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*New Director to be elected

**Serving ex-officio

Staff

Monica Blum, President

Ralph Memoli, Vice President

William Huggins, Technology & Information Coordinator

Julie Kronick, Special Assistant

Elizabeth Grant, Part-time Outreach & Visitor Services Coordinator

Stephanie Rosen, Part-time Program Associate

Credits

Catherine Warren Leone, Writer and Editor

Linda Florio, Florio Design, Design

BID Staff, Albert Gershengoren, Elena Olivo, & Filip Wolak Photographers



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winterseve.nyc

LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

Annual
Report
2014-2015



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

May 13, 2015



Dear Friends and Neighbors:

The Annual Report for 2014-2015 gives us the chance to continue a mutual journey begun 18 years ago at the inception of Lincoln Square’s Business Improvement District. While faces and buildings may change from year to year, a shared sense of community remains a constant.

This year we said goodbye to Fashion Week and the runway shows, which brought excitement and commerce to Lincoln Square. Also leaving the neighborhood are two long-time BID supporters and not-for-profit organizations, the College Board and the American Bible Society.

Of the many changes taking place in Lincoln Square, the one of most concern for the safety of pedestrians is DOT’s proposed major redesign of the complicated and accident-prone 65th Street bow-tie area. Over the years, the BID has strongly advocated for critical safety improvements and is now working with DOT to ensure a successful redesign for all stakeholders.

For the third year in a row, due to careful budgeting, we will hold our FY 2016 assessment budget at \$2,166,666—the level that we have billed since FY 2014. Although this may result in a significant loss, we are confident that our financial plan is solid. For the coming year, property owners’ assessment rates will remain approximately the same as last year’s. We take pride in providing livable wages and health benefits to the workers who make our neighborhood clean and pristine, safe and beautiful. We are even prouder of the fact that we have virtually no turn-over among our workers. This was a particularly brutal winter and we thank all our workers for their incredible dedication.

Our focus on quality of life concerns remains paramount and over this past year we have strengthened our partnership with the Department of Homeless Services, in particular the Mayor’s Outreach Consortium, which has been particularly responsive to conditions in our district.

Lincoln Square remains the cultural heart of New York City—a thriving mixed-use neighborhood that continues to welcome record numbers of new residents, visitors, students, shoppers, diners, and culture lovers. Our neighborhood’s icons—among the best of their kind in the world of entertainment and education—include Lincoln Center for the Performing Arts, Fordham University, The Walt Disney Company and Time Warner Center.

We are grateful for the dedication and leadership of our Board, and the help of our property owners, businesses, residents and cultural organizations. We rely daily on the responsiveness of our City partners, the Department of Small Business Services, NYPD, Sanitation, DOT, Parks, DEP, CB4 and CB7. Our small, talented staff keeps the BID thriving.

Working together, we look forward to an exciting year ahead in Lincoln Square.

Sincerely,


Gary Jacob, Chair


Monica Blum, President



TOP TO BOTTOM
Keeping Richard Tucker Park and Dante Park gleaming is the primary responsibility of Clean Team member Carl Griffin.



Sharnette Booker, a member of the Goddard Green Keepers crew, spruces up a Broadway Mall end cap.

Public Safety Officer Ante Vidaic helps pedestrians reach their destination.



Spirit of Change

Change? Bring it on. As Lincoln Square's designated advocate and mover and shaker, the Business Improvement District (BID) accepts the challenges inherent in our changing times. Above all, change in any form should benefit the lives of Lincoln Square's property owners, businesses, workers, residents, and visitors.

As stewards of Lincoln Square, the BID advocates for positive change that is carefully conceived, planned and executed. The BID has been working with the City's Department of Transportation (DOT) on the bow-tie project, a major plan to improve pedestrian safety in the complex and dangerous intersection around Broadway, Columbus Avenue and W. 65th St.

Springing into action, the BID encouraged public discussion of the bow-tie area, co-hosting a two-hour public workshop and attending meetings with CB7 and DOT; the result—a massive proposed redesign of the bow-tie,

and Breads Bakery. With the infusion of these new businesses and more residential development, including just to the west of our district, it is no wonder that subway ridership at Columbus Circle increased 3.5% in 2014.

The Third Water Tunnel construction continues and completion is slated for 2017. As a consequence, the Columbus Avenue bike lane extension from 62nd to 60th Streets may be postponed until repaving is completed.

The BID's Clean Team, Public Safety Officers and Goddard's Green Keepers help Lincoln Square look fabulous and run smoothly. Supplementing City services, the public safety and sanitation workers keep Lincoln Square's streets, sidewalks, public spaces and gardens safe and immaculate.

Good times are a Lincoln Square constant, too. Just ask any one of the 20,000-plus attendees at the 15th Annual Winter's Eve at Lincoln



including an extension of the bike lane. Some stakeholders commissioned a Sam Schwartz Engineering study of DOT's plan. The study's overall conclusion, which the BID supports, was that changes should be made incrementally rather than all at once. A major accomplishment for the BID was DOT's promise to correct "ponding" problems as part of the improvements to the area.

We welcome neighborhood street-scape changes such as Fordham University's new law school and Glenwood's new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square's positive change, too. Look for newcomers such as Michael Kors, Vanguard Wine Bar, Lincoln Center Kitchen, UPS Store, City MD, BONMi, Diptyque, and Robert Graham and get ready for Lowe's Home Improvement, Bod Fitness,

Square who wore smiles on their faces while happily ignoring the rain. The bottom line: Lincoln Square is a unique proactive community that doesn't fight change, but instead works with it for the greater good.

What makes the 59th Street/ Columbus Circle subway station the 7th busiest station in all of NYC with 23,566,961 annual riders?

In 2014, **56.4** million tourists came to New York City and **23** million people shopped, dined and had fun in Lincoln Square. Add that to the **34,477** people working at **3,253** establishments, the **77,217** who live in and around Lincoln Square and the **35,680** students who study here, and that's a big number!

Note: Data compiled from the Department of Labor for zip code 10023 and several 2010 Census tracts just outside of the BID.



Clean & Safe Teams

Rain, shine or mountains of snow, Lincoln Square can count on the services of the 14-member Clean Team (contracted through Atlantic Maintenance) and its 10 Public Safety Officers (contracted through ABM Security Services). Seven days a week, 14 to 15 hours each day, the BID's dedicated workers help ensure streets and sidewalks are clean, navigable and free of crime. Local ambassadors of good will, the workers greet passers-by with welcoming hellos, helpful directions and offer assistance when needed.

This winter, working in blizzard-like conditions with more than 50 inches of snow, the Clean Team shoveled out corner quadrants, fire hydrants, catch basins and bus shelters. Confronting an on-going safety issue, the team swept pools of ponding water and slush from crosswalks so pedestrians would not be forced into the street to cross. When all was safe and passable, the diligent workers bagged

How do our teams make a difference?

This year, the BID's Clean Team collected **80,787** bags of trash and removed **7,300** stickers, graffiti and posters, while the BID's Public Safety Officers had **23,376** interactions with the public. Plus, our workers continue to identify ponding problems—or water pooling at crosswalks—throughout the neighborhood. All of the Broadway Mall crossings from 60th–70th Street are identified as locations with the most dangerous ponding, but both of our teams help to alleviate these issues through appropriate reporting and water removal.

result, the Goddard Riverside Green Keepers continue to assist in the cleaning of the Broadway Malls, Monday through Friday, from 8 a.m. to 10 a.m.

The Clean Team's actions speak louder than words. As testimony to their dedication, the Mayor's Office



litter and lined trash receptacles as they would on a day in May. In spring and summer, all street furniture is freshly painted.

A leisurely walk around Lincoln Square reveals the 80 new Victor Stanley trash receptacles added by the BID this year. Good looking and extremely functional, the new cans offer highly visible branding opportunities for local businesses and property owners. Nearly a third have sponsors and we are grateful. The BID's Clean Team maintains and services each receptacle. In the best waste-not manner, the old cans were sold to other BIDs and Park Conservancies.

Five days a week, Clean Team workers supervise non-violent offenders, as part of the BID's community service program with the Midtown Community Court. Recently, the BID renewed its contract with Goddard Riverside Community Center. As a

of Operations BID Scorecard Ratings continue to rate us at 100% for Acceptable Streets and Sidewalks.

On a daily basis, the Public Safety Officers vigilantly report quality of life and safety issues to 311 and the NYPD. The many pressing issues range from illegal vending, pot-holes and accidents to the imperative need for outreach services for the homeless and the emotionally disturbed. And, much to the relief of those who have lost valuables, the BID's Lost and Found program enjoys a high rate of successful returns.

The individuals who make up the Clean Team and Public Safety Officers have proven staying power, the vast majority have been with us for years. They're happy in our neighborhood. Say hello when you see them!



Beautiful Year Around

Masses of tulips and daffodils brightly signal the arrival of spring, followed in quick succession by the bold petunias and bobbing wildflowers of summer, the delicate cyclamens of fall, and the hardy evergreens of winter. No matter the season, the Lincoln Square BID's Streetscape and Beautification Program unfailingly orchestrates a whirlwind symphony of cleaning, pruning and planting from 60th to 70th Streets.

Working in tandem, garden designer Ronda Brands and A. Bulfamante Landscaping wave a wand of horticultural wonder over our neighborhood. The vast greening of Lincoln Square includes the BID's 10 Broadway Malls, 50 planters, 18 urns and Richard Tucker and Dante Parks. In October, for example, every urn in the Broadway Malls unleashed a dramatic show of verdant kale, bouquet-like cabbage, English ivy and bright pink cyclamen.

In December, the lighting of a magnificent 25-foot balsam

New York state tree's arrival and installation in Lincoln Square.

Change is apparent in the growing scope of the BID's on-going beautification and streetscape efforts. Eight bright red umbrellas as well as tables and chairs, purchased by the BID, add to the beauty and comfort of the renovated Richard Tucker and Dante Parks. In a significant change, the BID is more involved in the maintenance of Dante Park, as many interior plants died due to lack of water and proper care. The park needs attractive protective fencing to protect the new plants. The greening of Lincoln Square depends on water, maintenance and the generosity of its loyal sponsors. Funding from property owners, businesses, residential buildings, foundations and individual donors is important if Lincoln Square is to maintain its beauty. We are grateful for the continuing support of our sponsors who help us purchase plants, shrubs and mulch.



fir kicked off our Winter's Eve celebration. The holiday tree, which was grown by Balsam Acres Tree Farm in West Leyden, New York, came to us as a result of our partnership with I Love New York. A great deal of press covered the

Please contact us if you would like to help keep Lincoln Square green and flowering and your name will be added to the list in this report.

What really goes into a Lincoln Square BID green space?

Our beautiful Broadway Malls, parks and planters are more than just attractive gardens—each tells a story about a neighborhood that cares. Thanks to our beautification supporters the BID is able to plant and maintain thousands of flowers and shrubs each year, telling all who spend time in Lincoln Square how supportive the community is. This year we added over **8,500** new plants and flowers: **5,395** Tulips, Daffodils & Pansies; **446** Cabbage, Kale & Cyclamen; **2,048** Summer Annuals; **61** Shrubs; **184** Flats of Ivy; and **449** Liriope.



Branding Lincoln Square

Lincoln Square makes news. Banners wave above its sidewalks exhorting those who live and work in and visit Lincoln Square to dine, shop and savor its cultural riches. Online there's a steady news stream on lincolnsquarebid.org and twice-monthly eblasts, Facebook, Twitter,

tantalizing and affordable food and drink. Tony-award winner Billy Porter from Broadway's "Kinky Boots" acted as emcee during the tree lighting, while Arlo Guthrie and his family performed, and WABC-TV's Sade Baderinwa led the countdown live on Channel 7. The neighborhood vibrated joyously thanks to over 20 performance venues, including a dance party with the Café Wha? House Band, appearances by Jazz at Lincoln Center, Sesame Street high jinks at Kids' Central and PBS/Kids WNET characters. Contributing to the evening's excitement were 100 local businesses and cultural organizations.

In the summer, Lincoln Square invites the public to its Free Lunchtime Summer Concert Series at Richard Tucker Park, on Wednesdays in July and August. In partnership with MTA's Music Under New York program, the concerts fete the public with a heady range of genres from Brazil

YouTube and Flickr. Indeed, our winterseve.nyc website is one of the first in New York to be selected as part of the .nyc Founder's Program! Pick up the New York papers—the Times, Post or Daily

News—and read all about it. Turn on the TV and hear about it on ABC, WNET, NBC and CBS.

The marketing of Lincoln Square is a vital part of the BID's mission. By creating, planning and orchestrating news-making and crowd-pleasing free events, such as our Annual Meeting, which draws some 200 people to Fordham University, we put Lincoln Square in full view. The BID benefits its residents, businesses and organizations by actively sharing the bounty of this neighborhood.

This year's Winter's Eve created a boulevard of dreams to celebrate its 15th blockbuster year as the City's biggest free holiday extravaganza. On December 1, a chic army of crisp white tents transformed Broadway into a cosmopolitan Camelot. Inside the tents, 35 area restaurants offered

to Bach. During intermission, concert goers, ranging from toddlers to seniors, can sip lemonade and munch brownies from PJ Clarke's, enjoy great giveaways from TD Bank and take a break with some quick yoga instruction from YogaWorks.

Also in the summer, 10 local high school and college students work with knowledgeable retirees at colorful information carousels at key pedestrian locations. The friendly Ambassadors assist the public and distribute new editions of the *Lincoln Square Map & Guide*, *Where to Eat* and *Where to Shop in Lincoln Square* brochures. Got a minute or two? Be sure to stop and chat with our Ambassadors and get the news on restaurants, shopping and entertainment in the neighborhood.



Whenever the Lincoln Square BID's small staff needs help, we know who to call. Throughout the year, we are constantly amazed at the generosity and delighted with the can-do spirit of our property owners, businesses, organizations, residents, volunteers, and City and elected officials. For steering and advising us in the most positive manner, the BID wishes to thank its dedicated and conscientious Board of Directors. Thank you.

Our gratitude goes to the de Blasio administration, and the many City officials and agencies who help us: the 20th Precinct and the NYPD, the Departments of Sanitation, Small Business Services, Parks & Recreation, Environmental Protection, Transportation, Consumer Affairs, Homeless Services, Health & Mental Hygiene, Youth & Community Development, and the Mayoral Offices of Citywide Event Coordination and Management, Media and Entertainment, and Operations.

Supporters

LINCOLN SQUARE BID STREETSCAPE & BEAUTIFICATION PROGRAM

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Broadway Mall Association
Buttons & Zipper
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College Board
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Thank you to Councilwoman Helen Rosenthal and the New York City Council, Sesame Workshop, Church of Jesus Christ of Latter-day Saints, Whole Foods Market, 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

Councilwoman Helen Rosenthal and the NYC Department of Youth and Community Development
TD Bank
PJ Clarke's
YogaWorks

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

Financials

Statements of Financial Position				Statements of Activities			
ASSETS	(Unaudited) Feb 2015	Audited June 2014	Audited June 2013	SUPPORT AND REVENUES	(Unaudited) Feb 2015	Audited June 2014	Audited June 2013
Cash	\$ 2,060,774	\$ 1,276,934	\$ 1,227,871	Assessment revenue	\$ 1,444,444	\$ 2,166,665	\$ 2,000,000
Grants receivable			10,000	Contributions/grants	609,507	818,316	714,901
Property and equipment	11,542	11,542	23,339	TOTAL	<u>2,053,951</u>	<u>2,984,981</u>	<u>2,714,901</u>
Prepaid and other assets	30,070	30,070	17,922				
TOTAL	<u>\$ 2,102,386</u>	<u>\$ 1,318,546</u>	<u>\$ 1,279,132</u>	EXPENSES			
				Marketing/development	817,181	1,120,206	1,032,403
LIABILITIES/NET ASSETS				Safety	270,423	406,053	405,227
Liabilities	\$ 848,044	\$ 147,501	199,888	Sanitation	513,176	741,199	700,444
Net assets	1,254,342	1,171,045	1,079,244	Public improvements	134,321	285,000	220,519
TOTAL	<u>\$ 2,102,386</u>	<u>\$ 1,318,546</u>	<u>\$ 1,279,132</u>	Administration	<u>235,553</u>	<u>340,722</u>	<u>341,881</u>
				TOTAL	<u>1,970,654</u>	<u>2,893,180</u>	<u>2,700,474</u>
				Increase in net assets	<u>\$ 83,297</u>	<u>\$ 91,801</u>	<u>\$ 14,427</u>

Summary of Financial Statements dated November 28, 2014, 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.

February 2015 represents 8 months of operations.

Operating Budget: Fiscal Year June 30, 2016							
	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,166,666						
Contributions/grants	<u>387,000</u>						
TOTAL	2,553,666						
Expenses							
Salaries	\$ 641,450	\$ 152,720	\$ 116,780	\$ 116,780	\$ 78,390	\$ 73,850	\$ 102,930
Payroll taxes/benefits	131,980	36,100	22,050	22,850	16,300	16,400	19,080
Outside contractors	1,323,000	56,500	390,000	750,000	125,000	1,500	
Equipment	8,500	1,000	1,500	5,000			1,000
Supplies	58,000	34,000	2,000	2,000	5,000	2,000	13,000
Rent	135,000		2,500	2,500			130,000
Project expenses	362,000	337,000			25,000		
Insurance	15,000						15,000
Professional fees	31,000						31,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	54,500						54,500
TOTAL	<u>2,790,430</u>	<u>626,320</u>	<u>543,830</u>	<u>907,330</u>	<u>252,690</u>	<u>93,750</u>	<u>366,510</u>
Increase (Decrease) in Net Assets	<u>\$ (236,764)</u>						