Lincoln Square is a vibrant neighborhood in Manhattan, New York City, known for its mix of retail, entertainment, and cultural venues. It is bordered by Central Park to the north and the Upper West Side to the south, with a significant portion dedicated to the cultural and educational institutions of the area. Lincoln Square is home to several prominent businesses and attractions, including the Guggenheim Museum, the Museum of Modern Art, and the John Jay College of Criminal Justice. The neighborhood is also characterized by its mix of retail stores, restaurants, and cafes, offering a wide range of options for visitors and residents alike. The Lincoln Square Business Improvement District (BID) is a not-for-profit, tax-exempt organization initiated in 1996 by property owners, businesses, and community partners to promote positive change and the beautification of public spaces, malls, and parks in the area. The BID focuses on providing services, undertaking various improvement projects, and promoting and marketing the area's diverse business and cultural offerings. For more information or additional copies of this complimentary guide contact: Lincoln Square BID 1841 Broadway, Suite 1112 New York, NY 10023 (212) 582-3774 es.info@lincoln-squarebid.org