Incredible as it may seem, this is our 15th Annual Meeting and our 16th year of serving this wonderful Upper West Side neighborhood. It seems as if it all started yesterday, in our first tiny donated office just south of the district. While much has changed since then, one thing remains constant and that is the BID’s commitment to its mission and our determination to provide the highest quality services and programs for all who live and work in or visit Lincoln Square. In fact, our recent customer satisfaction survey revealed that 99% of our respondents think that we are doing a great job of meeting our mission.

Our core programs, Clean and Safe, so essential to maintaining the quality of life we all expect and enjoy, continue to make up more than 50% of our $2,000,000 assessment budget. Our streetscape, public improvements, and beautification initiatives bring vibrant colors and amenities to our streets and sidewalks; our marketing programs, designed to promote Lincoln Square’s many cultural, culinary and retail assets, include events, publications, and expanded social media. After years of our advocating for improvements to Dante Park, located directly across from Lincoln Center, the Parks Department has announced that work will finally begin thanks to Council Member Gale Brewer’s allocation of funds. The improvements will further enhance the aesthetic appeal of this small jewel. At the same time, Richard Tucker Park, the equally small, but charming park directly to its north, will become ADA-compliant.

New shops, restaurants and cultural programming all enliven this vibrant district. More than 23 million visitors come here each year, including nightly theater goers, discerning diners, selective shoppers, and enthusiastic students. Century 21 Department Store brought designer fashion at affordable prices to Lincoln Square in September. This spring, trendy L.K. Bennett opened its first US store at Time Warner Center, and will be joined in a few months by C. Wonder bringing even more cachet. Our dining scene gets better and better — just a year ago we welcomed two more Daniel Boulud establishments, Boulud Sud and Epicerie Boulud, and in the fall The Smith will open its doors. Our businesses look forward to Mercedes-Benz Fashion Week’s twice-yearly stay in Lincoln Square. This past November, Winter’s Eve at Lincoln Square, our signature event, and New York’s largest holiday festival, drew over 25,000 people for great entertainment, delicious food and lots of fun. Thanks to careful budgeting and sound financial planning, we will not be increasing our assessment budget this year. But mindful of how hard it is to make ends meet, we continue to improve the wages of those who work to make Lincoln Square clean, safe and beautiful — the hardworking members of our Clean Team, our Public Safety Officers and our Green Keepers who can be found throughout the district rain, wind, snow or shine.

Looking forward, our contract with the City will expire this summer and we fully expect to renew it. Our student ambassadors working alongside ReServists will be out shortly to assist the public at our Neighborhood Information Carousels, and our nine-week Free Summer Concert series at Richard Tucker Park will debut on July 4th.

We are extremely grateful to our incredibly committed Board of Directors who faithfully discharge their fiduciary responsibilities with dedication, enthusiasm and creativity. And, none of our accomplishments would be possible without the hard work of our small, talented staff. We thank our property owners, our retailers and business community, our residents, our non-profit leaders, our many partners, and our sponsors and donors. We especially thank Mayor Bloomberg and the Mayor’s Office, Commissioner Walsh and SBS, and our other City partners, including DOT, Parks, Sanitation, the 20th Precinct, DCA, CB7, our elected officials, and the many community organizations with which we regularly work. Without all of your help in support of our public private partnership, our achievements would simply not be possible.

With our thanks and warm wishes,

Monica Blum
President

Andrew N. Pucher
Chairman
The Lincoln Square Business Improvement District (BID) is a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. Our mission 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.
Team is out 14 hours per day, seven days a week and consists of 13 cleaners who, in addition to sweeping and bagging litter, paint over graffiti, clean and paint hundreds of pieces of street furniture and wipe down and maintain the 125 BID branded trash receptacles. They also clean the 10 Broadway Malls, Richard Tucker Park and Dante Park. During winter months, they remove snow from crosswalks, catch basins, bus stops, fire hydrants and the two small parks. The Green Keepers crew from Goddard now cleans the malls five mornings per week. Since 2010, twice a week, two nonviolent offenders sentenced to community service by the Midtown Community Court and monitored by our Clean Team supervisor scrub the sidewalks under our trash receptacles and assist with snow removal in the winter.

We also have a very successful public safety program designed to provide a safe and welcoming environment for everyone who comes to Lincoln Square. Our Public Safety Officers serve a dual role as neighborhood ambassadors — assisting the public with directions and other useful information — as well as uniformed deterrents to crime by patrolling the district and acting as the eyes and ears of both our BID and the New York City Police Department, with whom we work closely. Public Safety Officers notify 911 of emergencies such as a person needing medical attention, and call 311 to report quality of life issues such as illegal vending, illegal dumping, pot holes, defective street lights, and broken phones. Our Public Safety Officers report other useful information to the BID allowing us to monitor and correct conditions in our community.

Our public safety program, which we launched in September 1997, has remained about the same size — 10 officers working several different shifts — but hours of coverage have changed in response to district needs and the success of the NYPD’s and 20th Precinct’s crime reduction strategies. Today, officers continue to work a variety of shifts throughout the day into the evenings to provide maximum coverage throughout the district. Over the years we have changed security companies several times, allowing us to maintain an effective security program. Our most recent contractor, Summit Security, Inc., took over in April 2012.

The impact of our “Clean and Safe” programs is evident. Fifteen years ago, the Mayor’s Office of Operations’ Scorecard inspection program, which measures and reports on the cleanliness of New York City’s streets and sidewalks, gave Lincoln Square a cleanliness rating of 79.2%. Today, working closely with District 7 of the NYC Department of Sanitation, our streets and sidewalks sparkle with a consistent cleanliness rating of 100%. We now bag 875 tons of trash per year, which is a 17% increase from when our program began. Since its inception in 1997, the Public Safety team has assisted over 410,000 persons; they have chased more than 30,000 illegal bike riders off of BID sidewalks and have distributed more than 287,000 maps to people asking for directions.

Our dedicated workers are incredible — and many have been with us since the early years of this exciting journey. Anthony Stass, our Clean Team supervisor, and Clean Team members Angel Rodriguez and Eloy Bravo have been working for Lincoln Square for 13 years; Efrain Bravo for 12 years, and several others for more than five years. We also have long-time Public Safety Officers — Henry Settles who has been with us for 13 years, Ante Vidaic for 6 years and Douglaas Mann, for 5 years. From our small Goddard crew, Juan De Jesus has been with us for 11 years, Tom Tychi for 9 years and Paul McDonald for 6 years. We are proud of the relationship we have with these vital members of the BID family and we look forward to the future with high expectations.
Cheerful springtime tulips and vibrant summer plant displays. Planters spilling over with a garden’s worth of flowers. Two quaint and lively parks with plenty of seating and shade. All in Lincoln Square!

It’s easy to take these wonderful amenities for granted, but Lincoln Square was quite a different place when we began our beautification and streetscape initiatives in 1998. Back then our Broadway Malls were trash-strewn and barren, and our parks and public spaces were unattractive and rarely used. Although the Parks Department had the willingness to improve the malls and parks, they didn’t have the resources and the BID’s core budget was too small to cover ambitious beautification efforts. We began to enlist support from major property owners, including non-profits, businesses and residential buildings, as well as individuals, public officials and foundations, to help us refurbish and maintain these public spaces.

A lot has changed since those early years. With plenty of elbow grease and well over $1 million raised from our supporters over the last 15 years, Lincoln Square’s gardens and public spaces have been transformed. Today, our 10 Broadway Malls are lush urban gardens consisting of hardy evergreen shrubs, groundcovers and beautiful seasonal flower displays. The pedestrian crossings of each mall also contain attractive 1964 World’s Fair benches — one of our many streetscape projects. More than 10 years ago with some private support we purchased 125 durable trash receptacles to replace the city’s battered wire mesh ones. Thanks to careful daily maintenance our trash receptacles still look good today.

Dante Park at 63rd Street and Broadway and Richard Tucker Park at 66th Street and Broadway are now popular gathering spots filled with amenities. We have installed movable tables, chairs and umbrellas, and new permanent information and way-finding kiosks highlighting area history, a map of Lincoln Square, and area transportation information in each. Thirty-nine planters filled with a combination of flowers, ornamental grasses, decorative shrubs and trees adorn Dante and Richard Tucker Parks, the extended end cap of the 65th Street pedestrian crossing and the 65th Street pedestrian island. Richard Tucker Park has a twice-weekly farmer’s market that draws thousands of shoppers.

We have made great strides, but we never consider our job finished. We continue to find new and innovative ways to keep the neighborhood beautiful. 2011-2012 was a very exciting year for our program. After advocating for over a decade for the improvement of Dante Park — which suffers from crumbling and sunken pavers, benches in disrepair and a “chicken wire” fence cordoning off much of the park’s open space from the public — we are excited that work will soon begin to revitalize this neighborhood gem. Parks will replace, reset and repair all pavers, install new World’s Fair benches, fix the platform in front of the statue of Dante Alighieri and open more of the park to public access. Parks will also make Richard Tucker Park ADA-compliant and improve the lighting. What a tremendous win for our neighborhood to finally see these projects come to fruition. With these new changes and fresh red canopies for the umbrellas in both Dante and Richard Tucker, these parks will shine.

Last year’s transition to a new landscaping company, Frank Bulfamante & Sons, Inc., has been very positive. Their responsive and experienced crew ensures that our malls, gardens and planters are filled with healthy and colorful plants, receive almost daily watering and are properly maintained, attractive, neat and weed-free, even in the winter. This year we added to our horticultural team by hiring Ronda Brands, a garden designer experienced in designing many public parks and spaces in New York City. Our spring tulip display was the largest and best we have ever seen. Cheerful pansy-filled planters and urns complemented our tulips — we also added pansies to the endbeds of our most-traveled Broadway Malls. We expect equally impressive summer flower displays. Additionally, several dead crabapple trees in the Gateway Mall at 60th Street were removed and replaced with five lovely new trees.

Lincoln Square has literally blossomed thanks to the BID’s many beautification and streetscape improvements and we remain grateful to our partners and supporters, including, of course, the Parks Department, whose involvement has helped to cultivate and green up Lincoln Square.
Over the past 15 years, our neighborhood has witnessed an incredible transformation and each year we fine-tune our marketing initiatives to support our thriving retail and cultural community. In 1997 our marketing efforts consisted of a banner program and a neighborhood map. Today we spend almost 30% of our budget promoting the area’s nearly 300 businesses, not-for-profit and cultural organizations and wonderful resources to brand our district and welcome the millions who shop, dine, visit, work, live, and have fun in Lincoln Square.

Our Lincoln Square banners continue to fly high all year long; however, when they come down, we now work with Urban Samaritan to recycle them into attractive and utilitarian tote bags. Our free publications include our newsletter, Neighborhood News, the monthly LINKs e-blast, the Lincoln Square Map & Guide (over 1 million distributed to date) and a number of brochures: Where to Eat in Lincoln Square, Where to Shop in Lincoln Square and Lincoln Square: A Community for All Ages. With support from Manhattan Borough President Scott Stringer, shortly we will release our newest guide, Lincoln Square: Parks, Public Art & Monuments. Our website, www.lincolnsquarebid.org, visited by thousands monthly, is filled with business and cultural listings, links to our members, an events calendar, and other useful information. We also have active Facebook, Twitter, YouTube and Flickr accounts.

In 2011, we expanded our visitor services program and added a third Neighborhood Information Carousel. Visitors can now obtain our brochures and other helpful publications at Columbus Circle, Dante Park and Richard Tucker Park. In warmer months, our three carousels are staffed by friendly and skilled retirees, hired through ReServe, and student ambassadors from local area high schools, whose stipends are paid in part by a small grant from Council Member Gale Brewer.

In the fall and spring when the red carpets are rolled out for Mercedes-Benz Fashion Week we offer our biannual “Lincoln Square Fashion Plate Prix Fixe” — our very own restaurant week. This year’s Fashion Plate was kicked off with a press conference at Boulud Sud with Tim Zagat and SBS Commissioner Walsh and featured 25 of the area’s finest dining establishments offering great deals and tempting menus. “Lincoln Square Crew Cuts” offers discounts to the Fashion Week production crews at local “quick-serve” eateries. These promotions allow everyone to be part of the excitement of Fashion Week while ensuring local businesses feel the “halo effect” from this event.

Last summer, we presented our fourth series of Free Summer Concerts at Richard Tucker Park and again collaborated with the MTA’s Music Under New York program to provide a diverse line-up of performers and genres. Between sets, YogaWorks guided the audience through gentle stretches while Atlantic Grill and P.J. Clarke’s gave away lemonade and brownies — a hit with the audience. Our biggest and most important event of the year is Winter’s Eve at Lincoln Square, an annual favorite celebrated every November to kick off the holiday season. Winter’s Eve features free entertainment, food tastings, family fun and more, and has become NYC’s largest holiday festival. Event-goers packed Dante Park and spilled onto Lincoln Center’s plaza to watch folk legend Arlo Guthrie and his family, WABC-TV’s Sade Baderinwa and former NYC Mayor Edward I. Koch light our traditional Holiday Tree, which was decorated by Folk Arts Rajasthan, in partnership with the American Folk Art Museum.

All evening the sidewalks along Broadway from Time Warner Center to 68th Street were teeming. People kicked up their heels to The Klezmatics at the Winter’s Eve Dance Tent, while kids rocked out to Joanie Leeds and the Nightlights at the American Bible Society. Close to 100 businesses and not-for-profit organizations participated, including 32 of Lincoln Square’s trendy restaurants and eateries, which offered revelers delicious fare at our popular outdoor food tastings; others put out the welcome mat with live entertainment, tours, shopping specials, and more holiday cheer. Time Warner Center was hopping with activity and performances by Sister Act, Big Apple Circus, Jazz at Lincoln Center, Professional Children’s School, and LaGuardia High School. Save Monday, November 26, 2012, for the 13th Annual Winter’s Eve.

Getting the word out about our initiatives helps promote our businesses and our district. This year we saw a huge uptick in the success of our promotional efforts thanks to our new publicist, Nicholas and Lence Communications, and our many media partners, including our long-standing media sponsor WABC-TV and WNET. Mentions of Winter’s Eve and our other activities appeared in many blogs and publications, including The New York Times, the New York Post and the New York Daily News.
We would like to thank our property owners, businesses, residents, elected officials, and city agencies, partners, and friends for helping us create a vibrant sense of community by supporting and ensuring the continued success of our programs and initiatives.

**Beautification & Streetscape**
- The Residents of 15 Central Park West
- The Residents of the Allegro Condominium
- American Bible Society
- Broadway Mall Association
- Buttons & Zipper
- Church of Jesus Christ of Latter-day Saints
- College Board
- The Copley Condominium
- Glenwood Management
- The Residents of the Grand Millennium
- Greenacre Foundation
- Lincoln Center for the Performing Arts, Inc.
- Ogden CAP Properties, LLC
- The Residents of One Lincoln Square
- The Park Laurel
- The Residents of the Park Millennium
- NYC Departments of Parks and Recreation and Environmental Protection
- The Prasada
- The Sofia Condominium
- Trump International Hotel and Tower
- The Family of Richard Tucker
- The Walt Disney Company
- Suzanne Davis and Rolf Ohlhausen, Robert and Rosa Gellert, Sheila Keats and many other individuals

**Winter’s Eve at Lincoln Square Sponsors**
- Time Warner, Presenting Sponsor
- The Shops at Columbus Circle (Related)
- Con Edison
- Glenwood Management
- Ogden CAP Properties, LLC
- The Residents of One Lincoln Square
- The Park Laurel
- The Residents of the Park Millennium
- NYC Departments of Parks and Recreation and Environmental Protection
- The Prasada
- The Sofia Condominium
- Trump International Hotel and Tower
- The Family of Richard Tucker
- The Walt Disney Company
- Suzanne Davis and Rolf Ohlhausen, Robert and Rosa Gellert, Sheila Keats and many other individuals

**Visitor Services & Community Engagement**
- Council Member Gale Brewer and the NYC Department of Youth and Community Development, Manhattan Borough President Scott Stringer and the NYC Department of Parks and Recreation.

A special thanks to Ogden CAP Properties, LLC, Fordham University and Lincoln Center for providing space to support our clean and safe programs.

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### STATEMENTS OF FINANCIAL POSITION

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Summary of Financial Statements dated November 16, 2011, 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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### OPERATING BUDGET – FISCAL YEAR JUNE 30, 2013

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It's all here!

Annual Report

2011-2012

The Lincoln Square District Management Association, Inc.

New York, NY 10033
1841 Broadway Suite 1112

The Manhattan Chamber of Commerce

Robert Battista, Secretary

Gracious Home

Georgette Bennett, Treasurer and Chair of Nominations Committee

Milstein Properties

Brian Byrne

Fordham University

Gregg Carlovich

15 Central Park West

David Cvijic

Millennium Partners

Suzanne Davis

Residential Property Owner

Thomas Dunn

Lincoln Center for the Performing Arts, Inc.

Abigail Black Elbaum

Ogden CAP Properties, LLC

David Froelke, Chair of Marketing Committee

Related Companies (The Shops at Columbus Circle)

Doug Griebel

Rosa Mexicano at Lincoln Center

Gary Jacob, Vice Chair of Finance

Glenwood Management

Lydia Kontos

The Kaufman Center

Alan Locker

Bonafide Estates, Inc.

Leo Mavrovitis

The Emporium, Ltd.

David McManus

The Empire Hotel

Suzie Mills

Trump International Hotel & Tower

Jessica Newshel

Residential Tenant

Michael O’Neal

(Non-voting member)

Restaurateur

Andrew N. Pucher, Chairman and Chair of Services Committee

The Walt Disney Company

Donna Rodriguez

Atlantic Grill/BR Guest Hospitality

Gary Schutz

American Bible Society

Rudolf Tauscher, Vice Chair of Audit

Mandarin Oriental, New York

George Zeppenfeldt-Cestero (Non-voting member)

Community Board 7

Community Board 4

Represented by Hon. Scott Stringer*

President, The Borough of Manhattan

Represented by Rebecca Godlewicz

Hon. John C. Liu*

Comptroller, The City of New York

Represented by Mabel Law*

Serving ex-officio

Staff:

Monica Blum, President; Ralph Memoli, Chief of Staff/Vice President of Marketing and Special Projects; Richard Juliano, Vice President of Operations; Max Applebaum, Program Associate; Jennifer Furioli, Sponsorship and Communications Manager; Elizabeth Grant, Outreach and Visitor Services Coordinator

The Lincoln Square District Management Association, Inc.

1841 Broadway, Suite 1112

New York, NY 10023

lincolnsquarebid.org

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New York, NY

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