop by our recently renovated Dante and Richard Tucker Parks; you’ll be proud of their beautiful new faces and how much easier each one is to navigate. Both parks play a major entertainment role in the BID’s free events schedule. Choirs, bands and dancers fill the parks for Winter’s Eve, as well as during our Summer Concerts on Wednesdays in July and August. Problem solving is always on the BID’s to-do list. Our daily agenda is to spot problems, big and little, and address them with a sense of urgency. Quality-of-life issues range from vendors not in compliance



Over
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pedestrians can move smoothly around and about Lincoln Square.

Lincoln Square retailers have earned an undisputed reputation for satisfying the needs and the whims of every man, woman, child, pet, and home. The shopping action takes place in over 1.4 million square feet of retail space on and around Broadway, Columbus and Amsterdam Avenues. Lincoln Square is a cosmopolitan mecca where shoppers can discover delightfully diverse retailers, ranging from intimate specialty shops to mega-stores to unique museum and performing arts shops. What’s more, dozens of restaurants, bars, and quick-bite spots serve as urban oases when it’s time for a shopping break. And, there’s no need to worry about where to park, Lincoln Square has 14 garages.

The Lincoln Square BID likes to be among the first in the City to

with city rules to garbage violations to homelessness to wrong-way cyclists.

Of the more than 200 people who responded to our latest survey, an overwhelming majority of 97% told us that Lincoln Square is “cleaner and safer” or “as clean and as safe as” most other neighborhoods in New York City. Like any neighborhood, we have areas of concern. Our respondents pointed out dangerous intersections, specifically the 65th Street, Broadway and Columbus Avenue “bowtie” and the 64th Street crossing to Lincoln Center; almost half said they do not want a bike lane to cut through the “bowtie” and identified ponding in the Broadway Mall crossings as a problem. We are grateful for the respondents’ insight since it helps us be a strong advocate for Lincoln Square.



Winning Teamwork

The Lincoln Square BID's Clean Team has experienced first-hand a decade of positive changes in our neighborhood. Indeed, almost half of the Team's 14 workers have been with us for 10 years—a record that gives us a great deal of pride. We're delighted that our Clean Team loves working in Lincoln Square, and are proud to be working with such a loyal crew.

The Clean Team, contracted through Atlantic Maintenance, whose contract was recently renewed for another three years, sweeps, shovels, paints, and banishes litter from sidewalks and curbs in shifts covering a 7-day, 14-hour daily cleaning schedule from 7 a.m. to 9 p.m. The increased assessment enabled us to hire a new worker, which means highly trafficked Broadway will receive more attention.

Our partnership with Midtown Community Court's community service program, an effort that teams a non-violent offender

acting as ambassadors, dispensing information and directions to New Yorkers and tourists alike. This year, they've answered 24,552 requests for information.

The Public Safety Officers use 311 to quickly report quality-of-life issues such as potholes, and street lights in need of repair and other street conditions. The officers, contracted through Summit Security, work closely with our Clean Team identifying graffiti and garbage conditions in need of attention. We also coordinate our efforts closely with the 20th Precinct to insure that property owners' and businesses' concerns are addressed.

The BID has also been working closely with DOT and the NYPD to help inform the conversation around Vision Zero—the City's initiative for ending traffic deaths and injuries on our streets. We closely monitor the pedestrian crossings throughout the district and, thanks to DOT, were able to make the crossing at 60th Street

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90
Tons of
Bags

with a Clean Team member, has grown from two days to five days per week. This winter, the much welcomed extra hands helped the Clean Team clear 27 bus stops, 104 crosswalks, 93 fire hydrants, and 74 catch basins, and empty 125 trashcans. Our dependable team of four Green Keepers, under contract from Goddard Riverside Community Center, work Monday through Friday from 8 a.m. to 10 a.m. removing litter from the malls in the center of Broadway.

Our 10 uniformed Public Safety Officers watch over Lincoln Square 7 days a week, for 15 hours each day and night from 9 a.m. to midnight, and use Guard Trax, which provides real time GPS position monitoring allowing us to locate officers throughout the day. The well-informed officers serve as deterrents to crime while also

and Broadway safer. We are now tackling the complicated “bowtie” intersection at 65th Street and hope to be able to make more improvements, and with DOT and CB7 we will be co-sponsoring a community workshop on pedestrian safety in June.

This past year, the BID's longtime director of operations retired. Our new director of operations, a retired lieutenant from the NYPD, is frequently out in the district addressing quality-of-life issues. In fact, all members of our team make sure that Lincoln Square remains the best place to live, work and play.

We're pleased to report that the BID is committed to wage increases for the Clean Team, Public Safety Officers and the Goddard Riverside Green Keepers.

898
Bicyclists
Chased Off
Sidewalks



Beautiful Makeover

Now that warm weather is here, take a stroll and see what a difference a makeover has made for each of Lincoln Square's two small parks on Broadway—Dante Park at 63rd Street and Richard Tucker Park at 66th Street. The New York City Parks Department performed the makeovers, with funds provided by then Council Member Gale Brewer, and the BID played the instigating role having advocated for improvements and funds since 1996.

Shady Dante Park's makeover, completed in September 2013, began with the addition of safety-conscious features such as new pedestrian crossings and easy-to-walk-on smooth pavers. Then, using garden design plans submitted by the BID, the Parks Department added new trees on the park's perimeter, while reducing the park's sparse lawn area and adding shade-happy plants in the interior. The latter are the beginning of what we see as a more extensive shade garden.

home; the free Summer Concert series is on the calendar for every Wednesday in July and August.

Out of disruption often comes inspiration. Dante's reconstruction, for example, required that its large planters be relocated throughout the district. As a result, some of the planters came to rest in the 10 Broadway Malls from 60th–70th Street that the BID designs, plants and maintains. The added greenery convinced us to purchase five more planters for the mall end caps.

The BID is responsible for the good looks and well being of Lincoln Square's public parks, malls, end beds, planters, and urns. When shrubs and perennials have died or when greenery is not as robust as it could be, we replace them. The long-term goal is to achieve a sustainable balance of shrubs, perennials, annuals and bulbs. The big picture is that Lincoln Square residents, theater patrons, shoppers, diners and tourists personally experience the beauty of each changing season.



For those who want to linger, two small expanded seating areas furnished with moveable tables and chairs that the BID provides now rest at the park's busiest corners on 63rd Street, Columbus and Broadway.

Richard Tucker Park's facelift followed in October 2013 and finished in a month. Uneven cobblestones, a safety issue for everyone, were replaced with specially hewn ADA-compliant granite that accommodates wheelchairs and allows easier walking. The park's surface is safer, and the bonus is it now looks larger. As tables and chairs age, we can replace them (thanks, again, to the new assessment). Bright red umbrellas are in place; the Greenmarket is back in its

To that glorious end, garden designer Ronda Brands creates four seasonal displays, and A. Bulfamante Landscaping does the planting, care and feeding.

We hope you caught this spring's display of 4,500 tulips. And make a point of visiting the hummingbird and butterfly meadow that will grow along—or in the middle of—Broadway this summer. Birds and humans will stop to savor shades of red, orange and yellow such as Callibrachoa's "Dark Cherry," Ipomoea's "Bright Ideas Rusty" and Petunia's "Aladdin" yellow. A generous 23+ sponsors, including residential buildings, property owners, individuals and non-profit organizations, help support the Lincoln Square BID's Streetscape and Beautification Program.



A Banner Year

Year-round the BID produces free events to delight fun-loving crowds as they experience the many pleasures within the boundaries of Lincoln Square. Winter's cold is the time for a festive neighborhood party of food, shopping, talent, and more. Summer's heat is perfect for sunny afternoon concerts, lemonade and a bit of yoga in the local park. The message of our marketing programs and events is "Lincoln Square has it all."

Deciding what to do next was the biggest problem for the thousands who attended the BID's event-packed 14th Annual Winter's Eve at Lincoln Square. The night's kickoff event in Dante Park saw folk legend Arlo Guthrie lighting the holiday tree in the company of Rosie's Theater Kids, WABC-TV's Sade Baderinwa and the entire Eyewitness News team and their viewers.

Shop and enjoy special offers?
Eat at one or all three outdoor

Colianni Jazz Combo's high-energy jazz standards. All ages clapped and danced to the music. Between music sets, Yoga Works relaxed the crowd with free restorative stretch sessions, P.J. Clarke's provided complimentary lemonade and brownies, and concerts' sponsor TD Bank distributed souvenirs.

Lincoln Square's Fashion Plate *Prix Fixe* promotion, September and February's weeklong tie in with Mercedes-Benz Fashion Week at Lincoln Center, showcased 28 area restaurants offering exceptional eating for less. Among those participating were A Voce, Bar Boulud, Gabriel's, Lincoln Ristorante, Atlantic Grill, The Smith, Nougatine at Jean-Georges, Nick & Toni's Café, Porter House New York, Rosa Mexicano, Asiate at Mandarin Oriental, New York. "Lincoln Square Crew Cuts," especially created for the crew of Fashion Week, offered specials at more casual eateries.

In the summer months, visitors to Lincoln Square can stop at one of

1000
Square
Guides



food-tasting venues with 33 of Lincoln Square's top restaurants and eateries? Dance to indie flamenco and rock music in Richard Tucker Park? Walk to Dante Park and enjoy Frank London's Klezmer Brass All-stars? Watch the Alice Farley Dance company perform street theater? Swing with Arthur Murray Dancers at the TD Bank Dance Party? Or catch jazz artists in Time Warner Center and The Empire Hotel?

In August and September, the public came outdoors again for the 7th year in a row for Lincoln Square's Free Lunch-time Concerts, held in Richard Tucker Park every Wednesday at noon in partnership with the MTA. At this year's first concert, Yaz Band performed classic R&B songs written by Stevie Wonder and Marvin Gaye; followed by John

three Neighborhood Information Carousels and receive a friendly welcome from well-trained student ambassadors and Reservists and pick up free brochures, including the BID's own helpful Map and Guide, suggestions on Where to Eat, Where to Shop and information on timely events.

This year saw a dramatic increase in traffic on the recently re-skinned website lincolnsquarebid.org and winterseve.org. A total of 178,587 users visited our sites throughout the year for a monthly average of 14,882. Comparing calendar year 2012 to 2013, the numbers reveal a dramatic 59% increase. The most viewed page? The Events Calendar where stakeholders list their own events. The Lincoln Square BID also maintains four active social media sites: Facebook, Twitter @winterseve and @lincolnsquareny, YouTube and Flickr.



Supporters

We depend daily on your energy, knowledge, ideas, and generosity. Ours is a partnership in the best sense—we share a common goal and there's no keeping score. The Lincoln Square BID's small staff is well aware of how much we owe our property owners, businesses, organizations, residents, and City and elected officials. Thank you, thank you.

We congratulate Mayor Bill de Blasio and anticipate developing a close-working relationship. Our gratitude goes to Commissioner Torres-Springer and her team at the Department of Small Business Services as well as all of the City officials we work with. And for steering and advising us in the most positive manner, the BID wishes to thank its dedicated and conscientious Board of Directors.

LINCOLN SQUARE BID STREETSCAPE & BEAUTIFICATION PROGRAM

American Bible Society
Broadway Mall Association
Buttons & Zipper
Church of Jesus Christ of Latter-day Saints
College Board
Former 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
The Residents of 15 Central Park West
The Residents of the Allegro Condominium
The Copley Condominium
The Residents of the Grand Millennium
The Residents of the Harmony
The Residents of Harperley Hall
The Residents of One Lincoln Square
The Residents of the Park Millennium
The Sofia Condominium
Trump International Hotel and Tower
The Walt Disney Company
WNET
Suzanne Davis and Rolf Ohlhausen
And other individual donors
NYC Departments of Parks and Recreation and
Environmental Protection

WINTER'S EVE AT LINCOLN SQUARE

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Platinum Sponsors:

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and Épicerie Boulud

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Gracious Home
The Residents of 15 Central Park West

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MVP|NY (*In New York & Where* magazines)
Radio Disney
Yelp
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Thank you to Sesame Workshop, Church of Jesus Christ of Latter-day Saints, Sodexo Campus Services, 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

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

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

ASSETS	2013	2012
Cash	\$ 1,227,871	\$ 1,111,237
Grants receivable	10,000	7,480
Property and equipment	23,339	35,137
Prepaid and other assets	17,922	26,867
TOTAL	<u>\$ 1,279,132</u>	<u>\$ 1,180,721</u>
LIABILITIES/NET ASSETS		
Liabilities	\$ 199,888	\$ 115,904
Net assets	1,079,244	1,064,817
TOTAL	<u>\$ 1,279,132</u>	<u>\$ 1,180,721</u>

Statements of Activities

SUPPORT AND REVENUES	2013	2012
Assessment revenue	\$ 2,000,000	\$ 2,000,000
Contributions/grants	714,901	469,396
TOTAL	<u>2,714,901</u>	<u>2,469,396</u>
EXPENSES		
Marketing/development	951,752	786,768
Safety	405,227	392,518
Sanitation	700,444	691,582
Public improvements	220,519	185,249
Administration	422,532	336,648
TOTAL	<u>2,700,474</u>	<u>2,392,765</u>
Increase in net assets	<u>\$ 14,427</u>	<u>\$ 76,631</u>

Summary of Financial Statements dated November 25, 2013, prepared by Skody Scot & Company CPAs PC.
A copy of the complete audited financial statements is available upon request, or can be downloaded from our website at lincolnsquarebid.org.

Operating Budget: Fiscal Year June 30, 2015

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,166,666						
Contributions/grants	404,000						
TOTAL	<u>2,570,666</u>						
Expenses							
Salaries	\$ 618,150	\$ 234,070	\$ 51,780	\$ 51,780	\$ 80,080	\$ 85,700	\$ 114,740
Payroll taxes/benefits	121,100	43,300	12,850	12,850	13,800	18,000	20,300
Outside contractors	1,279,500	61,500	375,000	725,000	116,000	2,000	
Equipment	8,500	1,000	1,500	5,000			1,000
Supplies	132,000	39,000	2,000	2,000	45,000	2,000	42,000
Rent	133,000		2,500	2,500			128,000
Project expenses	312,000	312,000					
Insurance	15,000						15,000
Professional fees	31,000						31,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	25,500						25,500
TOTAL	<u>2,705,750</u>	<u>699,870</u>	<u>454,630</u>	<u>808,130</u>	<u>257,880</u>	<u>107,700</u>	<u>377,540</u>
Increase in Net Assets	<u>\$ (135,084)</u>						