



Our Neighborhood

OUR MISSION

2021-2022 ANNUAL REPORT



**LINCOLN
SQUARE**
BID

CLEAN SAFE WELCOMING



2021-2022 ANNUAL REPORT





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MAY 18, 2022

Dear Friends

It is hard to believe that more than two years have passed since COVID siphoned the life from New York City. Yet in recent months, as more businesses open and people come back to work, our Lincoln Square neighborhood is showing a steady increase in pedestrian traffic.

A recent *New York Times* article suggests that New York City's residential neighborhoods are bouncing back more quickly than central business districts. Lincoln Square has a strong residential community and is home to Lincoln Center for the Performing Arts, the world's largest and most celebrated arts venue of its kind. Our neighborhood is a magnate, too, for international businesses. Recently, Deutsche Bank moved its headquarters to a new home at Columbus Circle bringing 5,000 employees to enjoy world class shopping, dining and entertainment at the newly renamed Deutsche Bank Center. And we are back in the office, although most meetings remain on Zoom for the time being.

The City's new Mayor hit the ground running, focusing on quality-of-life issues – crime, public safety and homelessness – all key to a strong recovery. Although crime is still up in the 20th Precinct, things continue to move in the right direction and our neighborhood remains one of the safest in the City. The 20th Precinct just received 11 new recruits who will be out in our streets. The BID's recent Community Survey also has encouraging news – approximately three quarters of respondents think that Lincoln Square is cleaner than other neighborhoods

and 97% think that we are effective at doing our job. Sadly, in that same survey, almost 80% of respondents cited homelessness and emotionally disturbed individuals as the top problems affecting quality-of-life in Lincoln Square.

We continue to face unique challenges in our role as Lincoln Square's neighborhood advocate, problem solver, caretaker, and promoter. For example, some of our best workers left Streetplus - our sanitation provider - resulting in fewer experienced workers joining our much-lauded Clean Team. What's more, the BID's diligent Public Safety team remains understaffed.

We are grateful that our City partners and elected officials, especially Mayor Eric Adams and our new Manhattan district attorney, Alvin Bragg, are working with us on lockdown recovery and pressing quality-of-life issues as they develop strategies to turn things around. These issues are vital for a strong recovery.

Further ahead, our neighborhood is facing many changes, including new development and the eventual departure of ABC and the Walt Disney Company from its longtime headquarters in Lincoln Square. Over the next six to nine months, the BID will look at these issues as part of a strategic plan to ascertain our strengths, examine the challenges we face and explore options going forward. We expect to engage you, our stakeholders in this process to help insure a strong future.



\$2.85

MILLION ASSESSMENT

We thank our small staff, our Clean Team, Public Safety Officers and Green Keepers crew from Goddard Riverside for their hard work and tireless efforts throughout the year. Thank you, as well, to our dedicated, volunteer Board of Directors for their leadership and guidance. Our budget remains lean and our assessment will continue at the same level as the last three years - \$2.85 million - with bill rates remaining approximately \$0.24 for garage, \$0.55 for commercial, and \$0.59 for retail.

At this year's Annual Meeting we will welcome some new faces to our Board. We welcome back Gale Brewer as our City Council member and look forward to working with a new borough president, Mark Levine; a new comptroller, Brad Lander; and our new SBS commissioner, Kevin Kim.

We thank you for your continued support, which is critical to the recovery of our very special neighborhood, and hope to see you in our cafes, restaurants, concert halls and retail businesses.

Sincerely,

Monica Blum, President

Gary Jacob, Chairman

FY'23

ASSESSMENT RATES

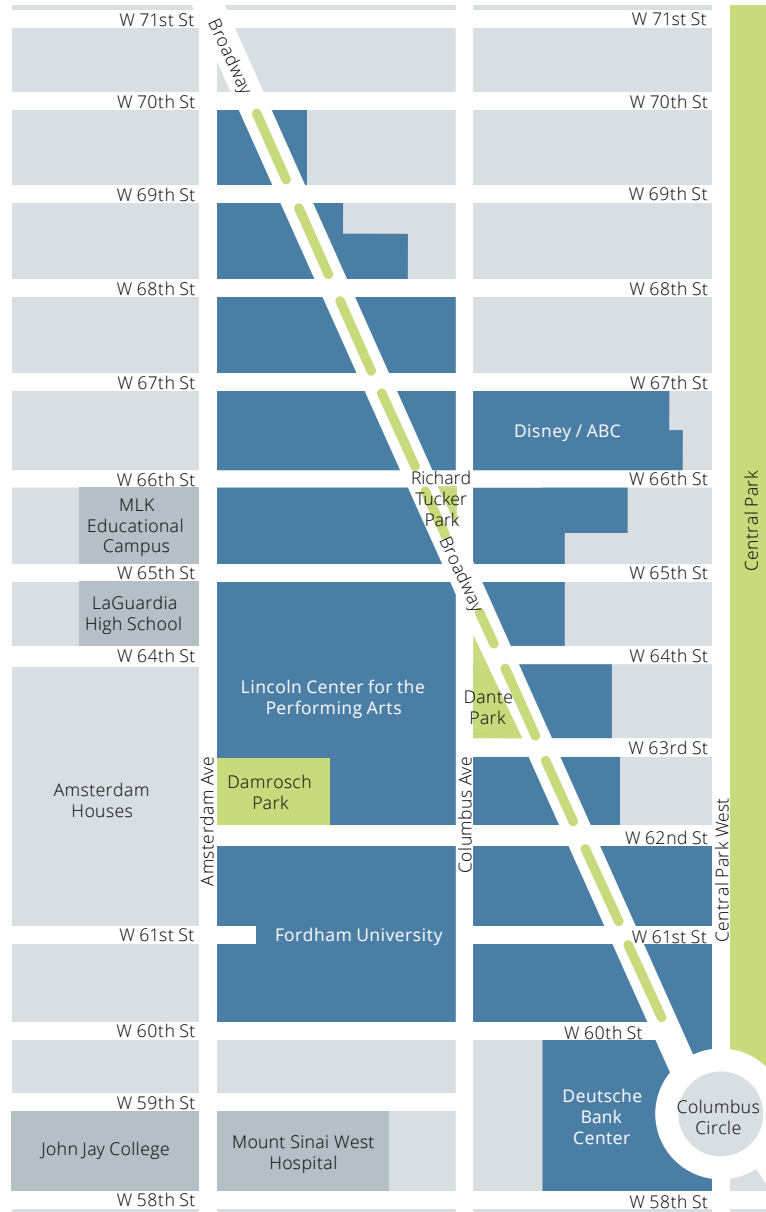
\$0.24 GARAGE

\$0.55 COMMERCIAL

\$0.59 RETAIL

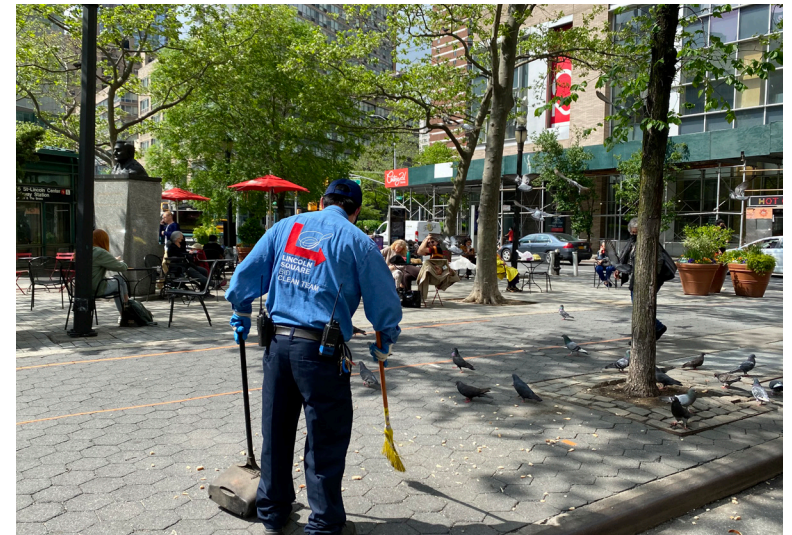


OUR PROGRAMS AND INITIATIVES ARE DESIGNED TO
SHOWCASE THE RICH AND VARIED RESOURCES OF
OUR VIBRANT UPPER WEST SIDE NEIGHBORHOOD.



LSBID MISSION

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 are designed to showcase the rich and varied resources of our vibrant Upper West Side neighborhood.



LINCOLN SQUARE BID
& 25 YEARS OF

Action & Advocacy

The Lincoln Square BID was born to help. In the 1990s the City and its neighborhoods faced serious economic and quality-of-life issues after two decades of decline as a result of the City's fiscal crisis. In response, Lincoln Square stakeholders – property owners, business owners and not-for-profit leaders – created the Lincoln Square Business Improvement District. In 1996, we became the City's 39th BID, and today there are 78 BIDs in all five boroughs.

For 25 years, the Lincoln Square BID's staff has been at the center of the action, advocating for its neighborhood in person and online and working with local stakeholders, City agencies and government officials to deliver quality sanitation, public safety, beautification, and marketing and business support services all aimed at revitalizing and supporting our neighborhood.



Thanks to an incredibly long and successful push to get New York City residents and workers vaccinated, and a broad mask mandate, tourists are now returning, new businesses are opening, restaurants are extending their hours, and performers as well as patrons of the arts are back. The ever-increasing influx of new residents, an abundance of fine restaurants, cafes, outstanding hotels, specialty stores and large retailers, and thriving educational institutions, including Fordham University, New York Tech, The Juilliard School and the School of American Ballet, add to the vibrancy of the neighborhood as the BID works to insure that Lincoln Square remains a strong and attractive place in which to live, work and play.

Clean Counts

Cleaning the streets is no easy task. This has been a challenging year for our sanitation and area maintenance program. Streetplus, our contractor, had several long-serving workers and a supervisor leave within weeks of each other – a situation that many employers have faced as a result of the pandemic. A new supervisor was recently brought on to our account and we are closely observing the performance of all the workers to insure we have the best possible Clean Team every day. Fortunately, we have four cleaners who have been with us for over 10 years, including two who have worked with us for more than 20 years.



Carlos Valladares, a former employee of Streetplus, assigned to our account since 2011 as a cleaner and then a supervisor, became the BID's field operations assistant in 2022. Carlos' bi-lingual skills and knowledge of the district are real assets to the BID and he is becoming a valuable addition to our staff.

This year we released an RFP for our sanitation program, and following a competitive process, we signed a new three-year contract with Streetplus for sanitation and area maintenance

that will take us through 2025. Despite recent challenges, our district remains among the cleanest in the City. Our crew, the Clean Team, sweeps litter from our streets and sidewalks, lines BID-owned and branded trash receptacles and places bags of trash for collection by the New York City Department of Sanitation. The Clean Team also removes graffiti and stickers from street furniture and fixtures; wipes down and disinfects trash receptacles and Big Belly units, tables and chairs; paints street furniture in the warm months; power washes trouble spots on sidewalks; and shovels snow from corners, crosswalks, catch basins, and bus stops during the winter months. In addition to cleaning all the streets and sidewalks throughout the BID, our Clean Team works on a daily basis to insure that our two small parks, Dante and Richard Tucker, as well as the Broadway Malls are free of litter and debris.

Our crew of Green Keepers, contracted through Goddard Riverside Community Center for 25 years, are part of our family. The Green Keepers – who are part of Goddard Riverside's job employment program - work five mornings a week to get a head start on the day by cleaning the Broadway Mall crossings and their interiors, sweeping pedestrian crossings, and in the winter, making sure that the crosswalks connecting north and south of Broadway are snow and ice free.

A SIGN OF POST PANDEMIC PROGRESS

This year the BID increased weekly service hours in response to a rise in pedestrian traffic from 440 last year to 560 this year – a 27% increase in weekly hours. We now have a Clean Team of 14 people covering the district seven days a week with 10 people working each day.



FY 2022 CLEAN TEAM STATS

407

INSTANCES OF
GRAFFITI REMOVED

18,078

ITEMS SCRAPPED,
CLEANED OR PAINTED

128

TRASH CANS
SERVICED DAILY

82,737

TRASH BAGS USED
(May 2021 – April 2022)
58% increase over FY21

ON THE BEAT...

the BID's Public Safety Team

Our Public Safety contractor, Allied Universal, has been experiencing significant staffing-related issues, as are many other businesses in today's climate. Despite the fact that we pay a competitive wage, this is a tough job and there is frequent turnover. Public Safety Officers are on their feet in all kinds of weather for seven hours a day. Fortunately, we have two officers who have been with us for more than 10 years and one who has worked with us for over 20 years keeping a watchful eye on Lincoln Square.

In April, we extended our contract with Allied Universal for another year, expecting that they would leverage their standing as the largest private security provider in North America to get our account fully staffed. We currently have two shifts, seven days a week. We hope the company can find qualified Public Safety Officers, so that we won't have to reduce coverage.

Our Public Safety Officers act as friendly ambassadors while serving as the ever-vigilant eyes and ears of the 20th Precinct and the NYPD. Our officers answer questions, give directions, count pedestrians at key locations, and report quality-of-life issues, such as homelessness, potholes, broken street lights and street signs, vending violations, or garbage conditions, to the appropriate City agency or to our Clean Team for corrective action. While violent crime remains quite low in our neighborhood, our Public Safety Officers have reported an uptick in emotionally disturbed individuals and the homeless. To address this, the BID works with the City's Department of Social Services, Goddard Riverside Community Center, the City's Manhattan Outreach Consortium, NYC Parks Enforcement, and local law enforcement for helpful, quick and actionable solutions.

While on patrol, our Public Safety Officers often recover lost property. The officers and the BID's staff try hard to reunite lost items with their owners. This year found and returned lost cell phones, wallets, passports, and vaccination cards put a smile on the faces of a dozen pedestrians.



PEDESTRIANS ON THE RISE



MAY 2019 -
APRIL 2020
(pre-pandemic)

1,235,056

MAY 2020 -
APRIL 2021

361,067

MAY 2021 -
APRIL 2022
(today's new normal)

617,566



PUBLIC SAFETY TEAM AT WORK

PUBLIC INTERACTIONS: 2,216

(A 70% INCREASE OVER LAST YEAR - DESPITE
HAVING FEWER PUBLIC SAFETY OFFICERS
THAN THE PRIOR YEAR)

INCIDENTS & CONDITIONS REPORTED: 1,899

311 REPORTS: 1,156

(5% INCREASE OVER LAST YEAR)



Streetscape & Beautification





BEAUTY ON

Parade

Since 1999, the BID has worked tirelessly to improve the neighborhood's green spaces and urban gardens. In partnership with the New York City Department of Parks, the BID has transformed barren and neglected malls and parks into sparkling clean and beautiful gardens. We have an ambitious fundraising program with many dedicated annual supporters, including residential buildings, property owners, and private and foundation support and have raised over \$2.25 million for the streetscape and beautification program since 1999 that goes directly into the ground. Once again, this year we didn't miss a beat and have continued to make sure that our neighborhood's green spaces are lush, colorful and vibrant.

In FY 22, we worked with A. Bulfamante Landscaping and continued to create four seasonal displays in the Broadway Malls and 18 end beds from 60th to 70th Street, in our

two parks – Richard Tucker and Dante – and our 70 planters and 18 urns. Bulfamante provides all shrubs and plant materials and regular maintenance year-round and watering in the warm months. Each season brings thousands of annuals and perennials with a complementary color palette, as well as replacement shrubs, as needed, and ground cover to fill in bare spots.

In addition to our ongoing year-round horticultural program, we provide movable tables and chairs for the public's use, and put out bright red umbrellas in summer months in our designated seating areas. Our Clean Team insures that our tables, chairs and umbrellas are clean and in good working order. We also maintain all the benches around Dante Park and in the Broadway Mall pedestrian crossings, which are kept litter free each weekday morning by our Green Keepers crew from Goddard Riverside Community Center.

TO SEE A LIST OF OUR DONORS, VISIT WWW.LINCOLNSQUAREBID.ORG/SUPPORTERS

RAISING SPIRITS AND MAKING NEWS



This winter the BID community felt an overwhelming need to divert hearts and minds and celebrate the winter holiday season in the most life-affirming way. After a one year hiatus, the BID brought back the Lincoln Square Holiday Tree – a 30ft Concolor fir grown in Bliss, NY – that took its place in Dante Park with help from the New York City Department of Parks and Recreation. Its official public lighting and a small press event were held with BID President, Monica Blum, joined by several Board members; NYC Manhattan Borough Parks Commissioner, Bill Castro; Frank London and the Klezmer Brass All Stars; and some festive street performers from the Department of Spectacle. Shimmering with thousands of LED lights, the tree was decorated with 200 hand-painted ceramic stars from Color Me Mine, ballet slippers from the New York City Ballet and mylar stars from the American Folk Art Museum along with traditional ornaments.



From December through January, the BID's much-appreciated holiday tree acted as the backdrop for a new pop-up performance series, **Holidays in Lincoln Square**. Over four weeks in December, pop-up music and dance performances featuring over 50 NYC-based artists delighted audiences in front of our Lincoln Square Holiday Tree. Thanks to the BID's publicist and despite challenges of social distancing, the celebration garnered more than 115 million media impressions. In addition, five new *Tumbling Brights* – celestial steel sculptures illuminated with fairy lights – joined the original 10 "spirit figures" for a fanciful display in the Broadway Malls in Lincoln Square. We are grateful for sponsor and City Council support that brought joy to Lincoln Square.

BREAKING NEWS

To assure that good news travels fast and reaches the public, this spring the BID issued its first print publication post-pandemic. “Where to Eat and Where to Shop in Lincoln Square” is an updated, expanded version of our successful restaurant guide that includes where to shop, as well. Look for the new guide in the BID’s three Information Carts, which are stocked with flyers and promotional material from individual Lincoln Square businesses and cultural organizations as well as information on NYC’s major tourist destinations.

The BID’s e-newsletter, “The Link to Lincoln Square”, offers helpful suggestions on shopping, dining and local cultural events in addition to other important City and COVID information and updates. Over the past year, we have sent out more than 50 dedicated e-newsletters to about 5,000 community members. Our open rate, which is the metric that measures the percentage rate at which emails are opened, is a healthy 26%. Articles also appear on our website, www.lincolnsquarebid.org, and tell everyone what’s happening in Lincoln Square.

New visitor traffic to our website increased by 48% in 2021- these are users that had never visited our site before. The most significant traffic spike occurred in December 2021, most likely correlated with our QR code posters for the Holidays in Lincoln Square programming. We maintain a robust Neighborhood Guide and digital map on our website where we stay on top of changing business hours and information on new or closing businesses. Our website also features an up-to-date Events Calendar that informs locals and visitors about virtual and in-person events around the neighborhood and beyond. The BID is active on social media, too, sharing and posting information on Instagram, Twitter and Facebook regularly.



BANNERS FLY

Once stores and restaurants began to re-open last year, the BID commissioned a new series of eye-catching light pole banners to promote local neighborhood businesses and cultural offerings. The message: Shop, Explore, Eat, Live and Play! A total of 60 banners were printed for placement throughout the district; to defray expenses the BID enlisted the support of sponsors. The banner design was also used to create sidewalk posters with a QR code that directed people to the BID website for the latest in local news and access to our neighborhood guide.

WEB TRAFFIC

109,788

WEBSITE VISITS
IN 2021

1,000

EVENTS POSTED THIS YEAR ALONE
ON OUR EVENTS CALENDAR

48%

INCREASE IN NEW
VISITOR WEBSITE
TRAFFIC



VISIT OUR WEBSITE
LINCOLNSQUAREBID.ORG

Partnerships

AND ADVOCACY

ALL ABOARD

Day in and out our BID staff works closely with City agencies, local Police officials and elected officials in order to keep Lincoln Square property owners, businesses, residents, and visitors informed about the latest developments and information. Community partnerships remained critical throughout the pandemic when COVID information was issued almost daily by both the State and City. Now, with a new administration in place, working closely with City partners is equally important as we report on new Mayoral initiatives and the many changes in City government.

Shortly after taking office, Manhattan District Attorney Alvin Bragg created a Manhattan Small Business Alliance to come up with solutions to curb shoplifting and commercial robberies in partnership with business leaders, social service providers and law enforcement in every neighborhood of Manhattan. BID President Monica Blum was asked to participate. We hope the alliance will be successful in developing strategies to address these serious and complex issues.

Our Director of Operations works closely with the 20th Precinct, attends Precinct Community Council meetings, and coordinates efforts with our Neighborhood Coordination Officers, as well as with local security directors to insure that Lincoln Square remains safe.

In January 2021, what was originally thought to be a two-week job for relatively minor sewer repairs and upgrades by DEP at Broadway and 64th Street turned into a hugely disruptive project in the heart of the

district that was moving at a snail's pace. After receiving complaints from local businesses, the BID intervened, brought all parties together weekly, resulting in expedited work. This massive project was finally completed almost one year after it began with four new catch basins that will prevent flooding and ponding after heavy rains and icing in cold weather months.

Throughout this past year we have been addressing a major issue that will impact the southern boundary of Lincoln Square. Congestion pricing has been on everyone's radar for many years although implementation may have been delayed by the pandemic. We fear that the implementation of congestion pricing without a comprehensive review of traffic patterns will only exacerbate traffic congestion and cause even more gridlock, particularly in the lower portion of Lincoln Square. We have asked DOT to carefully examine all these issues prior to implementation.

The BID staff attends bi-weekly meetings with various City agencies hosted by the New York City Department of Small Business Services to discuss the impact of future streetscape changes and programs such as Open Restaurants and Open Streets. Notably, our staff joined the Department of Consumer and Worker Protection on a successful, productive walking audit of our district to evaluate vendor conditions in anticipation of proposed changes in the vending laws.

We also take part in frequent meetings with Manhattan Community Boards 7 & 4, and other community groups, and work closely with the NYC BID Association, Lincoln Square Neighborhood Center, Goddard Riverside Community Center, block associations, and Grow NYC and the Greenmarket at Richard Tucker Park. These relationships, as well as our interactions with many other City agencies, including Parks, DOT, DSNY, Health and Mental Hygiene, and the Department of Homeless Services, are essential to our successful ability to fulfill our mission and serve this community.

A special thank you to our colleagues at Parks and DOT for their help on our holiday lighting program, and to Ogden CAP Properties, LLC, Fordham University and Lincoln Center for the Performing Arts for additional support throughout the year.



Thanks to DEP, Con Ed and JLJ for working so hard night and day to get this job done as fast as possible.



DANTE ALIGHIERI MONUMENT REDEDICATION

Following months of conservation work by the NYC Parks Citywide Monuments Conservation Program, a public-private partnership, with sponsorship by the City Cleanup Corps and the

Dante Monument endowment, a rededication ceremony of the Dante Alighieri bronze sculpture in Dante Park was held on September 14, 2021.

The Future is Bright

BUSINESS BUZZ

Last year was a difficult year and 18 businesses were shuttered. This year, however, things look brighter because although nine businesses closed, nine new ones opened their doors. The newcomers are: Ladurée, Arc'teryx, Gourmet Square, Maman, Le French Wine Shop, Uno de 50, Camp, Art Camp, and Venus et Fleur. Coming soon: Rosetta Bakery, Rampoldi, DiDi Dumpling, Just Food for Dogs, El Fish Shack, and Sunglass Hut. The retail availability rate in Lincoln Square remains low – averaging 13.98% over the past year.

Lincoln Center for the Performing Arts and the New York Philharmonic recently announced that the newly renovated David Geffen Hall will open in October 2022—two years ahead of schedule. The state-of-the-art theater is expected to improve the

entire concert-going experience and will create tens of thousands of square feet of new public space for diverse cultural uses, including performance and community—many of them free to the public. Lincoln Center has also planned a festival – *Summer for the City* – from mid-May to mid-August to celebrate New York City with themes of rejoicing, reclaiming and remembering a City transformed by COVID. The festival will take place across 10 outdoor spaces and three indoor stages on Lincoln Center's campus featuring over 300 free events.

This summer after a two year hiatus, the BID is bringing back its highly successful lunchtime musical series. Stop by Dante Park every Wednesday from noon to 1:30pm for the Lincoln Square BID's Jazz Sensations.

More residential development is in the works in Lincoln Square. Currently under construction at 60th Street and Broadway will be a new residential building – One West 60th Street – being developed by Global Holdings. The new residential building will transform the corner, across from Deutsche Bank Center and the Mandarin Oriental, New York. Right next door, an old building is being refurbished and will be the new home of the Shefa School – a Jewish community day school that will welcome students with language-based learning disabilities. And Extell Development has received a green light to proceed with its project at 50 West 66th Street.





Perhaps most significant will be the eventual departure of ABC and The Walt Disney Company, which will change the face of Lincoln Square. As we think about the next 10 years in Lincoln Square and the impact all these changes will bring, the BID has hired HR&A Advisors to develop a strategic plan that establishes a clear vision for the organization's priorities in the coming years. HR&A Advisors is an industry-leading real estate and economic development consulting firm whose mission is to reimagine an organization's assets to benefit neighborhoods and the communities they serve. Led by Carl Weisbrod, the BID will engage stakeholders to develop a plan to guide the organization into the future. We will examine our foundational structure, our current assessment, review opportunities to generate additional revenue, look at the economic benefits and obstacles to a possible expansion, as well as the challenges and opportunities we face in the future.

The BID looks forward to continuing our great relationship with all City officials and local stakeholders. We are encouraged by Mayor Adams' recently released report: "Renew, Rebuild, Reinvent: A Blueprint for New York City's Economic Recovery." The blueprint specifically aims to accelerate the return to pre-pandemic employment levels, while simultaneously laying the foundation for the City's economic future — addressing historic injustices and reimagining outdated ways of doing business. We applaud the Mayor's recent efforts and new initiatives and are especially pleased to see that he has committed to working with BIDs to strengthen commercial corridors across the five boroughs, tackle public safety and quality-of-life concerns, including a comprehensive plan to combat the crime wave, and expand the City's tourism marketing campaign to show the world that New York City is open, vibrant, and ready to welcome visitors again.



AS THE STEWARDS OF THE NEIGHBORHOOD, WE WILL CONTINUE TO DO OUR PART TO MAKE SURE THAT LINCOLN SQUARE REMAINS A CLEAN, SAFE, VIBRANT, AND FLOURISHING NEIGHBORHOOD.

BOARD OF Directors



CATEGORY A: A1 & A2

OWNERS OF NON-RESIDENTIAL, MIXED USE OR RESIDENTIAL REAL PROPERTY

Gregg Carlovich, 15 Central Park West, Secretary
David Cvijic, Millennium Partners, Vice Chair of Audit
Suzanne Davis, Residential Property Owner
Abigail Black Elbaum, Ogden CAP Properties, LLC
(Alternate: Lester Schwalb)
Maura Hayes, The Walt Disney Company, Treasurer
Gary Jacob, Glenwood Management, Chair
Meredith Keeler, Related Companies
(Alternate: Daniel Truchan)
Alan Locker, Bonafide Estates, Inc., Vice Chair of Finance
Robert Lowe, Mandarin Oriental, New York (Alternate: Daniel Bettinardi)
Tony Mannarino, Extell Development (Alternate: Yehuda Gordon)
Suzie Mills, Trump International Hotel & Tower (Alternate: Matthew Vandegrift)
Wendy Mosler, Global Holdings Management Group, Assistant Treasurer
Martin Piazzola, AvalonBay Communities
Steve Rossi, Milstein Properties

CATEGORY B

COMMERCIAL TENANTS

Claudia Martinez Azzara, Color Me Mine
Rachel Duncan, Deutsche Bank
Bobbie Lloyd, Magnolia Bakery (non-voting member)
Leo Mavrovitis, The Emporium, Ltd.
Alan Nossen, TD Bank (Alternate: Christine Modafferi)
Sebastien Silvestri, The Dinex Group/Daniel Boulud Restaurants
(Alternate: Dan Boyce)

CATEGORY C

TENANTS WHO ARE OCCUPANTS PURSUANT TO A LEASE OF A DWELLING UNIT

Gerry Creamer, Residential Tenant

CATEGORY D

EX-OFFICIO

Hon. Eric Adams, Mayor of the City of New York;
represented by: Kevin Kim, Commissioner,
New York City Department of Small Business Services
Hon. Gale Brewer, New York City Council Member, District 6
Hon. Brad Lander, Comptroller of the City of New York
Hon. Mark Levine, Manhattan Borough President

CATEGORY E

COMMUNITY BOARD (NON-VOTING MEMBERS)

Jeffrey LeFrancois (represented by Pete Diaz), Community Board 4
Steven Brown (represented by Seema Reddy), Community Board 7

CATEGORY F

OWNERS OF REAL PROPERTY EXEMPT BY LAW FROM REAL PROPERTY TAXATION

Hank Foley, New York Institute of Technology (Alternate: Patrick Minson)
Kate Sheeran, Kaufman Music Center
Frank Simio, Fordham University (Alternate: Marco Valera)
Henry Timms, Lincoln Center for the Performing Arts, Inc.
(Alternate: Eleni DeSiervo)

STAFF

Monica Blum, President
Ralph Memoli, Executive Vice President
Phil Gordon, Director of Operations
Carlos Valladares, Field Operations Assistant
Elizabeth Grant, Outreach and Visitor Services Coordinator

CREDITS

Photography: Elena Olivo, BID staff
Cover photo: Filip Wolak
Design: Hyder + Krasnoff

FINANCIAL Overview

LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

STATEMENTS OF FINANCIAL POSITION

	(Unaudited) Mar 2022	Audited June 2021	Audited June 2020
ASSETS			
Cash	\$3,297,275	\$2,249,209	\$1,721,027
Property and equipment	\$112,743	\$112,743	\$74,547
Prepaid and other assets	\$50,353	\$34,544	\$34,544
TOTAL	\$3,460,371	\$2,396,496	\$1,830,118
LIABILITIES/NET ASSETS			
Liabilities	\$939,323	\$264,697	\$180,724
Net assets	\$2,521,048	\$2,131,799	\$1,649,394
TOTAL	\$3,460,371	\$2,396,496	\$1,830,118

Summary of Financial Statements dated November 29, 2021, prepared by Skody Scot & Company CPAs PC.

A copy of the complete audited financial statements is available upon request or at www.lincolnsquarebid.org.

STATEMENTS OF ACTIVITIES

	(Unaudited) Mar 2022	Audited June 2021	Audited June 2020
SUPPORT AND REVENUES			
Assessment revenue	\$2,137,500	\$2,850,000	\$2,850,000
Contributions/grants	\$219,624	\$275,150	\$902,346
TOTAL	\$2,357,124	\$3,125,150	\$3,752,346
EXPENSES			
Marketing/development	\$418,647	\$465,670	\$1,115,040
Safety	\$401,160	\$639,172	\$561,775
Sanitation	\$639,109	\$795,705	\$943,173
Public improvements	\$188,374	\$342,412	\$326,778
Administration	\$320,585	\$399,786	\$388,419
TOTAL	\$1,967,875	\$2,642,745	\$3,335,185
Increase in net assets	\$389,249	\$482,405	\$417,161

March 2022 represents 9 months of operations.

OPERATING BUDGET - FISCAL YEAR JUNE 30, 2023

	Total	Bus. Support Marketing	Safety	Sanitation	Capital	Dev.	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$2,850,000						
Contributions/grants	\$173,000						
TOTAL	\$3,023,000						
EXPENSES							
Salaries	\$896,970	\$229,580	\$155,840	\$156,410	\$150,120	\$89,040	\$115,980
Payroll taxes/benefits	\$177,620	\$33,600	\$32,400	\$32,350	\$30,770	\$22,900	\$25,600
Outside contractors	\$1,524,500	\$59,000	\$500,000	\$820,000	\$145,000	\$500	
Equipment	\$7,000		\$1,000	\$1,000	\$5,000		
Supplies	\$22,000	\$8,000	\$1,000	\$1,000	\$2,500	\$500	\$9,000
Rent	\$192,000						\$192,000
Project expenses	\$194,500	\$192,000			\$2,500		
Insurance	\$17,000						\$17,000
Professional fees	\$75,000						\$75,000
Contingency	\$30,000	\$5,000	\$10,000	\$10,000	\$5,000		
Other	\$52,410						\$52,410
TOTAL	\$3,189,000	\$527,180	\$700,240	\$1,020,760	\$340,890	\$112,940	\$486,990
Increase in net assets	(\$166,000)						



Lincoln Square Business Improvement District
1881 Broadway, Suite 2R
New York, NY 10023
212.581.3774 | info@lincolnsquarebid.org

www.lincolnsquarebid.org

CLEAN SAFE WELCOMING