The mission of the Lincoln Square Business Improvement District (LSBID) 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 LSBID 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 foster tourism and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.
DEAR FRIENDS AND NEIGHBORS,

When Mayor Michael Bloomberg officially proclaimed June 21, 2007 Lincoln Square Business Improvement District Day, he explained that “no other organization does more to keep Lincoln Square clean, safe and beautiful.” Those of us at the LSBID couldn’t help but beam with pride, though we knew that many nurturing hands from the Lincoln Square community contributed to its growth and blossoming. So in tribute to the collective efforts of the many who gave freely of their time and resources over the year, we dedicate this annual report to the greening of Lincoln Square.

In its most literal sense, the greening of Lincoln Square can be seen in the lush seasonal plantings in our 10 Broadway Malls, in Richard Tucker Square and in Dante Park. Today, the garden-like settings have benches and café tables and chairs filled with workers, residents and visitors enjoying an urban idyll. Greening efforts extend to our newsletters and brochures, which are now printed on recycled paper in support of environmental sustainability. The LSBID also promotes the Mayor’s “GreeNYC” plan for ensuring a higher quality of life for all New Yorkers.

The concept of greening also encompasses the LSBID’s top priorities: safer and cleaner sidewalks and public areas, after-school programs for area students, as well as marketing and promoting Lincoln Square. We are delighted that in July 2007 we signed a new five-year contract with the City of New York, which will enable us to continue our top-notch services for the gateway to the Upper West Side. Our talented, dedicated staff works hard at stretching every dollar for the maximum common good. We are also thrilled to have hired Rebecca Gerber, our new Program Assistant, who came to us from the Downtown Alliance, New York City’s largest BID.

In 2003, we received approval of a long-term financial plan that enabled our Board of Directors to gradually increase the budget to $1,665,000 without significantly raising property owners’ assessments. Now, after five years, our Board has authorized the LSBID to submit an application to the Department of Small Business Services and the City Council to increase the assessment budget to $2 million over three years. With this increase we will be able to ensure that those who work hard to pick up litter, sweep our sidewalks and patrol our district receive annual wage increases to help them manage rising costs and inflation. For fiscal year 2009, the Board has approved an assessment budget of $1.8 million, which will also enable us to expand our Clean Team by one additional member in order to help us keep pace with a surge in pedestrian traffic and, regrettably, litter!

Our neighborhood continued to flourish in 2007. Recent developments include the completion of 15 Central Park West, Lincoln Square’s newest addition, and the most successful residential development in New York City history. Residents have moved in and the first retailer, Best Buy, has opened. The building has generated the recent “retail motion” begun by Time Warner Center and Glenwood Management throughout Lincoln Square; after a three-year hiatus and an extreme makeover, The Empire Hotel re-opened. The new hotel has 413 rooms and coming soon will be a magnificent pool deck and rooftop lounge. Lincoln Square has become a shopping and dining destination with new outstanding restaurants and retailers opening within our district, including most recently Bar Boulud and Brooks Brothers. Lincoln Center’s makeover is well under way, and Fordham University’s plans for expansion are moving through the approval pipeline.

Many thanks to all our supporters for their tireless efforts in the greening of Lincoln Square. We give a green thumbs-up to our Board of Directors, Mayor Michael Bloomberg, Commissioner Rob Walsh and Lincoln Square’s business community, property owners and our many city partners.

With warmest wishes,

Monica Blum  Andrew N. Pucher  
President   Chairman

MAY 16, 2008
The greening of Lincoln Square begins with the LSBID Clean Team, the diligent workers who clear the way for the on-going beautification of our sidewalks, streets and parks. On duty year-round, the Clean Team collects trash, sweeps up debris, removes snow, and does anything and everything necessary to give the LSBID a clean canvas for its greening efforts.

CLEARING THE WAY
Working in shifts, nine members of the Clean Team spread out in zones throughout the Lincoln Square area. Easy to spot in uniforms sporting the LSBID logo, the team supplements the efforts of the NYC Department of Sanitation by providing 14 hours of continuous cleaning seven days a week, from 7 a.m. to 9 p.m. Trash receptacles are emptied and relined, sidewalks are swept and curbs are cleaned 18 inches into the streets. During winter, the Clean Team also clears our sidewalks of snow and ice. The members of the Clean Team are contracted from Atlantic Maintenance Corporation; in January, we renewed our contract for another three years.

NEAT MATTERS
The Clean Team maintains more than 750 pieces of street furniture, painting and touching up mailboxes, traffic boxes, light poles, benches, trash receptacles and planters so they stay neat, clean, and graffiti-free.

ON THE WATER FRONT
In order to tackle particularly stubborn street corners, this year the LSBID purchased a small power washer and then asked property owners for permission to “borrow” water to supplement our own water source. In addition, all the corners in the district are washed three times a year by Atlantic Maintenance, which uses a truck-mounted power washer.

EVER VIGILANT
Since trash must have a place of its own, the LSBID ordered six more trash receptacles (for a total of 125) and two ash urns from Victor Stanley, Inc. Our original trash receptacles, which have been with us since August 2001, remain in pristine condition thanks to the ongoing, meticulous efforts of our Clean Team. The ash urns, smaller versions of the trash receptacles, collect cigarette butts discarded in Richard Tucker Square. An unfortunate consequence of the success of the tables and chairs we placed in Richard Tucker Square a couple of years ago, the cigarette butts fall between the cobble stones and are difficult to remove.
DID YOU KNOW THAT WE COLLECTED OVER 727 TONS OF TRASH THIS YEAR

TOPPING THE CHARTS
The Mayor’s Office of Operations’ Scorecard rates the cleanliness of its streets and sidewalks, and once again it likes what it sees in Lincoln Square. Since the LSBID sanitation services began more than a decade ago, the Scorecard ratings of the Lincoln Square district have shown a dramatic increase – rising from 79.2% in September 1997 to a most recent high of 100%. Sanitation, our most visible service, accounts for 26% of our budget.
“Before” and “after” photos of the Broadway Malls, parks and sidewalks tell the story best. After the LSBID flexed its verdant thumb, green-deprived spaces became welcoming oases of flowers, plants, shrubs and trees. The greening of Lincoln Square is a year-round priority on the LSBID to-do list.

BEHIND THE GREEN SCENE
Many pairs of nurturing LSBID hands assist the Parks Department in the on-going effort to keep Lincoln Square ever green. Nature’s changing seasons are celebrated with plantings chosen by garden guru Mary Riley Smith and dug in by McNulty Outdoors, the landscape company contracted by the LSBID to provide bi-monthly maintenance. Staying green and clean is a big job, so the LSBID recruited the Green Keepers Team, a supervisor and three workers from Goddard Riverside Community Center who work two hours per day (8 a.m. – 10 a.m.), five days per week, for a total of 2,340 hours per year. The foursome starts the day by sweeping the mall crosswalks, removing litter from the interiors of the malls, and emptying and re-lining the in-mall waste receptacles. During thirsty months, the LSBID Clean Team helps water the plantings. And for the first time last summer, the LSBID hired a part-time gardener from its after-school program. Graduating senior and Prospect Park Zoo employee Richard Williams, Jr. performed twice-weekly weeding and dead-heading in the Broadway Malls.

The LSBID encourages public acts that benefit Lincoln Square’s citizenry. To that end, on a 100-degree day in July, 12 Disney VoluntEARs (a.k.a. summer interns) scrubbed down the benches in the 10 Broadway Malls.

PLANTERS’ PUNCH
With the addition of more flower-filled planters, the 66th Street piazza at Richard Tucker Square—an on-going LSBID project—is now fully dressed for company. Set up each day at 7 a.m. and secured by 11 p.m. every night, the piazza’s 22 small bistro tables and 55 chairs add a convivial note of style and comfort to the bustling area. On Thursdays and Saturdays, Richard Tucker becomes even greener with the addition of our very own Greenmarket. Dante Park benefited from new planters and tables, too. A total of 25 planters now grace—and green—our district.

GROWTH FUNDING
While the Sanitation and Security programs account for a major portion of the LSBID budget, only approximately 6% is allocated for beautification and public improvements. Thus, fundraising and development play a prominent role in the on-going beautification of the Broadway Malls, Richard Tucker Square and Dante Park. Without the generous support of many individuals, as well as our larger donors listed at the end of this report, the malls would quickly slip back to “before.”
DID YOU KNOW THAT EACH YEAR WE PLANT OVER 7000 FLOWERS & BULBS
The LSBID Security Team is on alert in order that those who work, visit and live in the Lincoln Square area may go confidently about their business. As they cultivate a neighborhood-wide sense of well-being 15 hours out of every day, the 12-member team walks patrol rounds, assists the public, and serves as goodwill ambassadors.

A POSITIVE PRESENCE
As uniformed deterrents to crime, the Security Team contacts the New York Police Department with any suspected problems. As ever-vigilant observers, they call ambulances to the sites of accidents, report any potholes, broken traffic and street lights to 311, and then follow up until repair work is completed. In their role as Lincoln Square ambassadors the Security Team is a walking 411, assisting the public with directions and information ranging from how to navigate public transportation to locating the restaurant recommended by friends back home in Seattle. Three times a week at two locations, the Security Team counts the number of pedestrians in the district. Over the last two years, the counts reveal a dramatic increase in pedestrian traffic. This year the LSBID selected a new company to provide security services, signing a three-year contract with American Commercial Security Services (ACSS). Security accounts for almost 21% of the LSBID budget.

ON THE LOOKOUT
Used daily by the Security Team since 1999, Patrol Scan is an electronic guard touring system that gathers helpful information. Each officer carries a wand and passes it over stationary chips mounted in 43 locations in the district. The information is downloaded daily into the LSBID’s computer system and the generated reports prove that all posts are being efficiently patrolled.

Our Security Team also fielded questions and gave assistance to 33,000 people, many of whom were given a copy of our handy map and guide to help them navigate Lincoln Square – a particularly challenging exercise this year due to neighborhood construction projects. The Security Team as well as our Clean Team continue to make many people sigh with relief – our lost and found was particularly active returning wallets (not all empty), cell phones and other valuable items.
DID YOU KNOW THAT OUR SECURITY TEAM STOPPED OVER 2,500 BICYCLISTS FROM RIDING ILLEGALLY ON THE SIDEWALK.
Winter’s Eve, at Lincoln Square, the festive extravaganza begun by the LSBID in 2000, now officially marks the start of the holiday season for New Yorkers; it immediately follows Lincoln Center’s holiday tree lighting ceremony and is New York City’s largest holiday celebration. Well-known entertainers, street performers, musicians, and other buskers make Broadway their stage for the night. Shoppers shop, singers sing and the public samples area restaurants’ delectables and hot drinks.

**EIGHT AND COUNTING**

Wherever a Winter’s Eve reveler wandered, music was in the air. Woodstock legend Richie Havens headlined the roster of talent gathered for the eighth annual Winter’s Eve at the Church of Jesus Christ of Latter-day Saints, and WABC-TV’s Bill Ritter handled the introduction. The Afro-Caribbean ensemble Grupo Los Santos joined Santa at Gracious Home; at the Folk Art Museum, the Ivan Milev Band performed Bulgarian and Balkan music; at Barnes & Noble, Tony-award winning performers Dick Latessa, Maryann Plunkett and Lillias White delighted all ages with selections from the Chanukah musical “The Odd Potato.” Outdoors in the crisp night air, The Approaching Storm, a Southern-style youth show band, enlivened Columbus Circle. In Dante Park, the New Orleans Hot 8 Brass Band, who also performed at Lincoln Center, was welcomed by WABC-TV’s Sade Baderinwa; and the always successful Hungry March Band returned. Richard Tucker Square echoed with an interactive drum experience led by world-class drummers from The Drum Café. Marking a Winter’s Eve first, some performances even made their way onto YouTube!

**KIDS LOVE IT**

That night, the American Bible Society morphed into Kids Central as it hosted a special musical performance by KiDROCKERS, an ice-cream social, hands-on arts and crafts from the West Side Y, and more. Once again, Children for Children and DOROT partnered with the LSBID to give young attendees the chance to make celebration cards, which DOROT then delivered to the area’s elderly. For the second year in a row, children of all ages eagerly participated in the Winter’s Eve Scavenger Hunt, orchestrated by Watson Adventures.

On the third floor of Time Warner Center, Samsung Experience hosted performances by the Youth Pride Chorus, the Professional Children’s School Performers, and the La Guardia High School Show Choir. Adding to the merriment were Big Apple Circus performers and musicians from Jazz at Lincoln Center, all of whom entertained children and adults alike on Time Warner Center’s lower floors.
The Elves of Lincoln Square

In the spirit of the season, Lincoln Square retailers served up holiday cheer, discounts, and in-store demos. Gift ideas and cheer abounded at The American Bible Society bookstore, lululemon athletica, Gracious Home, Aveda, Bed Bath & Beyond, Kiehls, MAC Cosmetics, Coach, FACE Stockholm, Jacadi, Borders, Best Buy, Restaurant Associates, Williams-Sonoma, Reebok Sports Club/NY, and many others.

Food for the Spirit

On hand and tantalizing the palate were signature dishes, soups, special drinks and delicious desserts from 24 of Lincoln Square’s top restaurants, all at a nominal cost. Time Warner Center, Richard Tucker Square, and “Restaurant Row” (Broadway from 63rd-64th Streets) were the popular sites for tasty treats from Asiate, Bar Masa, Bouchon Bakery, Café Fiorello, Café des Artistes, Café Gray, Compass, Dizzy’s Club Coca-Cola and Great Performances, Europan Bakery Café, Francesco Pizzeria and Restaurant, Gabriel’s Bar & Restaurant, Josephina, Landmarc, Nanoosh, Le Pain Quotidien, O’Neals’, P.J. Clarke’s, Porter House New York, Rosa Mexicano at Lincoln Center, Sapphire Indian Cuisine, Siam Inn, Starbucks, Soutine Bakery, Sushi a-go-go, and Tavern on the Green.
The LSBID’s highly successful Opening Doors and Building Bridges youth development & after school program (ODBB) gives students at Lincoln Square’s Martin Luther King Educational Campus, which now houses six high schools, the tools they need to succeed in high school, college, and beyond.

TIME WELL SPENT
Since 1999, students have gladly stayed after school for far-reaching, life-enhancing offerings that range from tutoring in troublesome subjects to S.A.T. coaching and college essay assistance to job-readiness skills. The impressive ODBB club lineup offers instruction—and fun—in areas as diverse as fitness, acting and script writing, knitting (the guys like it, too), salsa, comic book art and writing, “Project Runway” fashion, chess, and step. Students work throughout the year on individual and group projects, and often find that they come away with a deep sense of accomplishment and new skills acquired. Opportunities for socializing are great, and students in our program benefit substantially from the supportive environment created by the ODBB staff.

CONGRATULATIONS AND THANK YOU
In late 2007 ODBB received a commitment for a grant from the Supportive Children's Advocacy Network (SCAN) New York. Our sincere gratitude goes to Council Member Gale Brewer, who recognized the value of our program and advocated on our behalf. ODBB is now an official participant in the Anti-Gang Violence Youth Initiative, a city-funded program administered through SCAN New York. While participating in a series of five workshops on gang prevention, 50 ODBB students received training in resume writing, interviewing, etiquette and time management and over 100 students received job placement assistance.

We also were awarded a grant from The After-School Corporation (TASC), which will allow us to further involve our students in community service. Four service projects, each with a focus on giving back to the Lincoln Square community, range from the creation of a life-sized comic book with a positive message for middle school students to a pamphlet featuring activities that are “free and affordable” in Lincoln Square, which could be distributed throughout the neighborhood. In addition to receiving stipends for their participation, students are able to build their college resumes, express themselves artistically, and experience firsthand the satisfaction of bettering the community.
PREPARING FOR THE FUTURE
The College Board remains a dedicated supporter and partner: each year, seven students are placed in demanding internship opportunities, working side by side with mentors who are employees of the College Board. Students’ work experiences culminate in an individual presentation to College Board President Gaston Caperton – surely a highlight for each student intern.

For the first time this year, ODBB has prepared a brochure to promote its Summer Academy, which is held on the campus of John Jay College. Each summer John Jay generously opens its doors to students for a five-week introduction to – and preparation for – the college experience. Upon successfully completing the Summer Academy, each student receives a modest, well-deserved stipend to be used toward college-related expenses.

DID YOU KNOW THAT, ACCORDING TO OUR 2007 TASC EVALUATION, 85% OF OUR STUDENTS REPORTED THAT ODBB HELPED THEM PREPARE FOR COLLEGE
Keeping residents, visitors and businesses in touch with everything that’s happening in Lincoln Square is an important part of the LSBID mission.

READ ALL ABOUT IT
Billowing street banners flying from street poles announce that Lincoln Square is the place to be; while the Lincoln Square Map & Guide, distributed throughout the city, makes sure residents and visitors find what they’re looking for on area streets. Continuous updates on events are offered in thrice yearly newsletters, in the email update LINKS and on www.lincolnsquarebid.org.

In recognition of Lincoln Square’s place as a shopping and dining destination, the LSBID has increased its marketing efforts. Just released, the new LSBID brochure Where to Eat in Lincoln Square leads residents and visitors to the “best of the West.” In less than three months, nearly all of the 20,000 copies originally printed have been distributed; we are therefore planning to create an expanded version this summer. Our highly sought-after map and guide will also be updated to keep pace with Lincoln Square’s “retail motion.”

PRAISE AND RECOGNITION
At the re-opening event for Pottery Barn’s renovated store, the LSBID received a generous contribution for use on the beautification of the Broadway Mall just outside the store’s front doors.

Lauded for her role as an Upper West Side “Community Builder,” Monica Blum, LSBID President, earned a 2007 “Westy” Award; an annual award given to noteworthy community leaders by Manhattan Media/West Side Spirit.

We continue to promote Lincoln Square in our successful series of networking receptions, which this year included the orchestration of a “Lemonade Luncheon” at Porter House New York. Our Tenth Annual Meeting highlighted the best of Lincoln Square as 200 members of the Lincoln Square community gathered at O’Neals’ restaurant for the special opportunity to hear from guest speakers Peter Gelb, General Manager of the Metropolitan Opera, and Reynold Levy, President of Lincoln Center. Festivities for our ten years of neighborhood service continued on June 21 at a reception for Lincoln Square’s friends and neighbors, generously hosted by Mandarin Oriental, New York.

When the International Downtown Association’s World Congress came to town for a conference at the Marriott in Times Square in September, the LSBID got in on the action and arranged a special pre-conference walking tour of Lincoln Square, as well as a VIP tour of Lincoln Center. The Shops at Columbus Circle and Samsung Experience hosted a reception for conference attendees and sponsors. After the reception, a sponsor dinner for approximately 80 people was held at Landmarc.
INFORMATION ON WHEELS
The summer cart program rolled out after the July 4th weekend. An outstanding crew of MLK students from our after-school program was hired by the LSBID to dispense information, brochures and maps, as well as an events calendar created by the LSBID’s college intern. On Wednesday through Sunday, from 11 a.m. to 7 p.m., the carts are at Richard Tucker Square and the Columbus Circle subway entrance.

ON TOUR
The LSBID began its seventh annual Sidewalk Surprises in Lincoln Square, a free neighborhood walking tour, held on Saturdays from June through early November. Now that we are well into our second decade of service, we have decided to rejuvenate our neighborhood tour by partnering with Big Onion Walking Tours for a six-month pilot program. Our new tours will meet at 2 PM on the first and third Sundays of every month, May through October 2008.
### Statements of Financial Position

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<thead>
<tr>
<th></th>
<th>2007</th>
<th>2006</th>
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<tr>
<td><strong>ASSETS</strong></td>
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<td>Cash</td>
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<td>Prepaid and other assets</td>
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<td>$ 799,070</td>
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<th><strong>LIABILITIES/NET ASSETS</strong></th>
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<td>Liabilities</td>
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<td>700,358</td>
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<td><strong>Total</strong></td>
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<td>$ 799,070</td>
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Summary of Financial Statements dated October 26, 2007, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

### Statements of Activities

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<tr>
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<th>2007</th>
<th>2006</th>
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<tr>
<td><strong>Support and Revenues</strong></td>
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<th><strong>Expenses</strong></th>
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<td>Safety</td>
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<td>Sanitation</td>
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<td>Social services</td>
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<td>Capital improvements</td>
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<td>Administration</td>
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<td><strong>Total</strong></td>
<td>$ 2,064,723</td>
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Increase in net assets $ 155,649 $ 76,415

### Operating Budget - Fiscal Year June 30, 2009

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<td>Contributions/grants</td>
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<td>Contingency</td>
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<td>Other</td>
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<td><strong>Total</strong></td>
<td>$ 2,442,650</td>
<td>$ 499,600</td>
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Increase in net assets $ (17,650)
The LSBID staff is well aware that community involvement and public/private partnerships are vital to the success of a non-profit, service-oriented organization. Individuals, businesses, organizations, and city officials assist, support and encourage us on a daily basis. Our heartfelt thanks go out to all of you.

Mayor Michael R. Bloomberg, Commissioner Robert Walsh and the Department of Small Business Services, and a number of other city officials and agencies make it possible for the Lincoln Square Business Improvement District to nurture and develop Lincoln Square to its fullest potential. Our dedicated Board of Directors provides us with immeasurable guidance, and a support system on which we can always rely. We appreciate the generosity of Fordham University for its photography services and our sanitation field location, and of Ogden CAP Properties, LLC for our security field location. Finally, many thanks for the invaluable support provided by the American Bible Society, O’Neals’, Lincoln Center, Gracious Home, Mandarin Oriental, New York, Rosa Mexicano, and so many others.

The following businesses, organizations, and property owners helped make this past year one of our best yet. We thank you for helping us provide Lincoln Square with the attention it deserves!

**BEAUTIFICATION PROGRAM**
- American Bible Society
- Broadway Mall Association
- Buttons & Zipper
- College Board
- The Copley Condominium
- Church of Jesus Christ of Latter-day Saints
- Glenwood Management Corp.
- Gracious Home
- Greenacre Foundation
- Lincoln Center for the Performing Arts, Inc.
- Millennium Partners and the residents of the Park Millennium, The Grand Millennium, and One Lincoln Square
- The Residents of the Allegro Condominium
- New York City Department of Parks & Recreation
- New York City Department of Environmental Protection
- Ogden CAP Properties, LLC
- Pottery Barn
- The Prasada
- The Sofia Condominium
- Trump International Hotel and Tower
- The Walt Disney Company

**WINTER’S EVE AT LINCOLN SQUARE SPONSORS**
- Time Warner, *Presenting Sponsor*
- American Bible Society
- Bovis Lend Lease
- Con Edison
- Fordham University
- Glenwood Management Corp.
- Gracious Home
- Ogden CAP Properties, LLC
- Mandarin Oriental, New York
- Milstein Properties
- Millennium Partners
- Roosevelt Hospital
- Rosa Mexicano at Lincoln Center
- The Shops at Columbus Circle
- WABC-TV
- Zeckendorf Development

**OPENING DOORS AND BUILDING BRIDGES SUPPORTERS**
- 21st Century Community Learning Center
- The After School Corporation and the Department of Youth and Community Development
- The College Board
- Morgan Stanley
- John Jay College of Criminal Justice
- Skody, Scot and Company, CPAs
- Anti-Gang Violence Youth Initiative / SCAN
- New York City Council and the Mayor’s Office of the Criminal Justice Coordinator

**NEIGHBORHOOD INFORMATION CARTS**
- Council Member Gale Brewer and the Department of Youth and Community Development

**BANNER PROGRAM**
- American Bible Society
- Atlantic Maintenance
- Gabriel’s Bar & Restaurant
- Glenwood Management Corp.
- Milstein Properties
- Ogden CAP Properties, LLC
- Professional Children’s School
- Reebok Sports Club/NY
- Rosa Mexicano at Lincoln Center
- Titan Worldwide
BOARD
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West Manhattan Chamber of Commerce
Robert Battista
Gracious Home
Georgette F. Bennett
Milstein Properties
Brian Byrne
Fordham University
John M. Colligan
American Bible Society
Abigail Black Elbaum
Ogden CAP Properties, LLC
David Froelke
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Glenwood Management Corp.
Anna Hayes Levin
Community Board 4
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Millenium Partners
Michael O’Neal
O’Neals’
Ethel Patterson
Residential Tenant
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The Walt Disney Company
Heather Shaw
Time Warner
Jennifer Stark
Barnes & Noble
Rudolf Tauscher
Mandarin Oriental, New York
Melissa Thornton
Lincoln Center for the Performing Arts
Patricia Williams
JP Morgan Chase Bank
William L. Zeckendorf
Zeckendorf Development, LLC
George Zeppenfeldt-Cestero
Community Board 7

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Mayor of the City of New York
Hon. Gale A. Brewer
New York City Council
Hon. Scott M. Stringer
Manhattan Borough President
Hon. William C. Thompson, Jr.
New York City Comptroller

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President
Rebecca Gerber
Program Assistant & Office Manager
Richard Juliano
Vice President of Operations
Ralph Memoli
Vice President of Marketing & Special Projects
C. Churaman
Supervisor of Field Operations

OPENING DOORS AND BUILDING BRIDGES YOUTH DEVELOPMENT AND AFTER SCHOOL PROGRAM
Shonda Streete, Director
Susan Bobb, Program Coordinator
Manny English, College Prep Advisor
Selina Hernandez, Job Readiness Coach
Judith Souvenir, Parent Liaison
Alena Williams, Program Assistant

EMPLOYEES OF ATLANTIC MAINTENANCE CORPORATION (CLEAN TEAM)
Anthony Stass, Supervisor
Pablo Fernandez, PT Supervisor
Cheik Modou Seck, PT Supervisor
Angel Rodriguez
Tyrone Rutledge
Efrain Bravo

EMPLOYEES OF ACSS SECURITY (SECURITY TEAM)
Douglas Mann, Supervisor
Jason Clifton, Supervisor
Ante Vidaic
Henry Settles
Richard Carreras
Marcus Henry
David Harris-Vega
Hector Cordero
Linus Mathurin
David Ho
Richard Pittman

GODDARD RIVERSIDE COMMUNITY CENTER GREEN KEEPERS
Ed Turner, Crew Leader
Douglas Peele, Crew Leader
Juan De Jesus
John Lewis
Tom Tychi
Paul McDonald
Eddie Frazier
Robert Davis

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Ralph Memoli
Elena Olivo
The Lincoln Square Business Improvement District extends along Broadway from Columbus Circle at 58th Street to 70th Street, and includes portions of Central Park West. The district also extends from 60th to 68th Street on Columbus Avenue and the east side of Amsterdam Avenue from 60th to 70th Street. It is the gateway to the Upper West Side.