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"It's a quick ride to work from where I live in the Bronx. We sell women's clothes, shoes, belts and pocketbooks. Lots of people going to and from the movies come into the store. Dogs are welcome too. One lady always comes in with her Shi Tzu." — Julianne Jenkins, New York Look/Dinuccio

"I come to Lincoln Square all the time. I explore the area, movies, restaurants and bookstores. I like the energy of the area. It's a quick ride to work from where I live in the Bronx. We need our neighbors, colleagues and fellow business owners around to keep our neighborhood clean and safe. Our annual meeting is a great way to meet your neighbors, colleagues and fellow business owners.

— Milton Silverstein, Semi-retired, Riverdale, Bronx

The Lincoln Square District Management Association, Inc.
1841 Broadway, Suite 1112
New York, NY 10023
lincolnsquarebid.org

On the Street
Lincoln Square Business Improvement District
12th Annual Meeting
Tuesday, May 19, 2009 at 8:00 a.m.
O'Neals', 50 West 65th Street
New York, NY 10023
info@lincolnsquarebid.org
Kathryn S. Wylde, President & CEO
George R. Steel, General Manager and Artistic Director
1841 Broadway, Suite 1112
New York, NY 10023
lincolnsquarebid.org

Save the Date
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Spring is a year round job for the BID. Planning begins in August for planting bulbs in November and in February for spring and summer flora. March and April are for clearing up winter debris and cultivating the soil. In May, after the tulips are done, soil is treated with compost and new flowers are planted.

“It’s quite a scene,” says Bob McNulty of McNulty Outdoors, the BID’s long time landscaper. “Flowers come out of trucks like clowns out of a car!”

“It’s tough gardening, so we use hearty evergreens like juniper and boxwoods, and colorful perennials and annuals such as pansies, zinnias, petunias, caladium and coleus,” says the BID’s garden designer Mary Riley Smith. “The BID’s Clean Team waters and cleans up regularly.”

Manhattan Borough President Scott Stringer and the Richard Tucker Music Foundation have graciously contributed toward the creation of two free-standing kiosks that will feature historical information and neighborhood and subway maps. Residents, businesses and property owners and the Greenacre Foundation have generously supported the BID’s greening efforts as well. Our thanks to the staff of 15 Central Park West for their recent unexpected and generous donation to our Broadway Malls!

“The gardens have had a tremendous impact on the neighborhood,” says Ms. Smith. “They give the message that the neighborhood is pretty, well cared for and safe.”

The 9th annual “Winter’s Eve at Lincoln Square” celebration was a smashing success! The Lincoln Square BID hosted its own tree lighting at Dante Park (the plaza at Lincoln Center was closed for renovations), attended by hundreds of neighborhood residents and visitors. WABC, an event sponsor, caught the action for the evening news. Ratings that night were “awesome,” according to Catherine McKenzie, WABC senior producer.

Thousands of people flooded the holiday festival on Broadway between Time Warner Center and 68th Street. Twenty-seven local restaurants, including newcomers Bar Boulud and Center Cut served up pâté grand-mère, truffled potato soup and more. Dozens of street performers, musicians and two ice sculptors entertained, and 35 cultural organizations and businesses took part. There was a huge increase in store traffic reported over last year — a sign that the event continues to grow.

Sixty-fourth Street was closed for a rockin’ concert by The Bacon Brothers, featuring Kevin and Michael, who played songs from their latest album, (continued inside)
**FROM OUR PRESIDENT**

When the going gets tough...the tough get going! Now more than ever, the Lincoln Square BID provides services critical to a vibrant neighborhood and business atmosphere — security, street cleaning, beautification and raising the District’s visibility — in the face of city budget cuts.

To meet the challenge directly, we have implemented programs to promote our member businesses and cultural organizations. In addition to the BID’s new “Map and Guide” and our “Where to Eat” directory, we introduce the “Recession Rebound” campaign, promoted on our Web site, through e-blasts, and now in this newsletter. A host of business and restaurant discounts and specials are on offer to encourage people to come out and have a good time. After all, you can’t eat home every night!

And no matter what, we are eternal optimists. The tulips are bursting on the Broadway Malls, and the lunch crowd is filling up the tables at Dante and Richard Tucker Parks. We are blessed with restaurants for all tastes and pocketbooks, and pocketbooks and specials are on offer to encourage people to come out and have a good time. After all, you can’t eat home every night!

As we look forward to brighter days ahead, we tighten our belts, work even harder, think and act creatively, and carry on to ensure that Lincoln Square remains a great place to work, live, and raise a family. As the weather warms up, our streets, cared for by our meticulous Clean Team, will be even more crowded with theatre goers, students, tourists, shoppers and diners. Our residential community has grown, our academic institutions are thriving and our cultural centers are the best in the world. Alice Tully Hall is open, and we are delighted to welcome West Elm, our newest retailer, which opened this March at 1870 Broadway. And...IMG Fashion Week is coming to Lincoln Square in September 2010!

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See you at our 12th Annual Meeting on Tuesday, May 19th, at O’Neals’.

Happy Spring!

MONICA BLUM • PRESIDENT
it. Bugaboo, Orbit Baby, Stokke and more. Not to mention Sesame Street puppets, Fisher Price baby laptops and the cutest shoes handcrafted in soft leather. Friendly staff will help you prepare for your baby and keep her happy too!

◆ Two Gals Designer Jewels and Gifts
165 Amsterdam Ave., 212-873-0609
Childhood pals Samantha Suh and Grace Kim share a cozy shop on Amsterdam Avenue off 67th Street filled with fun accessories and gifts for girls and women. Bring in your dress and choose fabulous costume baubles to match. Invited to dinner? Pick up something special for the hostess. For newborns, the animal blankets are so huggable. Teens will love the headbands and earrings, brides have their own special corner, and for ladies going green, the “Envirosax” is a fashionable grocery bag that folds into an itty bitty case.

◆ Capezio
201 Amsterdam Ave., 212-586-5140 www.capeziodance.com Yolaine Aprea, a tap dancer at heart, manages this fabulous new location at Amsterdam and 69th. “We serve the entire dance and exercise community,” she says. “Whether it’s tap, ballet, jazz, yoga or Pilates, we have the latest styles in a wide variety of colors.” The store offers expert pointe shoe fittings and lessons on how to apply stage make-up. The Bunheads Back Stage Beauty Box, loaded with high quality cosmetics, is $60.

◆ Planet Kids
191 Amsterdam Ave., 212-864-3705 www.planetkidsny.com
This menagerie of colors and sounds on Amsterdam is stocked floor to ceiling with goodies for the newborn to toddler set. The latest in baby fashion, toys, high chairs, car seats, furniture and state-of-the-art strollers — you name it, Planet Kids has it. Old John’s Luncheonette
148 West 67th Street, 212-874-2700
There’s a reason Manny Kambouris has been in the restaurant business in the Lincoln Square neighborhood for 24 years, and it’s not just the famed turkey club, the 8 oz. juicy burgers, the chocolate egg creams or the luscious cheesecake. This is a bustling old-time restaurant where the owner remembers your name. Manny’s secret to success: good service, very good prices, and all the food made fresh. “Everybody loves me,” Manny says. “Customers come here just to see me.” And it’s true!

◆ O’Neals’
49 West 64th Street, 212-787-4663 www.onealsnyc.com
The storied O’Neals’ boasts some famous names (other than Mike himself). Peter Boyle was his first maitre d’ and Michael Moriarty bartended. The vast bar and dining area has gone through several renovations and expansions over the years, but the restaurant’s roots remain. Opera posters from the 1960s, original art by Mimi Gross Grooms and antique fixtures create a welcoming atmosphere. And, the American tradition-al food is as tried and true as ever.

◆ Sapphire Indian Cuisine
1845 Broadway, 212-245-4444 www.sapphireindiancuisine.com
At Saphire, you immediately notice the intricately crafted, Mogul-period wooden doors and stunning silk tapestries that are the restaurant’s focus. Here, you can taste the regional cuisines of Northern India and Goa. Satish Arora, a proprietor, recommends the lamb chops in yogurt and sour cream. Crowded with theatre-goers, the neighborhood folks come in after 7:30 p.m. The buffet lunch, $13.95, is fresh, delicious and plentiful.
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O’Neals’, 50 West 65th Street
Tuesday, May 19, 2009 at 8:00 a.m.

Open to the public, our annual meeting is a great way to meet your neighbors, colleagues and fellow business owners. Please RSVP to Rebecca Gerber at 212-581-3774 or info@lincolnsquarebid.org.

Keynote speakers:
Kathryn S. Wylde
President & CEO
Partnership for New York City
George R. Steel
Artistic Director
New York City Opera

lincolnsquarebid.org
Take me home
Flowers... like Clowns Out of a Car!

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