

SAVE THE DATE

*Annual Meeting
Friday, May 16*

Mark your calendar now: the Lincoln Square BID's Eleventh Annual Meeting will be held on Friday, May 16, 2008, from 8:00am to 9:30am, at O'Neals' – 50 West 65th Street. Don't miss the opportunity to join your fellow "Squares" for a progress report on the district's improvements, an exciting look at the coming year, and a special focus on Lincoln Square's role as the city's pre-eminent cultural destination.

RSVP REQUIRED 212.581.3774



SPRING 2008



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

The Lincoln Square District
Management Association, Inc.

1841 Broadway, Suite 1112
New York, NY 10023

lincolnsquarebid.org

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The Lincoln Square Business Improvement District (LSBID) is a not-for-profit tax-exempt organization formed in 1997 by property owners, businesses, and others with a stake in our Upper West Side community. We provide supplemental security, sanitation and beautification services seven days a week, develop and manage a wide variety of programs and projects to improve and promote the area, and coordinate our efforts with appropriate City agencies. The Lincoln Square BID's efforts are supported by an assessment on property owners in the district.

Staff: Monica Blum, President; Richard Juliano, Vice President of Operations; Ralph Memoli, Vice President of Marketing and Special Projects; Rebecca Gerber, Office Manager and Program Assistant; Churaman, Supervisor of Field Operations; Opening Doors and Building Bridges Youth Development & After School Program (212.501.1200); Shonda Streete, Director; Susan Bobb, Program Coordinator; Alena Williams, Administrative Assistant.

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BIDNEWS LINCOLN SQUARE | SPRING 2008

The Best & Brightest

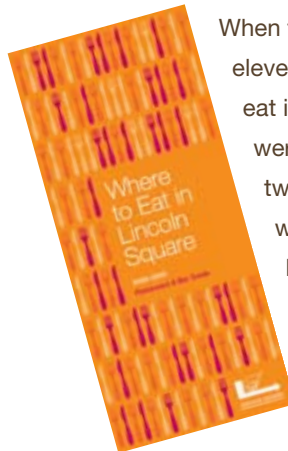
The LSBID's Opening Doors and Building Bridges program at Martin Luther King, Jr. Educational Campus is making a difference in students' lives.



Raby Gueye

We're lucky enough to have our very own MLK high school intern working in the LSBID office this spring. Raby Gueye, a senior, came to us through Opening Doors and Building Bridges in January, and we quickly took advantage of her many talents. We're looking forward to getting to know Raby even better in the coming months, before she heads off to college, taking our thanks and best wishes with her! To learn more about our program at MLK and how you can work with us, please call Shonda Streete at 212.501.1200.

Eat Your Heart Out!



When the LSBID started up eleven years ago, places to eat in the neighborhood were few and far between, and the choices were limited. Now Lincoln Square has become a dining destination! We're celebrating with our brand new, first-time-ever restaur-

ant and bar guide, "Where to Eat in Lincoln Square," listing 70 eateries. It's not just about quantity: the diversity in taste, price, and atmosphere means that Lincoln Square has something for everyone. Call 212.581.3774 for complimentary copies of the guide and support your district and its restaurants by handing them out to your visitors, patrons and customers.

The Many Layers of Lincoln Square

The licensed guides of Big Onion Walking Tours will be peeling back the historic layers of our fascinating district with a six-month pilot program of specially-designed twice-monthly tours, beginning May 4, 2008. These are no ordinary tour guides: every one is a graduate student at one of the city's top-ranked universities, specializing in history, sociology, and related fields. They are also hard-core, devoted New Yorkers, with knowledge and insights that will... well, make you weep with joy. The new historic walking tours will be held at 1:00pm on the first and third Sundays of every month, May through October. For details (including special group tours) call 212.581.3774 or visit www.lincolnsquarebid.org.



Spring Renewal

This spring we entered into new contracts with our sanitation and landscaping service providers – Atlantic Maintenance and McNulty Outdoors – and we hired a new security company (ACSS) to staff our Security Team. Look out for a few new faces in Lincoln Square, alongside our Clean Team members (pictured below in front of the field location generously provided by Fordham University), many of whom have worked hard to keep the neighborhood spotless for over five years.





Kudos to the Kaufman

It takes nine months to make a baby, but the Kaufman Center was reborn in just eight—at age 30! The facility, located at 129 West 67th Street and designed by architect Ashok Bhavnani, underwent a major transformation at the hands of the New York firm of Robert A.M. Stern Architects. The age of the building and the dramatic growth of the Kaufman Center's three divisions required improvements ranging from the technical to the aesthetic, the latter most obvious in the splendidly restored façade and redesigned main entrance. The festive and celebratory re-opening on January 8, 2008, was a musical feast, held in Merkin Concert Hall, whose glorious acoustics were carefully safeguarded during the renovations. Among the delighted attendees was LSBID President Monica Blum, who had the added pleasure of running into Richie Havens, Kaufman Board member and featured performer at 2007's Winter's Eve at Lincoln Square. www.kaufman-center.org

Be Prepared!

New York business owners are optimists—but they're realists, too. That's why the city's Office of Emergency Management and Department of Small Business Services have teamed up to create "Ready New York for Business," to help businesses prepare for emergencies, whatever they may be, whenever they may occur. For your copy of the brochure and answers to frequently asked questions call 311 or go to www.nyc.gov/oem.

IN & AROUND LINCOLN SQUARE

RETAIL MOTION

Though the district has lost a few retailers recently, some newcomers and new developments are keeping the neighborhood hopping:

Commerce Bank will open a new branch at Broadway and 62nd Street, its second Lincoln Square location and a sure sign that business is booming. **Circuit City** is taking over the former Tower Records space at 1965 Broadway—we're wired! And we're keeping our fingers crossed: rumor has it that **Apple**, **Scoop** and **True Religion** will soon set up shop in Lincoln Square! Meanwhile, **Dan Tempura**, at 69th Street and Broadway, has done a great job sprucing up its façade with a new awning and fresh paint; and **Le Pain Quotidien**, at 60 West 65th Street, and **Nanoosh**, at 2012 Broadway, are now serving wine and beer. Welcome, newcomers, and kudos to old friends! Here's to your—and the district's—continuing success!

HOLLYWOOD-ON-THE-HUDSON

Tribeca? Sundance? Cannes? Can't match the depth and breadth of the **New Directors / New Films Festival**, presented by the **Film Society of Lincoln Center** and the Museum of Modern Art's Department of Film. Now in its 37th year, the festival runs from March 26 to April 6, 2008, showcasing features and shorts by young directors in such categories as dramatic, documentary, animated, and experimental. It's as exciting for audiences as it is for new talent, the emerging filmmakers hoping to be the next Pedro Almodóvar, Spike Lee, John Sayles, Steven Spielberg, Wim Wenders—all of whom were first introduced to the world at the festival. Don't miss this terrific only-in-New York event and the opportunity to say, "We saw them when." For information and tickets, call 212.875.5601 or visit www.filmlinc.com.

NEIGHBORHOOD "ANGEL"

Back in 1997, Angelo Lopez joined the LSBID Security Team, as one of the first officers, and worked for us for a year and a half. Even then it was obvious that he was someone special, so it was no surprise when we "lost" him to Millennium Partners—but happily not to the neighborhood: ever since, Angelo has been a doorman for the residential building at 150 Columbus Avenue. "The neighborhood has changed a lot in ten years," Angelo says, "and it's all good!" The former security officer still keeps a watchful eye out, and he likes what he sees: much more safety and stability, for which he credits all the new high-end stores and the new residential buildings. Angelo says that people come up to him and ask why he's always smiling: "It's because I love my job! I love working in Lincoln Square. And many people in the neighborhood who used to be strangers are now my friends." We love having you here, Angelo: you're a great ambassador for Lincoln Square!



Winter's Eve at Lincoln Square

Winter's Eve: that was some party!
Hearts were light, appetites hardy.
From one end of the BID to 'tother
Neighbors danced with one another;
Visitors from here and there
Reveled in the festive air.

A scavenger hunt, a group of clowns,
Songs to sing and drums to pound;
Gypsy music, lots of bands,
Jazz and folk—all clapped their hands!
We ate 'til we could take no more
Food and drink and snacks galore.

When feet were tired, spirits still jolly,
We hopped aboard the special trolley,
Rode up Broadway and then back—
Stopping for another snack!

Then it was time to do our shopping;
The store displays were just eye-popping!
Bargains, goodies, and demonstrations,
We found gifts for friends and relations.

This was our eighth—and maybe best—
Super special winter fest.
Since LSBID's the party's host,
We raise our glasses in a toast
To our sponsors, everyone!
When all is said and all is done,
It's they who made the evening fun.
Thank you, thank you, one and all—
You made this Winter's Eve a ball!

presented by:

Time Warner



official sponsors:



Milstein Properties

GLENWOOD



GRACIOUS HOME



MILLENNIUM PARTNERS

media sponsors:



NYMETRO PARENTS

For a full list of last year's
participants please go to our website:
www.winterseve.org.



BUSINESS HIGHLIGHTS

Stretching Above the Streets

Just out of sight and over the heads of passersby, there's a whole hidden Lincoln Square, where young and old, men and women, the famous and the not-so-much are keeping their minds and bodies fit. Welcome to the yoga and Pilates studios located above the ground floors of the neighborhood's buildings, including the LSBID's own home at 1841 Broadway, a veritable hotbed of fitness!

Vaillancourt Pilates / NY Pilates

1841 Broadway, Suite 1104
212.977.8894 / 212.877.8400
www.courtpilates.com

If you come visit the LSBID offices, you may wonder who all those people are, coming and going on our floor. They're students of Peter Vaillancourt, and they're an incredibly varied crowd: children and senior citizens, dancers from the city's professional companies and those not quite so physically fortunate, the very fit and others recovering from injuries. But once they come through the doors, everyone gets the same careful attention—and silly jokes—from Vaillancourt, whose individualized approach offers just the right training for each student. Whether you're looking to build strength, improve flexibility and muscle tone, get back in shape after an injury, or, as the late Ed Bradley claimed, improve your skiing, make haste to this increasingly popular—and busy!—studio. NY Pilates, which shares space with Vaillancourt, offers similar training.

Yoga Works

37 West 65th Street, 4th floor
212.769.9642 • www.yogaworks.com

This Hatha Yoga school integrates modern approaches to yoga with the practice's 5,000-year-old roots, benefiting students with greater balance, health, and well-being. Instructors are graduates of a rigorous training program, designed to emphasize precision and alignment in postures so as to prevent injury.

Volar Pilates

1841 Broadway, Suite 500
212.581.8151 • www.volarpilates.com

Margaret Velez, the owner/manager of Volar Pilates, has quite a resumé: former professional dancer, teacher of dance history at Columbia University, innovator of Salsa Aerobics and Volar Stretch classes, broadcast fitness correspondent, and magazine editor. She has trained numerous "names" in theater, film, dance, and sports. But don't let that scare you off: her Pilates classes and

flexibility training are for everyone—and, as the name of the studio implies, everyone learns to fly!

Nalini Method

48 West 68th Street
212.787.5588 • www.nalinimethod.com

It's the latest approach to fitness and the Upper West Side's destination for those who want a workout that's both challenging and enjoyable. Nalini Method is based on yoga, Pilates, Lotte Berk, and resistance training, a combination mind/body conditioning regime offered in hour-long classes using mats, resistance bands, weights, ballet barres, and exercise balls. Perfect for energetic types who want a long, strong, flexible physique!

Homebodies

1841 Broadway, Suite 905
212.586.7160 • www.homebodies.com

No time to get to the studio, the gym, the fitness center? No problem: Homebodies certified trainers come to you, whether that means in the park, in your home or office, even out of town. They use a wide range of approaches and techniques—from martial arts to yoga, tailored to each individual and applied with care, commitment, and humor.

lululemon athletica

1928 Broadway, Ground Floor
212.712.1767 • www.lululemon.com

First-timers who aren't quite ready to commit can get in on the ground floor—literally—with lululemon's Community Yoga, free yoga classes held inside the store every Sunday evening from 8-9 PM. Community Yoga is open to all yoga levels; there's no need to call ahead, just dress comfortably. Try it—you'll like it, and you'll feel terrific!

