

LINCOLN SQUARE BY THE NUMBERS

Data Report—May 2019



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

ABOUT LINCOLN SQUARE BID

The Lincoln Square Business Improvement District is a 501(c)3 not-for-profit organization that was created in 1996 by property owners, businesses, not-for-profit institutions and other stakeholders to make a great neighborhood better. The BID's 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, including Winter's Eve at Lincoln Square – New York's largest holiday festival – are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.

LINCOLN SQUARE AT A GLANCE

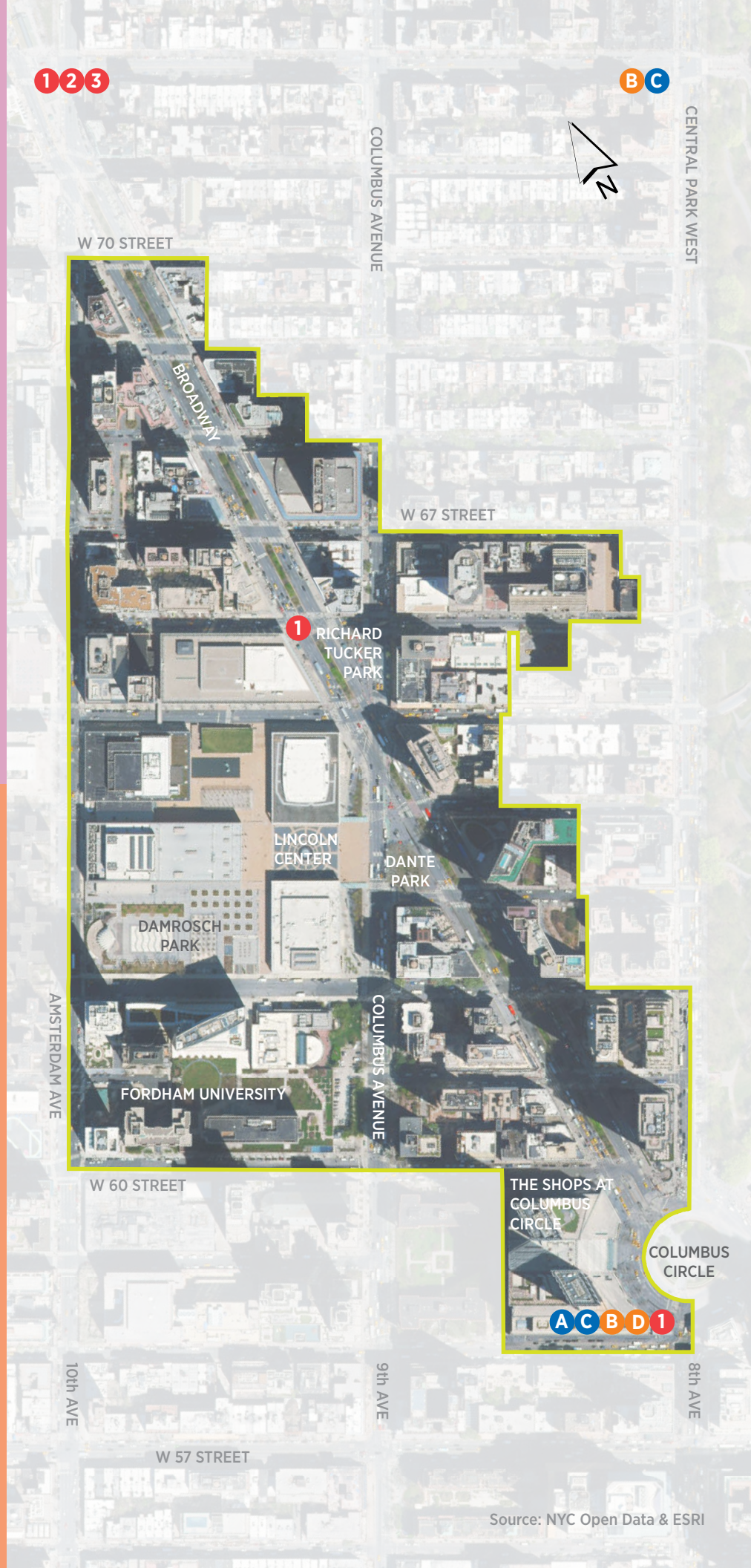
Square Footage Assessed by the BID*	5,520,449 SF
Commercial	3,458,443 SF
Retail	1,485,632 SF
Garage (and Development Sites)	576,374 SF
Residential Condo Units	4,281
Non-Profit Square Footage (not assessed)	2,975,973 SF
Residential Square Footage**	9,776,426 SF
Total Building Square Footage	18,272,848 SF
Annual Visitors to New York†	65,100,000
Annual Visitors to Lincoln Square	24,500,000
Annual Subway Ridership††	
59th Street-Columbus Circle	22,929,203
A•C•B•D•1 8th busiest station in the system	
66th Street-Lincoln Center	7,002,620
72nd Street @ Broadway	12,749,746
1•2•3	
57th Street @ 7th Avenue	11,300,097
N•Q•R•W	
72nd Street @ CPW	2,799,974
B•C	

* LSBID, FY 2020 Assessment. Properties are assessed on a three-tiered system based on commercial, retail and garage square footage. Residential condo owners are assessed \$1 per year.

** NYC DOF, CAMA Data.

† NYC & Co., 2018 Annual Report

†† Metropolitan Transit Authority, 2017 Annual Ridership.



Source: NYC Open Data & ESRI

DOING BUSINESS IN LINCOLN SQUARE

Businesses (commercial, retail & non-profit) 259

Occupancy Rate* 95%

Jobs in Lincoln Square† 32,602

Students in Lincoln Square 35,331

Cultural, Educational & Other Non-Profits

American Folk Art Museum
The Church of Jesus Christ of Latter-day Saints
Fordham University
John Jay College of Criminal Justice**
Kaufman Music Center
Lighthouse Guild**
Lincoln Center for the Performing Arts
Chamber Music Society of Lincoln Center
Film at Lincoln Center
Jazz at Lincoln Center
The Juilliard School
Lincoln Center Theater
The Metropolitan Opera
New York City Ballet
New York Philharmonic
New York Public Library for the Performing Arts
The School of American Ballet
Mount Sinai West**
Museum of Art & Design**

New York Institute of Technology
New York Public Library—Riverside Branch
New York Society for Ethical Culture**
SAG-AFTRA Foundation
Sesame Workshop
West Side YMCA**
WNET

Other Major Employers

ABC/The Walt Disney Company
Apple Store
Deutsche Bank (coming soon)
Nordstrom (coming soon)**
The Shops at Columbus Circle and the Restaurant & Bar Collection

Theater Seats 22,864

Movie Screens 16

Hotels Rooms 1,618

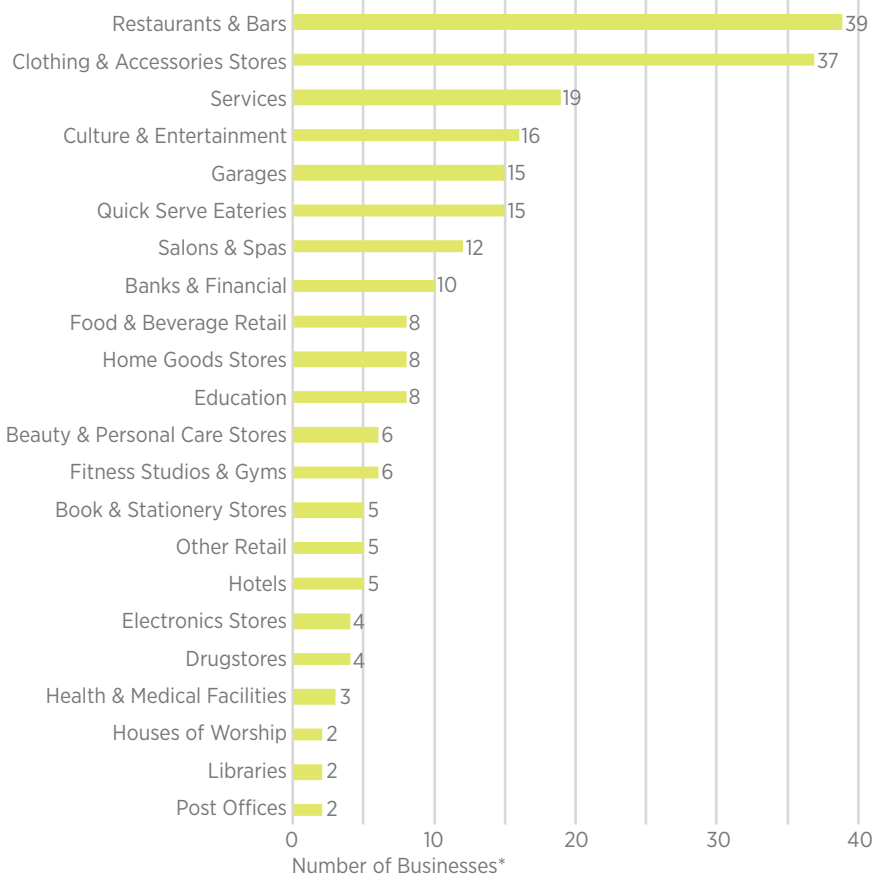
Garage Spaces 3,770

* Occupancy rate is calculated by number of occupied retail and non-profit spaces divided by total number of retail and non-profit spaces, as of May 16, 2019.

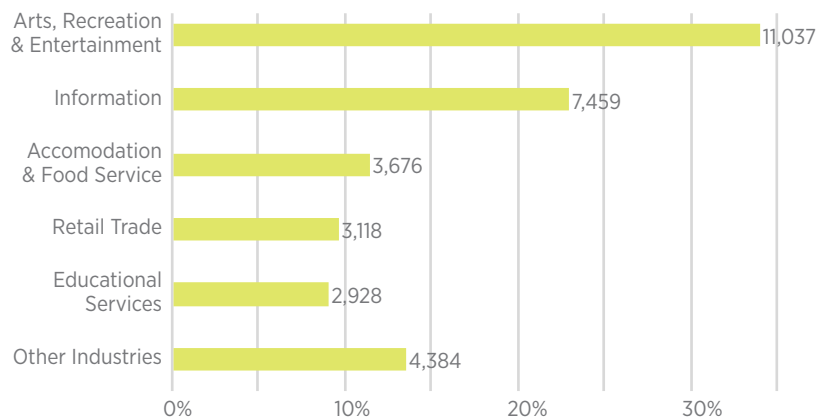
† US Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, Q2 of 2002-15). Number of employees includes Time Warner employees who have since relocated outside of Lincoln Square. Additionally, the number does not include Deutsche Bank employees who are not yet located in the district.

** Outside of the BID.

WHAT LINCOLN SQUARE HAS TO OFFER:

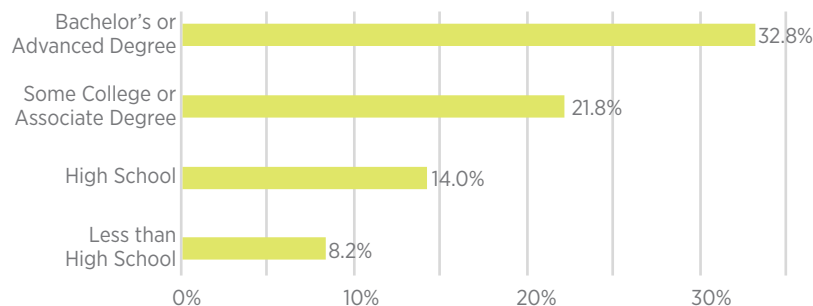


WHAT KIND OF JOBS ARE IN LINCOLN SQUARE?†



EMPLOYEES' EDUCATIONAL ATTAINMENT†

Workers aged 30 and over in Lincoln Square



LIVING IN LINCOLN SQUARE

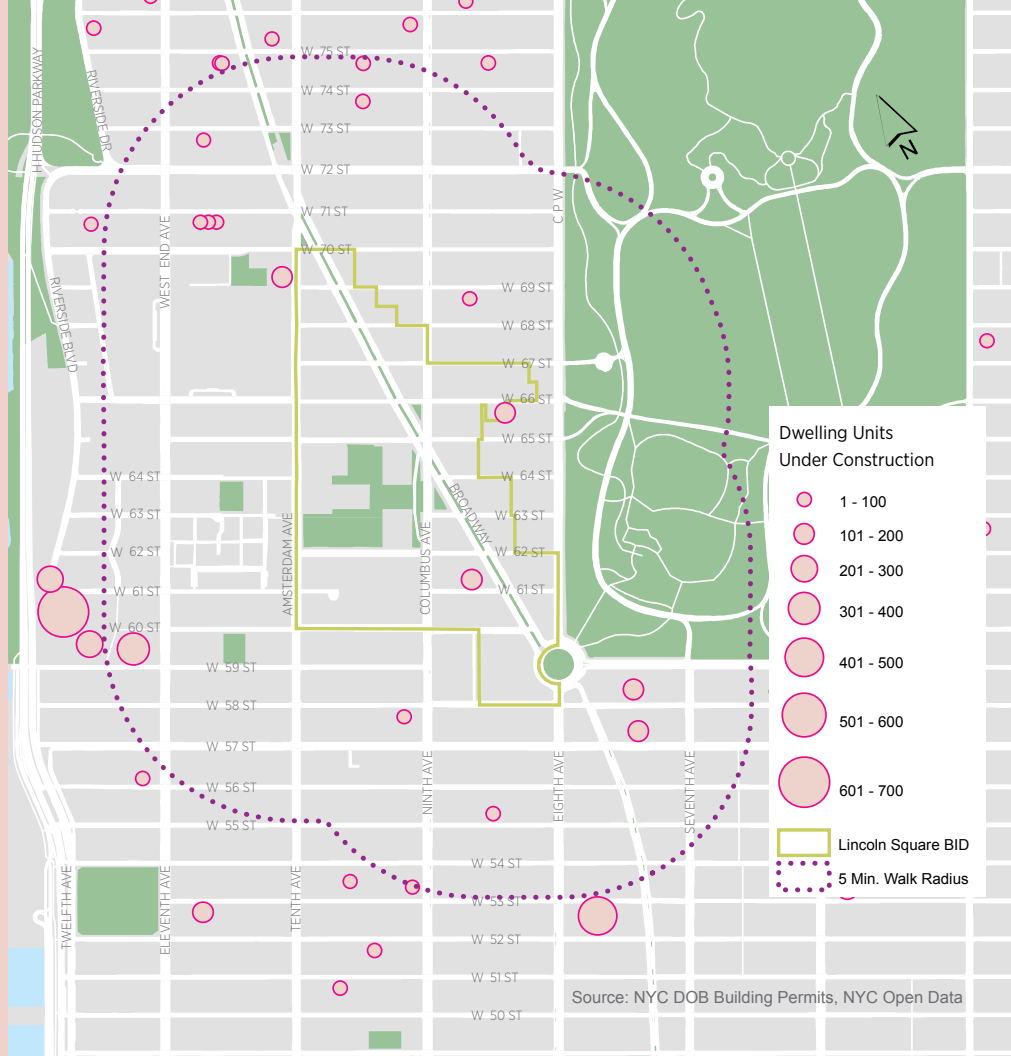
Population	77,263
Lincoln Square	21,142
Surrounding area	56,121
Residential Square Footage*	9,776,426 SF
Households in Lincoln Square	11,015
Housing units in Lincoln Square	14,482
Housing Units in Construction**	1,133
in Lincoln Square	332
within 5 min. walk radius	801
Median Household Income	
Lincoln Square	\$156,197
Surrounding area	\$113,566
Retirees†	3,301
Mean Commute Time for Residents	
Lincoln Square	28.6 Minutes
New York City	40.8 Minutes

Source: US Census Bureau, 2013-2017 ACS, unless otherwise indicated.
Lincoln Square: Census Tracts 145, 149, 153. Surrounding Area: Census Tracts 137, 139, 147, 151, 155, 157, 159.

*NYC DOF, CAMA Data.

** NYC DOB, Active New Building and Type 1 Alteration Permits in April, 2019. Walking Radius defined as within a quarter mile of the BID.

† Individuals 60 years or older who do not participate in labor force.



LINCOLN SQUARE BID BY THE NUMBERS

Lincoln Square BID plants and maintains 2+ acres:	
Dante and Richard Tucker Parks	
Landscaped Broadway malls	10
Broadway mall end bed gardens	20
Planters & urns	84

Lincoln Square BID cleans and maintains:	
Block faces	84
Items of street furniture	522
Trash cans	133
Tables	104
Chairs	210
Benches	52
Umbrellas	18
Kiosks & info carts	5
Light poles	215

Lincoln Square team	
Full-time staff	6
Part-time staff	2
Public safety officers	10
Cleaners	15
Goddard Riverside Green Keepers	4
Seasonal information ambassadors (pt)	10

Winter's Eve	WintersEve.nyc
Attendees	25,000
Participating businesses	100
Performance venues	20+

2019 Community Survey (Feb.-April 2019)	
Respondents	223

Annual Web Traffic	121,000 page views
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THE BIG PICTURE: CLEAN, SAFE, BEAUTIFUL & FUN

96%

said Lincoln Square was as clean or cleaner than the rest of NYC

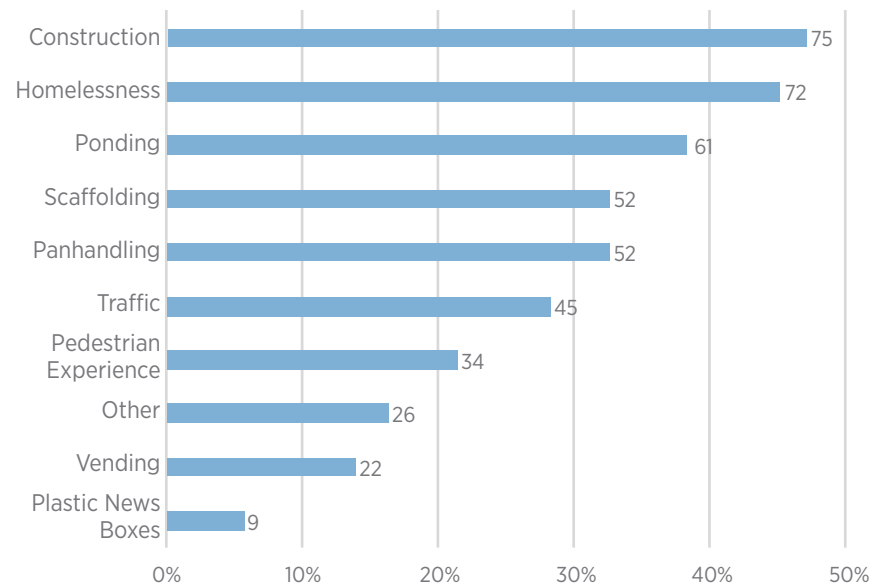
97%

said that Lincoln Square was as safe or safer than the rest of NYC

96%

said that the Lincoln Square BID is doing a good job

TOP TEN QUALITY OF LIFE CONCERNS:



Source: Lincoln Square BID, 2019 Annual Community Survey.



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

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