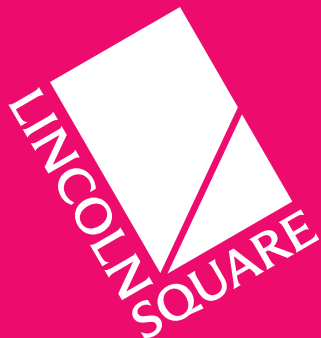


LINCOLN SQUARE BID ANNUAL REPORT 2024-2025

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An aerial photograph of Lincoln Square in Manhattan, showing a dense grid of buildings and streets. A large, dark blue diagonal shape is overlaid on the left side of the image, containing the text.

WHO WE ARE & WHAT WE DO

The Lincoln Square Business Improvement District (BID) was founded in 1996 by visionary neighborhood stakeholders—property owners, businesses, and major not-for-profit institutions—with one primary goal: to make a great neighborhood even better. As NYC and Lincoln Square continue to change, our work has become even more critical.

The BID's small but dedicated administrative staff works every day to address a wide range of issues that impact daily lives. We remain focused on quality of life concerns: crime and public safety, clean streets, getting bikes off sidewalks, enforcing vendor regulations, addressing homeless encampments, reporting potentially hazardous conditions to the appropriate City agencies, monitoring congestion pricing, and reporting accidents and street closures. These are key issues that matter to our property owners, residents, businesses, and visitors.

Our executive staff oversees the day-to-day operations of our field teams, manages our finances, monitors retail activity, and leads all marketing efforts—ensuring that Lincoln Square, the world-renowned cosmopolitan neighborhood on Manhattan's Upper West Side and the cultural and entertainment heart of New York City, remains a thriving neighborhood where businesses can succeed and residents and visitors can enjoy urban life to the fullest.

APRIL 30, 2025

Dear Friends:

Five years after the pandemic, we are pleased to see Lincoln Square on the rebound. Our streets and sidewalks are busier, our vacancy rate has dropped, crime is trending in the right direction, and exciting retail establishments have opened their doors. Our primary focus remains on quality of life and improving the public realm in Lincoln Square. Seventy-three percent of our budget is devoted to our core services of clean, safe, and beautiful. Our hardworking Clean Team is out sweeping and bagging trash, seven days a week, 365 days a year. Additionally, our Public Safety Officers patrol the district daily, serving as the eyes and ears of the NYPD while aiding the public.



This year marks a period of significant change for Lincoln Square. We were saddened by the sudden loss of our Board colleague and Secretary, Steve Rossi of Milstein Properties. In March, we also bade farewell to ABC and The Walt Disney Company, which played a pivotal role in the formation of the Lincoln Square Business Improvement District more than 30 years ago. We will greatly miss the partnership with Disney/ABC and the thousands of employees who became part of the neighborhood. We extend our sincere thanks to Maura Hayes, our most recent Board member from Disney, for her dedicated service as Treasurer and Nominations Chair. We also thank Wendy Mosler of Global Holdings, and a resident, for stepping into the role of Treasurer and Nominations Chair, and Scott Fishbone of Avalon Bay who is our new Secretary.

Today, we welcome several new Board members, including Kent Bullis of Milstein Properties, Michael Cohen of Colliers International, Jerry Balentine of NYIT, Tom Flaherty of Related Companies, Anthony Mazzocchi of Kaufman Music Center, and Mariko Silver of Lincoln Center. We are proud to have a dynamic, hardworking Board, and we appreciate their commitment to our organization and our neighborhood.

Like many parts of the city, Lincoln Square is evolving. Anchored by Lincoln Center for the Performing Arts, Fordham University, Deutsche Bank Center, the Shops at Columbus Circle, and four hotels, the district

now features 43 residential buildings. Our district also includes nearly three million square feet of not-for-profit space which is not assessed—a 50% increase since the BID's founding.

Currently, 55% of the district's square footage is devoted to residential use. Despite this, only condo owners are assessed under our current formula at a rate of \$1 per year—less than the cost of one tulip bulb. Last year, the Board approved the creation of a District Plan Committee to review our funding structure and explore changes to our District Plan and assessment formula. In collaboration with the NYC Department of Small Business Services, the BID explored numerous options and ultimately recommended a modest residential assessment of approximately \$0.06 per square foot, to take effect in FY '27. The BID Board of Directors has voted to support the changes to our assessment formula, which requires City Council approval. In addition to the residential rate there will be a combined retail/commercial assessment rate of approximately \$0.47 per square foot and a garage rate of approximately \$0.26 per square foot. As the square footage in the district changes, these rates will be adjusted accordingly. Note for FY '26, our Board has approved a budget with a \$3 million assessment, and assessment rates will remain roughly the same as last year—\$0.26 for garage and vacant land, \$0.58 for commercial space, and \$0.63 for retail space.

Everyone who lives, works, or visits Lincoln Square benefits from the outstanding programs and services provided by our dedicated and hardworking workers and staff. In our most recent satisfaction survey, over 95% of respondents rated our work as “excellent” or “good.” Many respondents requested greater public safety and homeless outreach services as well.

We extend a heartfelt thank you to our dedicated staff, workers, and Board of Directors, and thank all of our property owners, businesses, cultural and educational leaders, City government partners, and the elected officials who serve on our Board for their unwavering support each and every day. Without your help, Lincoln Square would not be the exceptional neighborhood and community it is today and with your continued support, we will maintain the high level of services that you have come to expect. We look forward to many more years of working together and providing outstanding services to Lincoln Square.

Sincerely,



Monica Blum, President



Gary Jacob, Chairman





QUALITY OF LIFE & PUBLIC REALM

LINCOLN SQUARE IS *Clean*

SANITATION & AREA MAINTENANCE In the heat of summer or the dead of winter, there is one thing you can count on: Lincoln Square's sidewalks will be clean and spotless. This is in large part due to the meticulous work of our dedicated Clean Team, a 15-member crew, contracted through Streetplus, that works seven days a week, all year long. Our Clean Team sweeps and bags litter from the sidewalks and 18" into the curb, and empties public garbage from BID-owned branded trash cans. Full garbage bags are brought to the BID's rodent-proof Citibins for pickup by the NYC Department of Sanitation (DSNY). Daily, our team wipes down street furniture, removes graffiti and stickers, helps set up for and clean up after events, and performs other duties as necessary. In the winter, the team removes snow and ice from corners, crosswalks, bus stops, fire hydrants, and Citibins. When the weather warms, 612 pieces

of street furniture are painted. This spring, we extended our contract with Streetplus for an additional year and expanded the Clean Team's hours to keep pace with a rise in pedestrian foot traffic; the Clean Team now works from 7:00am until 9:00pm every weekday, and from 8:00am until 9:00pm on weekends.

We have made great strides towards the goal of getting garbage bags off the sidewalks by expanding our trash containerization program. We have installed seven Citibins throughout the district. Each of the BID's Citibins can hold approximately 25 bags of garbage that might otherwise end up on the sidewalks. To facilitate this labor intensive work, the BID has purchased five double barrel trash dollies as well as a hand operated utility tilt truck. Our Clean Team power washes the Citibins' interiors at least once a week and wipes them down frequently. We are proud to say that our work, and that of our valued partners at DSNY, has eliminated all BID trash bags from Lincoln Square's sidewalks.

Since 1997, we've been proud to partner with **GODDARD RIVERSIDE'S GREEN KEEPERS** through their Top Opportunities program. This program provides training and opportunities to formerly homeless individuals who become Green Keepers. Each weekday, from 8:00am to 10:00am, the Green Keepers remove litter from our 10 Broadway Mall interiors and end gardens, sweep end caps, line trash cans, and, in the winter, remove snow and ice, and ensure safe crossings.





LINCOLN SQUARE IS *Safe*

PUBLIC SAFETY & VISITOR SERVICES In June 2024, we hired a new security company to provide public safety services to Lincoln Square. Arrow Security is now responsible for identifying qualified, well-trained, unarmed, and licensed Public Safety Officers (PSOs) to staff our account. In order to attract the most qualified candidates for this job, which requires PSOs to spend the majority of the day outside and actively engage with visitors, we significantly increased the starting wages of officers and supervisors. Despite this we remain understaffed, though we are fortunate to have a strong core of experienced officers who stayed with us through the transition from our previous contractor.

The BID's uniformed PSOs serve dual functions as both neighborhood ambassadors and as the ever-vigilant eyes and ears of the 20th Precinct and the NYPD. The well-trained officers patrol the district, answer questions,

give directions, provide assistance, count pedestrians at key locations, and report quality of life issues to the appropriate City agency or to our staff for corrective action. In the event of emergencies, they will call 911. From July 2024 through March 2025, our PSOs submitted over 8,000 reports, which included 5,389 interactions with the public and multiple 311 reports.

The BID also monitors the presence of unhoused and emotionally disturbed individuals in the district, and the BID staff reports their findings to the City. While citywide crime has decreased, our PSOs and staff have observed an increase in the number of individuals in need in our neighborhood. To address this, the BID works with the City's Department of Social Services, Goddard Riverside Community Center, the City's Manhattan Outreach Consortium, and local law enforcement to try and get these individuals the support and assistance they need. With the City's help we have been successful at addressing several encampments this year.

In advance of a busy spring and summer season and with a laser focus on public safety, the BID expanded the hours that PSOs patrol the district. The public safety program's hours, now 10:00am through 9:00pm daily, address increases in foot traffic and ensure that there is a uniformed presence on the street during the busiest hours.

Our vigilant PSOs, Clean Team, and BID staff work together, often finding valuable lost property. This year, we returned property, including backpacks, phones, wallets, and ID cards to their rightful owners.



Ralph and Monica pose with a grateful Lincoln Square visitor after retrieving his lost earbud from under a Citibin.





LINCOLN SQUARE IS *Beautiful*

The **LINCOLN SQUARE BID'S STREETScape AND BEAUTIFICATION** program, our signature and most visible initiative, continues to thrive. Launched in 1999, this labor of love ensures year-round maintenance, planting, watering, and seasonal displays throughout the 10 Broadway Malls and end beds from 60th to 70th Street, in our two parks—Dante and Richard Tucker—and in our 94 planters and urns.

Each of Lincoln Square's four seasonal plantings evokes the singular beauty of the season with changing displays including spring tulips, bright summer annuals, autumn mums, cyclamen, and winter plantings of festive holiday greens that add a splash of color in the colder months.

We are constantly renewing and upgrading our urban gardens. This year, we planted 10 new crabapple trees in the Broadway Malls and plan to add

more this spring. Every year we replenish ground cover, replace spent shrubs, and add mulch. Last year, we also improved drainage in one mall that had been losing soil.

Dante and Richard Tucker Parks, urban oases in the heart of Lincoln Square, are central to the BID's beautification and public realm improvement efforts and include colorful moveable tables, chairs, and red umbrellas for the public's use. Richard Tucker Park is also home to the popular Greenmarket on Thursdays and Saturdays. In addition to green, inviting and attractive, our Clean Team and Green Keepers from Goddard Riverside make sure our parks and malls are litter free.

The program's success is made possible by our staff, our landscape contractor A. Bulfamante Landscaping, and the generous support of the Greenacre Foundation—a dedicated partner for over 25 years—along with contributions from local property owners, not-for-profits, and other community stakeholders including some residential buildings. To learn more visit www.lincolnsquarebid.org/supporters.





CULTURE, RETAIL, & NEW DEVELOPMENT

LINCOLN SQUARE IS *Vibrant*

The BID plays a vital role in strengthening and sustaining the district's character. Lincoln Square boasts a vibrant retail, cultural, and culinary scene, and a growing residential community—all supported by the BID's essential services, advocacy, marketing, education, and promotion. Lincoln Square has an impressive array of world-class dining establishments, including Tatiana, which was named the top restaurant in NYC two years in a row, Michelin starred Jean Georges, Per Se and Masa, newcomers Bad Roman and Twin Tails, and Monte Carlo's renowned restaurant Rampoldi. You'll find plenty of cafes and bars, numerous supermarkets, and trendy shops—making up the roughly 250 businesses and not-for-profits that call Lincoln Square home.

Anchored by Lincoln Center for the Performing Arts—home to the Metropolitan Opera, New York City Ballet, New York Philharmonic, Film

at Lincoln Center, the Chamber Music Society, The Juilliard School, and others—and bolstered by Fordham University, Deutsche Bank Center, which houses Jazz at Lincoln Center and the Shops at Columbus Circle with its Restaurant and Bar Collection, Lincoln Square is lively and busy. It's a must-visit destination in New York City and a great place to live.

This unique and iconic neighborhood, steps away from Central Park, serves as the gateway to the Upper West Side and includes Kaufman Music Center, Apple, UWS, the American Folk Art Museum, and the Museum of Arts and Design; Nordstrom is nearby. Two other not-for-profit institutions will also open their doors in Lincoln Square. NYU Langone and Hebrew

Union College have announced their plans to join the district. Their arrivals follow the opening of The Shefa School on 60th Street, the departure of The Walt Disney Company and ABC, and the eventual return of Congregation Habonim. The area is served by multiple bus and subway lines making Lincoln Square one of the most accessible neighborhoods in the city, and its wide, spotless sidewalks make it a highly walkable area. What more could you ask for?





CREATING A SENSE OF COMMUNITY

LINCOLN SQUARE IS *Fun*

The BID's free community events perfectly embody both the strong community spirit and rich artistry that characterize the neighborhood.

Lincoln Square shined again this holiday season when our holiday lighting and programming drew thousands of visitors and a great deal of media attention (over 780 million media impressions) to our neighborhood. The expanded *Magical Lights* display illuminated Dante and Richard Tucker Parks where the trees were draped with beautiful lights whose colors and intensity changed in response to the sounds around them bringing the neighborhood's vibrant soundscape to life. Our partners at The Metropolitan Opera and Jazz at Lincoln Center provided festive musical recordings that echoed from speakers mounted on the giant London plane trees at Dante Park. The BID also wrapped 36 trees in the Broadway Malls

with holiday LED lights. Thank you to the Special Music School Chorus, Rosa Mexicano, and the Fabulous Fezziwig Carolers for providing holiday cheer.

To celebrate the winter solstice, the BID brought back the *WinteRamble*, an illuminated neighborhood procession of Frost Giant puppets and icicle lanterns led by Processional Arts Workshop. Participants made mini-lanterns at our free workshop at TD Bank, carried icicle lanterns and chimes, and joined J.C. King's Kalimbascope. As an extra treat, Cafe Fiorello generously handed out cookies at the end of the procession.



Our *Magical Lights* kick off was televised on WABC-TV with broadcast journalist Nina Pineda and chief meteorologist Lee Goldberg, and attended by BID Board members and local government and elected officials.

The BID also offered the *Summer Jazz Sensations* concert series, the third iteration of the BID's signature summer programming. This was the most successful series to date! *Summer Jazz Sensations*, curated by Eric Person, brings some of the top jazz musicians to perform in Dante Park every Wednesday from 12:00pm-1:30pm all summer long. The 14-week line-up for the 2024 concerts featured a remarkable breadth of talent. Local businesses Le Botaniste and Café Paradiso joined us to

provide refreshments at these concerts, and yoga instructors from the West Side Y led stretch breaks. Save the date: *Summer Jazz Sensations* returns Wednesday, June 25, 2025.





SHAPING THE CONVERSATION

Supporting OUR BUSINESSES

As a business improvement district, our goals include the support, promotion, education, and marketing of our local businesses and not-for-profits. One of the Lincoln Square BID's main communication channels is our website, which includes information about businesses, events, BID services, government and community alerts, and more. We will be unveiling a new, modernized website this summer in conjunction with our branding refresh and new logo.

Across Instagram, Facebook, our website, www.lincolnsquarebid.org, and biweekly e-newsletter, *The Link*, we blend real-time updates with exclusive insights, special shopping and dining offers, behind-the-scenes looks at local businesses, and details on upcoming events and promotions. With a viewership that generates millions of impressions, our content not



only supports our businesses and cultural institutions but also fosters connection within our community.

We stepped up our marketing game this year growing engagement on Instagram where our posts reached an audience of over 68,000 viewers in the past year, a 115% increase in reach from the previous year.

In addition to our digital outreach, the BID maintains light pole banners and produces and distributes materials to support our local businesses and cultural institutions. This year, we updated and published 15,000 copies of our popular neighborhood guide, *Where to Eat, Shop & More in Lincoln Square*, an in-demand resource that is available for free at our three strategically located Information Carts, from our PSOs or by contacting our office.



RETAIL *REBOUND*

Lincoln Square has seen an encouraging increase in new retail over the past two years. Our district's retail availability rate is approximately 13.4%—down ~3% from 2023 and lower than the Manhattan rate—with several new businesses opening their doors and more to come!

NEW TO LINCOLN SQUARE!

ALO YOGA	THE INDEPENDENT CAFE
AMORINO	J.P. MORGAN
BAD ROMAN	LIK FINE ART
BROWN HARRIS STEVENS	MORTON WILLIAMS
CAFE AROMA	RAMPOLDI
CAFE PARADISO	SEPHORA
CANTO	SHAKE SHACK
CAPITAL ONE CAFE	TEMPUR-PEDIC
EARTHBAR	TWIN TAILS
EL FISH	WONDER
MARISQUERÍA	YUMIKO
	ZIZI WINE BAR

COMING SOON!

ACTION BLACK
BOGGI MILANO
CONGREGATION HABONIM
EARLY CHILDHOOD CENTER-DOE
LADY M CAKE BOUTIQUE
LA PECORA BIANCA
MANGO
NYU LANGONE HEALTH
WEGMANS



Living in LINCOLN SQUARE

43

RESIDENTIAL
BUILDINGS

55%

OF THE LAND-USE IN OUR
DISTRICT IS DEVOTED TO
RESIDENTIAL USAGE

Lincoln Square is one of Manhattan's most desirable neighborhoods, offering an unmatched blend of culture, convenience, and charm. Since the BID's founding, the makeup of our district has evolved, with the residential community continuing to grow. Out of a total of 18 million square feet within the BID boundaries, nearly 10 million square feet are devoted to residential use. As the neighborhood becomes increasingly residential, the BID's role as a steward of the community is more important than ever.



With the support of our Board of Directors and the NYC Department of Small Business Services, we are taking steps to ensure that everyone who



benefits from the BID's services and programs contributes to our success. While we strive to operate as efficiently as possible, rising costs and mandates from the City necessitate changes to our District Plan and assessment formula to ensure that Lincoln Square remains as clean, safe, beautiful, and vibrant as businesses, property owners, and residents have come to expect.



ADVOCACY & PARTNERSHIPS & THANK YOU

As a public-private partnership, the BID acts as advocate, liaison, promoter, and problem solver for the community and provides a critical link between NYC government and the neighborhood. We work closely with the NYC Department of Small Business Services, the Mayor's Office, and other City officials, as well as with our colleagues at the NYC BID Association as we strive to improve the quality of life in Lincoln Square. The BID's advocacy work is driven by the needs and concerns of our community—businesses, residents, employees, property owners, and visitors. We work with our colleagues and City officials to support initiatives that preserve what makes Lincoln Square so special.

We regularly provide our businesses with updates on relevant City policies as well as educational opportunities and trainings. The BID is a member of the Executive Advisory Subcommittee of NYPD Shield and the Manhattan DA's Small Business Alliance and sits on the Mayor's Retail Task Force,

which identifies program-oriented solutions and enhanced enforcement efforts to combat retail theft. The BID also participates in precinct Build-the-Block meetings and partnership meetings with the Lincoln Square Neighborhood Center. Earlier this year, we invited the Mayor's Office for Public Safety on a walkthrough of Lincoln Square to address several



homeless encampments and illegal vending activity. In March 2025, the BID worked with DA Bragg's office and offered free training on trespass notices to our property owners, security directors, and businesses as part of an ongoing effort to reduce retail theft and recidivism.



We thank our Board of Directors who guide our efforts every day, as well as property owners, businesses, cultural organizations, and residents who contribute so much to the dynamism of Lincoln Square, and our partners in City government whose work we supplement daily. We could not do what we do without the support of Commissioner Dynishal Gross and her team, especially Calvin Brown and Emily Edwards, at the Department of Small Business Services, as well as our local elected officials, including Council Member Gale Brewer, and the many other City agencies we work with: the NYPD & the 20th Precinct, the NYC Department of Sanitation, the NYC Department of Parks & Recreation, DOT, DHS, DEP, CBs 4 and 7, as well as many others. We are grateful for the sponsorship support that we receive from many dedicated long-term supporters and the day-to-day work of our Clean Team and Public Safety Officers. Everyone contributes to our success! 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. We look forward to continuing our strong partnerships, programs and initiatives for years to come.

STATEMENTS OF
FINANCIAL POSITION

	(UNAUDITED) FEB 2025	AUDITED JUNE 2024	AUDITED JUNE 2023
ASSETS			
Cash	\$3,950,156	\$2,862,373	\$2,850,699
Property and equipment	\$900,522	\$1,100,522	\$1,212,788
Prepaid and other assets	\$44,474	\$45,323	\$50,353
TOTAL	\$4,895,152	\$4,008,218	\$4,113,840
LIABILITIES/NET ASSETS			
Liabilities	\$2,128,947	\$1,369,232	\$1,481,749
Net assets	\$2,766,205	\$2,638,986	\$2,632,091
TOTAL	\$4,895,152	\$4,008,218	\$4,113,840

Summary of Financial Statements dated December 5, 2024,
prepared by Skody Scot & Company CPAs PC.

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

OPERATING BUDGET
FISCAL YEAR JUNE 30, 2026

	TOTAL	MARKETING
SUPPORT AND REVENUE		
Assessment revenue	\$3,000,000	
Contributions/interest	\$216,000	
TOTAL	\$3,216,000	
EXPENSES		
Salaries	\$998,515	\$236,030
Payroll taxes/benefits	\$191,810	\$38,200
Outside contractors	\$1,763,500	\$68,000
Equipment	\$16,000	
Supplies	\$26,000	\$12,000
Rent	\$209,000	
Project expenses	\$289,500	\$212,000
Insurance	\$17,000	
Professional fees	\$60,000	
Other	\$47,600	
TOTAL	\$3,618,925	\$566,230
Contingency for expenses	\$30,000	
Increase in net assets	\$(432,925)	

	(UNAUDITED) FEB 2025	AUDITED JUNE 2024	AUDITED JUNE 2023
SUPPORT AND REVENUES			
Assessment revenue	\$2,000,000	\$2,850,000	\$2,850,000
Contributions/grants	\$291,040	\$443,623	\$318,859
TOTAL	\$2,291,040	\$3,293,623	\$3,168,859
EXPENSES			
Marketing/development	\$461,211	\$578,765	\$545,624
Safety	\$451,504	\$691,946	\$525,966
Sanitation	\$719,619	\$1,133,810	\$1,034,781
Public improvements	\$231,194	\$402,764	\$370,991
Administration	\$300,293	\$479,443	\$557,499
TOTAL	\$2,163,821	\$3,286,728	\$3,034,861
Increase in net assets	\$127,219	\$6,895	\$133,998

February 2025 represents 8 months of operations.

SAFETY	SANITATION	CAPITAL	DEVELOPMENT	ADMIN
\$181,750	\$167,820	\$157,985	\$107,060	\$147,870
\$35,000	\$33,550	\$31,550	\$24,700	\$28,810
\$550,000	\$975,000	\$170,000	\$500	
\$1,000	\$5,000	\$10,000		
\$1,000	\$1,000	\$2,500	\$500	\$9,000
				\$209,000
	\$75,000	\$2,500		
				\$17,000
				\$60,000
				\$47,600
\$768,750	\$1,257,370	\$374,535	\$132,760	\$519,280

CATEGORY A: A1 & A2

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

Kent Bullis
Milstein Properties

Michael Cohen
Colliers International

David Cvijic
VICE CHAIR OF AUDIT
Millennium Partners

Suzanne Davis
Residential Property Owner

Abigail Black Elbaum
Ogden CAP Properties, LLC
Lester Schwalb

Scott Fishbone
SECRETARY
AvalonBay Communities

Tom Flaherty
Related Companies

Yehuda Gordon
Extell Development

Gary Jacob
CHAIRMAN
Glenwood Management

Alan Locker
VICE CHAIR OF FINANCE
Bonafide Estates, Inc.

Suzie Mills
Trump International
Hotel & Tower
Gabi Soanca

Wendy Mosler
TREASURER
Global Holdings
Management Group

Marcel Thoma
Mandarin Oriental,
New York
Daniel Bettinardi

James Zaratin
15 Central Park West
Anthony Fallon

CATEGORY B

COMMERCIAL TENANTS

Claudia Martinez Azzara
Color Me Mine

Christophe Coffinet
Le Botaniste
Alizee Wyckmans

Rachel Duncan
Deutsche Bank

Leo Mavrovitis
The Emporium, Ltd.

Alan Nossen
TD Bank
George Lermontov

Sebastien Silvestri
The Dinex Group/Daniel
Bould Restaurants
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:

Dynishal Gross
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
(represented by Evelin Collado)

Hon. Mark Levine
Manhattan Borough
President (represented by
Ashley Fischer)

CATEGORY E

COMMUNITY BOARD
REPRESENTATIVES
(NON-VOTING MEMBERS)

Jessica Chait
Community Board 4
(represented by Pete Diaz)

Beverly Donohue
Community Board 7
(represented by Seema Reddy)

CATEGORY F

OWNERS OF REAL PROPERTY
EXEMPT BY LAW FROM REAL
PROPERTY TAXATION

Jerry Balentine
New York Institute
of Technology
Patrick Minson

Anthony Mazzocchi
Kaufman Music Center
Emily Grant

Travis Proulx
Fordham University
Robert Dineen

Mariko Silver
Lincoln Center for the
Performing Arts, Inc.
Eleni DeSiervo



STAFF

Monica Blum
PRESIDENT

Ralph Memoli
EXECUTIVE VICE PRESIDENT

Aquilino Cabral
VICE PRESIDENT OF OPERATIONS

Ariana Geller
PROGRAM AND
COMMUNICATIONS ASSOCIATE

Elizabeth Grant
OUTREACH AND VISITOR
SERVICES COORDINATOR

Rebecca Goldman
COMMUNICATIONS AND
MARKETING SPECIALIST

Katherine Rivard
SENIOR PROGRAM MANAGER

Carlos Valladares
FIELD OPERATIONS ASSISTANT

Sarah Breitman
INTERN

DESIGN
Dominick Santise
The Lincoln Avenue Workshop

PHOTOGRAPHY
Carlos Alayo

Michael Monti

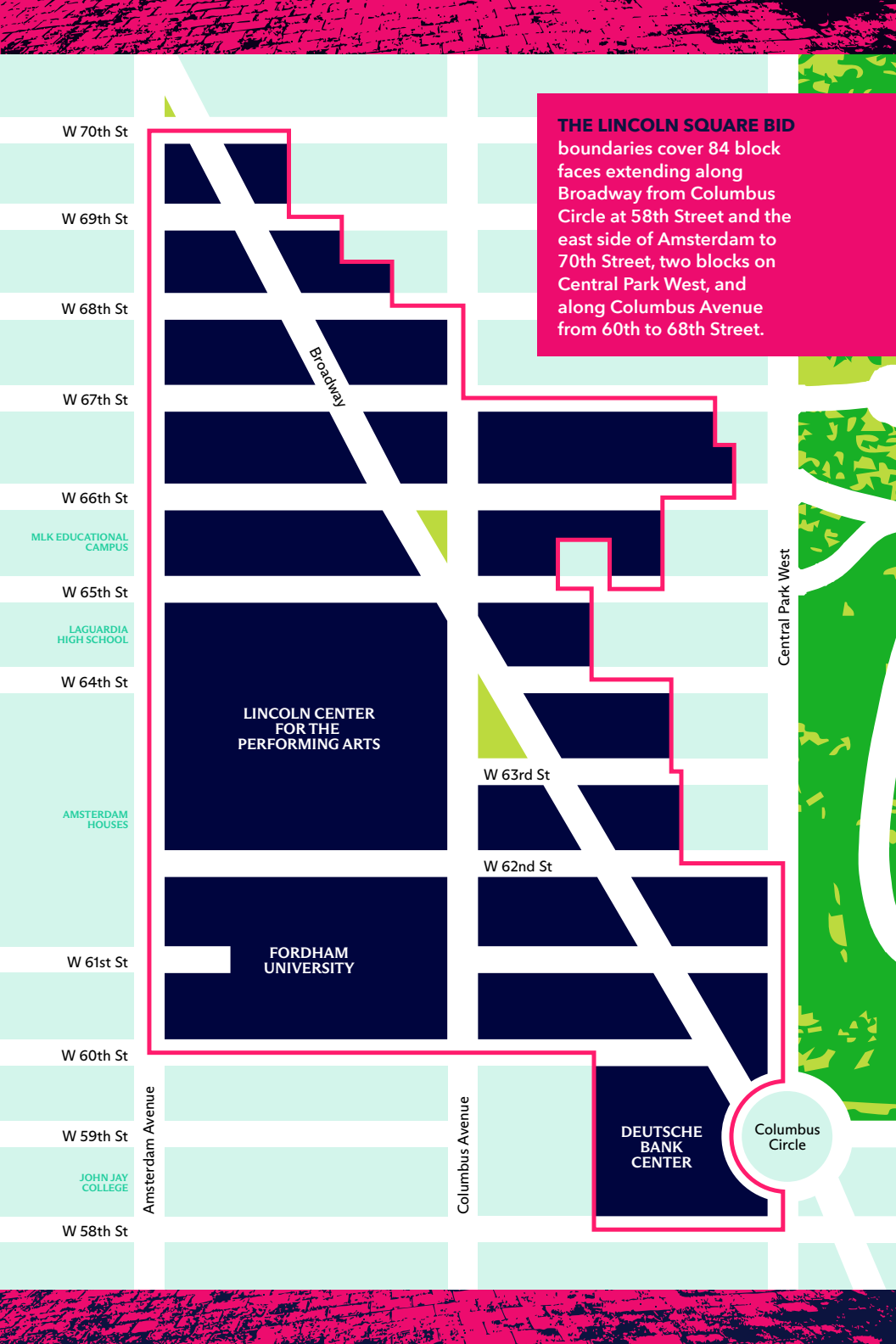
Filip Wolak

Michael Young

BID Staff

THE MISSION OF THE LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT 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 this vibrant Upper West Side neighborhood.





THE LINCOLN SQUARE BID

boundaries cover 84 block faces extending along Broadway from Columbus Circle at 58th Street and the east side of Amsterdam to 70th Street, two blocks on Central Park West, and along Columbus Avenue from 60th to 68th Street.

Broadway

Central Park West

LINCOLN CENTER
FOR THE
PERFORMING ARTS

W 63rd St

W 62nd St

FORDHAM
UNIVERSITY

DEUTSCHE
BANK
CENTER

Columbus
Circle

W 70th St

W 69th St

W 68th St

W 67th St

W 66th St

MLK EDUCATIONAL
CAMPUS

W 65th St

LAGUARDIA
HIGH SCHOOL

W 64th St

W 63rd St

W 62nd St

W 61st St

W 60th St

W 59th St

W 58th St

W 57th St

W 56th St

W 55th St

W 54th St

W 53rd St

W 52nd St

W 51st St

W 50th St

Amsterdam Avenue

Columbus Avenue

JOHN JAY
COLLEGE



**LINCOLN SQUARE
BUSINESS
IMPROVEMENT
DISTRICT**
1881 BROADWAY
SUITE 2R
NEW YORK, NY 10023
212.581.3774

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www.lincolnsquarebid.org

  **#LINCOLNSQUARENY**