“Lincoln Square has a near-boundless supply of cultural activities, with 12 music, dance and arts organizations.”

“The folks that operate the BID really CARE about the work they do. They are always looking for ways to make the neighborhood better and nicer.”

“Lincoln Square is a bustling restaurant and retail district…”
Lincoln Square is a bustling restaurant and retail district...

The Lincoln Center area continues to be a hot dining destination in 2010." — NY Post

“Lincoln Square is vibrant, beautiful, clean, and welcoming. I enjoy saying hello to business people and other residents I’ve come to know...it’s a real community.” — Resident

“Rain or sleet, sun or shine, the Lincoln Square team is on the job.” — Bruce A. Vapnitsky, Resident

ANNUAL REPORT 2009-2010
May 18, 2010

DEAR FRIENDS AND NEIGHBORS:

What a landmark year it has been—for both our organization and the Lincoln Square neighborhood. On November 30th we celebrated the 10th year of our signature festival, Winter’s Eve at Lincoln Square, with a blowout celebration that filled the streets, stores, parks and cultural centers of Lincoln Square with free music, entertainment, in-store events, food and family fun. We were thrilled to have Mayor Bloomberg, Bill Ritter and Joy Behar as our special guests.

This year, Lincoln Center also celebrated a big anniversary—its 50th, by presenting the community with a year-long roster of special performances and events to mark this important milestone. At the same time, Lincoln Center continued its ongoing redevelopment, bringing us a renovated Koch Theater, the fabulous David Rubenstein Atrium, a new choreographed fountain on the plaza as well as a beautiful new entrance, and a brand new “Street of the Arts” on 65th Street. All of this just in time for IMG’s Fashion Week, which will debut at Lincoln Center in September 2010. Although 2009 also marked the end of our 10 year, award-winning youth development program at MLK, we are proud of our accomplishments and will hire students again this summer at our information carousels.

Lincoln Square remains a hot spot for retail, evidenced by the many new businesses we welcomed in the past year, including the Apple Store, WNET.ORG Studios at Lincoln Center, Raymour and Flanigan, Gourmet Garage, Burberry,
Loft, Chase Bank, Salon 66, Fontainebleau Nails and Spa, ‘wichcraft at Lincoln Center’s new Atrium, A Voce in Time Warner Center, Ed’s Chowder House in the Empire Hotel, Screme, Luce Restaurant & Enoteca, and Robert at MAD Museum. Two years ago, our Board approved a request, subsequently approved by the City Council and the Mayor, for a 20.1% assessment increase to be phased in over three years in order to bring our assessment budget to $2 million by FY11. The primary reason for the increase was to raise the wages over that same three year period of those who work to make Lincoln Square cleaner, safer and more beautiful. In FY09, we increased our assessment budget to $1.8 million. In FY10, the Board decided, in light of the economy, not to increase the assessment. In preparing the budget for FY11 we were again very mindful of the economic climate and its impact on our property owners and retailers. After carefully reviewing our financial situation, we decided to keep our assessment budget at $1.8 million for the third year in a row. At the same time, we have been able to give our workers—our Clean Team, our Goddard Riverside Green Keepers and our Public Safety Officers—annual wage increases. We are very pleased that our Board is committed to making sure that everyone who works on behalf of the BID is fairly compensated. This spring, we conducted a survey of our stakeholders and constituents to evaluate our services, and were we ever pleased. Close to 100% of those surveyed rated our overall neighborhood impact as ‘Good’ to ‘Excellent’. A large number of respondents also wrote glowing comments about our services and programs. As we move into 2010-2011, we look forward to continuing the quality-of-life programs you rely on to keep Lincoln Square safe, clean, beautiful, and vibrant. We remain grateful for the commitment of our Board of Directors, the business community and property owners, and for the hard work of our talented and dedicated staff. We thank our friends and partners, including Mayor Bloomberg, our other elected officials, Commissioner Robert Walsh and all City agencies and community organizations with which we regularly work for their invaluable support. Without these strong partnerships, much of our success would not be possible.

Warmly,

ANDREW N. PUCHER, Chairman

MONICA BLUM, President
Lincoln Square just wouldn’t be the sparkling, elegant neighborhood it is today without the support of our Clean Team—14 men contracted from Atlantic Maintenance who work two shifts, seven days a week in five zones. Wearing uniforms emblazoned with the Lincoln Square BID logo and pushing barrels outfitted with bottles of cleansers, brooms and other sanitation supplies, these hardworking individuals sweep the sidewalks and curbs, clean and paint street furniture, wipe down our 125 BID-branded trash receptacles, get rid of graffiti, water plants and remove debris from the Broadway Malls and Dante and Richard Tucker Parks. For particularly difficult or unusual sanitation situations, the BID contacts the City’s Department of Sanitation in District 7 for back-up. The harsh string of blizzards that befell New York City this year served as a reminder of another important—but often forgotten—role of the Clean Team. When Mother Nature turns fierce, the Clean Team keeps the neighborhood’s crosswalks, catch basins, bus stops and fire hydrants clear of
March roared in this year with blustery winds and a torrent of snow, but the weather was no match for the Clean Team—these brave men threw on their winter jumpsuits and hats, grabbed their shovels and faced the elements to make sure that Lincoln Square’s shoppers, residents and employees could get safely where they needed to go. Our Clean Team has become an enduring and appreciated neighborhood fixture. Residents and workers alike frequently comment on the positive results and friendly presence of our workers. We don’t doubt that many have also noticed that several of these individuals have been part of the Lincoln Square BID family for years—Tony Stass, the Team’s supervisor, for example, has dedicated himself to keeping Lincoln Square’s sidewalks and streets spotless since April of 1999. It’s important that we acknowledge such loyalty and performance; accordingly, we’re pleased to announce that board-approved pay increases for our Clean Team went into effect in January. Of course, the Lincoln Square BID’s sanitation efforts don’t stop with the Clean Team. Our Green Keepers Team, comprised of workers from Goddard Riverside Community Center (who also received wage increases), is critical to keeping Lincoln Square’s Broadway Malls spotless. They sweep crosswalks, empty and re-line waste receptacles, remove litter and shovel snow in all 10 Malls. In April of 2010 the BID further expanded its sanitation abilities by partnering with the Midtown Community Court, an organization that sentences low-level/non-violent offenders to pay back the neighborhood through community-service projects. Under our new pilot program, twice a week two offenders scrub the sidewalks around and underneath our trash receptacles, and perform other maintenance projects as needed under the close supervision of the Clean Team’s leader Tony Stass and our VP of Operations, Richard Juliano. Although we power wash our district’s corners several times a year, this project helps us cost-effectively supplement our efforts while meeting the Midtown Community Court’s objectives. At the end of the day, over 30% of the BID’s budget goes towards sanitation services. As for the results, the numbers speak for themselves. Annually we paint approximately 215 lampposts and 137 street sign poles and clear snow from 93 fire hydrants and 67 catch basins. Last year alone we collected and bagged 64,645 bags of trash...that’s 1.6 million pounds of garbage. Bottom line, all these numbers add up to one significantly cleaner and greener Lincoln Square.

“I walk with a cane and my friends told me not to go out because of the slushy, icy sidewalks. I got to the Greenmarket with no trouble thanks to your men out there with their shovels. It meant I could go somewhere—I really appreciate it.”

Marion Stone, resident
The businessman who dropped his wallet on the corner of Broadway and 63rd Street on a busy day in March probably figured that he would never see it again. After all, the wallet contained close to $300 cash and a metrocard, and it had been lost during the lunch hour on a heavily-traveled corridor. Fortunately, the person who came across the wallet was one of the Lincoln Square BID’s Public Safety Officers. In less than a half hour, the wallet was back in the possession of its rightful owner and the Public Safety Officer had returned to the streets of Lincoln Square, ready to lend a hand to the next person in need. This is what the Lincoln Square BID’s Security Team is all about: helping residents, visitors and business owners feel safe in the neighborhood. Our hardworking uniformed and unarmed Public Safety Officers who make up the Security Team are contracted from the security company ACSS and function as both neighborhood ambassadors and the “eyes and ears” of the police seven days a week, for an average of 12 hours a day. In addition to acting...
as deterrents against crime, the Security Team reports possible crimes to the NYPD, assists in emergency situations, and calls 311 about quality-of-life concerns such as potholes, broken streetlights, illegal vending or clogged sewers. Bike-riding on sidewalks is one of the most frequent safety issues facing the BID; last year our officers stopped 2,402 such bicyclists, greatly increasing pedestrian safety. The Security Team is also an important partner of our Clean Team; they note conditions, such as uncollected garbage and graffiti, that can be addressed by the BID’s sanitation efforts. All in all, during 2009-2010 the Security Team reported over 1,400 incidents in the BID, allowing us to track and appropriately respond to important trends. Another critical role of the Security Team is to support the neighborhood’s 23 million annual visitors. Last year alone, our Public Safety Officers responded to approximately 40,000 information requests and gave out close to 30,000 Lincoln Square maps. They also help the BID understand and respond to peak volume by counting the pedestrians passing through two locations, three times per week, at the intersections of 60th Street and Broadway and Dante Park. Lincoln Square remains one of New York City’s safest neighborhoods and the 20th Precinct is very responsive to our needs. To operate most efficiently within our available resources during tough economic times, we eliminated the full-time staff position of Supervisor of Field Operations and reduced the number of contract security hours by one full time officer, a significant savings. To ensure that Lincoln Square continues to receive the gold standard in neighborhood safety, we modified our security schedule to provide the maximum amount of coverage throughout the district during times of heaviest pedestrian traffic and during the warmer months when more people are out in the streets. The Lincoln Square BID’s “Clean and Safe” efforts are the bread and butter of our programming. Alongside the sanitation program, our security budget is one of the BID’s largest programmatic line items. Our Security Team is vital in making Lincoln Square a safe and enjoyable place to do business, live, work and play; therefore, in an effort to attract and retain the highest caliber of Public Safety Officers, the board approved increases for the Security Team.

2009 PEDESTRIAN COUNTS

DANTE PARK 1,311 per hour
BROADWAY & 60TH STREET 2,468 per hour

“Whatever the weather, I can always count on seeing one or more of your security staff vigilantly patrolling the streets.”
In the past 10 years the Lincoln Square neighborhood has undergone a physical transformation with the construction of Time Warner Center’s sleek shining towers; several elegant residential buildings; the new Apple Store on Broadway—a luminous box of glass and light; the opening at 59th Street of the Museum of Arts and Design; and of course, the massive renovation of the Lincoln Center campus. All the while, the Lincoln Square BID has continued to undertake capital improvements and beautification projects to enhance our local parks, urban gardens and streetscape. The result? A beautiful “front yard” that showcases our new and old architectural, cultural and retail gems, creating a shared sense of place and pride for all those visiting, living or working in the neighborhood.

In 2009-2010 we continued our intensive horticultural program in the 10 Broadway Malls (the medians on Broadway) and the two small parks in our district—Richard Tucker and Dante. Spring through fall, seasonal blooms and shrubs in our Malls and parks flourished under the green thumb of
our garden designer Mary Riley Smith, and landscaper McNulty Outdoors, with the support of NYC Parks Department and the BID’s Green Keepers Team—our workers from Goddard Riverside Community Center who focus on keeping the Malls litter free. The BID is also responsible for bringing movable tables, chairs and umbrellas, as well as 23 planters spilling a garden’s worth of flowers, to Richard Tucker and Dante Parks. With the advent of winter, we dug up seasonal plants that could not survive cold temperatures and gave them away to anyone who wanted one, allowing many to enjoy a piece of our beautiful urban gardens at home year round. And once again, we dressed the trees in our Malls with shimmering holiday lights, November–February, thanks to help from our friends at Con Edison and Gracious Home. September through April, the BID helped arrange for the temporary display of two elegant metal sculptures by artist Carole Eisner—“Dali’s Moustache” at 67th Street across from the new Apple Store and Gracious Home, and “Walter” on the northern tip of Dante Park at Broadway and 64th Street. These whimsical works were part of a nine piece exhibit running along Broadway from Columbus Circle to 166th Street that was organized by Susan Eley Fine Art, an Upper West Side gallery in conjunction with the Broadway Mall Association and the Parks Department. We’re currently developing two wayfinding kiosks, each of which will provide a map and highlight area history and landmarks for Lincoln Square visitors. Upon completion, the kiosks will be installed in Richard Tucker and Dante Parks. This initiative has been made possible by the generosity of the family of the late American tenor Richard Tucker, which also sponsors our annual flower displays in Richard Tucker Park, and Borough President Scott Stringer. Thanks to Assemblymember Linda Rosenthal, we’re looking forward to another exciting project—developing user-friendly street signs that will help define the boundaries of the area in a tasteful way. Our beautification program would not be possible without the generosity of our longtime sponsors and we’re pleased to announce that 2009-2010 brought in two new sources of support: the residents of 15 Central Park West for the Broadway Malls and a grant from the Manhattan Borough President’s Office for new tables, chairs and plantings in Dante Park.
“YOUR GUYS ARE HELPFUL, SMILING, DO A GREAT JOB AND REALLY ADD VALUE!”

THE MISSION

of the Lincoln Square Business Improvement District 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 foster tourism and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.

“THE AREA IS AS SAFE AS ONE CAN GET. BRAVO!”

“WINTER’S EVE GETS BETTER AND BETTER EVERY YEAR!”
A lot of people—nearly 23 million of them—shop, dine and visit Lincoln Square each year! The Lincoln Square BID staff is here offering information to anyone who needs directions, a local business directory or an update on what’s happening in the neighborhood. Colorful seasonal light pole banners with fun and funky geometric shapes welcome visitors to the neighborhood. Our print, online, new media and event marketing efforts are designed to make tourists, residents and shoppers aware of the approximately 250 businesses and non-profit organizations in our district and to brand Lincoln Square as a great place to do business, live, work, and play.

In 2009-2010 we distributed three issues of our print newsletter and our e-blast newsletter, LINKS, became a monthly publication. Our website, www.lincolnsquarebid.org, receives thousands of visits each month; this summer we will launch a new and enhanced website that will act as a portal to Lincoln Square. Recognizing that we are one of the primary resources that people tap for area information, the BID also sent out periodic service...
advisories, including street closures coinciding with President Obama’s visits to Lincoln Square this past fall. And of course, to keep up with the times we developed a presence on popular social media sites like Facebook, Twitter, YouTube, and Flickr. With all of these changes, it’s now easier than ever to be ‘in the know’ about breaking news, events and timely promotions happening in the neighborhood. Due to high demand, this year we printed an additional 75,000 copies of our popular Lincoln Square Map & Guide and another 30,000 copies of our dining guide, Where to Eat in Lincoln Square. Lincoln Square continues to be a “hot dining destination” and as a result, we’re almost out of our 3rd edition of Where to Eat. Both publications can be found throughout the neighborhood and the city—Lincoln Center, Time Warner Center, and the BID’s neighborhood information carousels are primary distribution points, as well as NYC and Company’s visitor center. When the weather grows warm, the Lincoln Square BID rolls out its neighborhood information carousels—quick-stop locations chock full of neighborhood and city information, including all of the BID’s publications. The carousels can be found at Richard Tucker Park and at other busy locations. In 2009-2010 we designed and ordered new, modern carousels to replace the older versions we had been using since 1999. In the summer of 2010, our program will become a model for intergenerational programming—we will hire experienced New Yorkers from ReServe to work alongside and mentor our existing corps of outstanding young workers. Each Wednesday during the summer months, music lovers fill Richard Tucker Park where the BID, in partnership with the MTA’s Music Under New York program, provides a series of free two-hour musical concerts from noon–2:00 p.m. During the 2009 season, nine concerts showcasing 30 performers took place. Wednesday, July 7 kicks off the 2010 series. Lincoln Square is a microcosm of all that makes New York City great—we have top-notch shopping, a rich menu of dining options and undoubtedly some of the world’s best cultural institutions. Day in and day out Lincoln Square is an exciting, energetic place to be and we are thrilled to showcase everything there is to do and see here.

“I have seen young people manning booths on Broadway, right across from Lincoln Center offering assistance to anyone in need. With so many visible people together, in small groups, searching for help, it’s nice to see people with answers.”

lincoln square bid online

WEBSITE  www.lincolnsquarebid.org
FACEBOOK www.facebook.com/lincolnsquarebid
TWITTER www.twitter.com/LincolnSquareNY
YOUTUBE www.youtube.com/LincolnSquareBID
FLICKR www.flickr.com/lincolnsquarebid
November 30th marked the 10th anniversary of our signature event, Winter’s Eve at Lincoln Square. To recognize this milestone we threw an unforgettable celebration, enlivening our streets, stores and public spaces with a buzz of activity and a full list of exciting events. In the course of one evening, over 10,000 people descended upon the neighborhood to eat, shop, enjoy free entertainment and partake in family fun. Joy Behar, host of “The Joy Behar Show” on HLN and featured co-host on ABC’s “The View,” kicked off our event with a bang, by lighting our 10th Anniversary holiday tree at Dante Park. Also present to launch the fête was WABC-TV Anchor Kemberly Richardson, the talented and upbeat singers of God’s Generation Choir and the zany three-man comedic juggling ensemble, the Flaming Idiots. Our tree was generously donated by McNulty Outdoors, installed by the Parks Department and decorated by the American Folk Art Museum. In a stroke of creativity and out-of-the-box thinking, this venerable cultural institution arranged for several hundred colorful children’s plates—the
brainchild of artist Jane Jenni—to adorn the tree; the first hundred children to arrive at the lighting ceremony were also given a plate to take home as a souvenir. Mayor Bloomberg and WABC-TV’s Bill Ritter recognized the significance of the 10th year of Winter’s Eve by welcoming our headliner act, Antibalas, the Afro-beat orchestra from the Broadway musical FELA!, just nominated for 11 Tony Awards, to our Outdoor Main Stage on 64th Street. Also included in the evening’s rich roster of entertainment was a performance of the New York Philharmonic Brass Quintet at the new Upper West Side Apple Store, Ben Allison’s tribute to Neil Young at the American Folk Art Museum, the beats of Harlem Samba at Richard Tucker Park and a variety of “sidewalk surprises” such as Chinese Lion Dancers (made possible by the Chinese American Council of the Arts), Mariachi Réal de Mexico, multiple ice sculpting demonstrations, and more. It’s simply not a celebration without good food…and when it came to finding delicious eats, our Winter’s Eve attendees were not disappointed. The festival’s three outdoor food tasting venues—located in front of Time Warner Center at Columbus Circle, along Broadway between 63rd and 64th Streets and at Richard Tucker Park between 65th and 66th Streets—featured 29 restaurants and eateries serving over 30,000 savory and sweet treats. For the second year in a row, many of these restaurants generously elected to donate a portion of their proceeds to our event’s charitable partner, City Harvest.

Children rocked at the KiDROCKERS show at the American Bible Society and once again Time Warner Center bustled with activities, including the humorous antics of the Big Apple Circus, student choruses inside Samsung, a holiday card-making arts and crafts station for kids and a performance by the Rose Rutledge Trio presented by Jazz at Lincoln Center. When they weren’t swaying to the beat of the many musical acts, Winter’s Eve revelers got a head start on the holiday season by taking advantage of in-store activities and discounts offered by over 60 area businesses and cultural institutions. A holiday trolley, courtesy of the Parks Department, was on hand to shuttle attendees up and down Broadway, making it all the easier to enjoy the activities. It was an unforgettable and magical evening. Mark your calendars for Winter’s Eve 2010: Monday, November 29.

“One’s taste buds were dazzled and aromas of decadent food filled the air. Our ears delighted with song, while our eyes opened wide by colorful lights above…”
The 10th anniversary of Winter’s Eve at Lincoln Square was spectacular thanks in no small part to our sponsors, led by presenting sponsor Time Warner and media sponsor WABC-TV, special guests Mayor Bloomberg, Joy Behar, Bill Ritter, and Kemberly Richardson, and all the cultural organizations, area businesses, government partners and volunteers.

**WINTER’S EVE SPONSORS**

**Time Warner,**

Presenting Sponsor

**WABC-TV,** Media Sponsor

American Bible Society

Con Edison

The Empire Hotel

Fidelity Investments

Fordham University

Glenwood Management

Mandarin Oriental, New York

Milstein Properties

Ogden CAP Properties, LLC

Roosevelt Hospital

Rosa Mexicano

at Lincoln Center

The Shops at Columbus Circle (Related)

Time Out New York Kids

Titan

Zeckendorf Development, LLC

Bovis Lend Lease

Cabot Creamery

Connect by Hertz

Millennium Partners

**WINTER’S EVE PARTICIPANTS/PARTNERS**

**Outdoor Food Tastings**

at 65 Café; A Voce; Asiate; Bar Boulud; Bar Masa; Bouchon Bakery; Café Florello; Dizzy’s Club Coca-Cola and Great Performances; Ed’s Chowder House; Europian Bakery Café; Gabriel’s Bar & Restaurant; Gourmet Garage; Josephina; Landmarc; Le Pain Quotidien; Luce; Magnolia Bakery; Nick & Toni’s Café; O’Neal’s; P.J. Clarke’s; Picholine; Porter House New York; Rosa Mexicano; Saphire Indian Cuisine; Scремe; Siam Inn; Soutine Bakery; Sushi a-go-go; ‘wichcraft

**“Holiday Cheer” (Activity/Special Demonstration/Discount)**

AAA; American Folk Art Museum; ASCAP; Aveda; Banana Republic; Bed Bath & Beyond; Best Buy; Big Apple Circus; Bose; Chamber Music Society; Children for Children; Chinese Lion Dancers presented by Chinese American Council of the Arts; Cio Wine Bar; Cole Haan; Crabtree & Evelyn; Davidoff; DOROT; Eileen Fisher; Esprit; FACE Stockholm; Flaming Idiots (courtesy of New Victory Theater); Fresh; Gracious Home; Jeunessse Spa; J.W. Cooper; Kee-Ka Organics; Jazz at Lincoln Center; Kiehl’s; Landmarc; Lilibeth Beautiful Brows & Eyes; lululemon athletica; MAC; MAD Museum; Mandarin Oriental, New York; Metropolitan Opera; MOBIA; MXYPLYZYK; NYIT; NYPL-Performing Arts; NY Philharmonic Brass Quintet; NY Sports Club; NY City Opera; NY Running Company; Society for Ethical Culture; Pottery Barn; Puppeteers’ Cooperative; Radio Disney; Reebok Sports Club/ NY; Samsung; Satya Jewelry; Sephora; Solstice; Stuart Weitzman; Thirteen/ WNET; Tumi; Trump International Hotel & Tower; West Elm; West Side Y; Whole Foods Market; Williams-Sonoma; Wolford; YogaWorks; Youth Talent from: La Guardia High School, Professional Children’s School, Big Apple Performing Arts & LGBT Community Center, Lucy Moses and Special Music Schools

**Performance Venues:**

American Bible Society; American Folk Art Museum Lincoln Square Branch; Apple Store; ASCAP; Barnes & Noble; Bed, Bath, & Beyond; Best Buy; Broadway Plaza at Alice Tully Hall; Dante Park; O’Neal’s; Outdoor Main Stage at 64th Street; Professional Children’s School; Richard Tucker Park; Samsung; St. Paul the Apostle; TD Bank; Time Warner Center

**Government Partners**

NYPD 20th Precinct; FDNY; the Mayor’s Community Assistance Unit; Departments of Consumer Affairs, Parks and Recreation, Sanitation, Transportation; Community Boards 4 & 7

**Volunteers**

70+ individual volunteers, many recruited through support of New York Institute of Technology, City Harvest, Flushing High School Student Council, & McCauley Honors College. Special thanks to Jenneth Webster, Bob Nemo, Nancy Simonson, Fordham University & Sodexo.

**Holiday Tree & Holiday Lighting**

Bob McNulty of McNulty Outdoors (tree donation); NYC Department of Parks (tree installation); Artist Jane Jenni; Marie DiManno & American Folk Art Museum (tree decoration); Con Edison and Gracious Home (Broadway Malls holiday lighting)

**Charitable Partner**

City Harvest

**Event Producer**

Peko Productions

**Winter’s Eve Art**

Dava Calver/Morgan Gaynin Inc.

**Additional Support**

Church of Jesus Christ of Latter-day Saints (provided event’s “command central”); Atlantic Maintenance
The “can-do” and cooperative spirit of our community shines through each year when countless property owners, businesses, organizations, individuals and city officials lend their support to our programs. Mayor Michael R. Bloomberg, Commissioner Robert Walsh and the Departments of Small Business Services, Parks and Recreation, Police, Sanitation, Environmental Protection, Transportation and Community Boards 4 and 7 make it possible for the Lincoln Square Business Improvement District to serve the neighborhood day in and day out. Our hardworking Board of Directors remains an inexhaustible source of wisdom, guidance and support. Ogden CAP Properties, LLC provides a home base for our security services; Fordham University is equally committed to housing our Clean Team and provides photography for our two largest events, Winter’s Eve at Lincoln Square and our Annual Meeting. Special thanks to our partners at Lincoln Center, Mike O’Neal of O’Neals’ for generously hosting our Annual Meeting for 13 years and to the American Bible Society for audio visual support and more.

We would like to acknowledge our supporters, whose contributions to our annual programs allow us to make Lincoln Square the special place it is.

**VISITOR SERVICES AND STREETSCAPE**
Council Member Gale Brewer and the Department of Youth and Community Development
Manhattan Borough President Scott Stringer
The Family of Richard Tucker

**BEAUTIFICATION**
American Bible Society
Broadway Mall Association
Buttons & Zipper
China Grill Management
Church of Jesus Christ of Latter-day Saints
College Board
The Copley Condominium
Ed’s Chowder House
Glenwood Management
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
New York City Department of Environmental Protection
Ogden CAP Properties, LLC
The Prasada
The Residents of 15 Central Park West
The Residents of the Allegro Condominium
The Sofia Condominium
Trump International Hotel and Tower
The Family of Richard Tucker
The Walt Disney Company
and many individuals
### OPERATING BUDGET — FISCAL YEAR JUNE 30, 2011

**Support and Revenue**

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<th>Marketing</th>
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<th>Sanitation</th>
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<td><strong>TOTAL</strong></td>
<td><strong>2,250,000</strong></td>
<td><strong>554,220</strong></td>
<td><strong>412,360</strong></td>
<td><strong>655,860</strong></td>
<td><strong>178,100</strong></td>
<td><strong>124,320</strong></td>
<td><strong>325,140</strong></td>
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</tbody>
</table>

**Increase in net assets** $ (175,000)
BOARD
Andrew Albert
West Manhattan Chamber of Commerce
Robert Battista
Gracious Home
Georgette F. Bennett
Milstein Properties
Brian Byrne
Fordham University
Gregg Carlovich
Zeckendorf Development, LLC
Luis Castro
Time Warner Inc.
Christine Condello
Barnes & Noble
Suzanne Davis
Residential Property Owner
Abigail Black Elbaum
Ogden CAP Properties, LLC
David Froelke
Related
Doug Griebel
Rosa Mexicano at Lincoln Center
Gary Jacob
Glenwood Management
Leo MAVROVITIS
The Emporium, Ltd.
Craig Mooney
Millennium Partners
Michael O’Neal
O’Neal’s
Ethel Patterson
Residential Tenant
Andrew N. Pucher
The Walt Disney Company
Gary Schutz
American Bible Society
Rudolf Tauscher
Mandarin Oriental, New York
Melissa Thornton
Lincoln Center for the Performing Arts, Inc.
Atif Youssef
The Empire Hotel
George Zeppe
Community Board 7
Vacant
Community Board 4
Hon. Michael R. Bloomberg
Mayor, The City of New York
* Serving ex-officio
Represented by Hon. Robert Walsh, Commissioner, NYC Department of Small Business Services
Hon. Gale A. Brewer*
The Council of the City of New York
Hon. John C. Liu*
Comptroller, The City of New York
Represented by Josh Mazess
Hon. Scott Stringer*
President, The Borough of Manhattan
* Serving ex-officio

STAFF
Monica Blum
President
Timothy Devlin
Program Associate
Jennifer Furioli
Sponsorship and Communications Manager
Richard Juliano
Vice President of Operations
Ralph Memoli
Vice President of Marketing and Special Projects/Chief of Staff
Sally Zemmol
The Abraham Joshua Heschel School Intern

Employees of Atlantic Maintenance Corporation (The Clean Team)
Anthony Stass, Supervisor
Pablo Fernandez, PT Supervisor
Cheik Madou Seck, PT Supervisor
Sanford Smith, PT Supervisor
Efrain Bravo
Eloy Bravo
Ira Coleman
Francisco Davila
Kayson Mickens
Raul Pacheco
Miguel Qirimdumbay
Angel Rodriguez
Tyrone Rutledge
Kenneth Williams

Employees of ACCS Security (The Security Team)
Douglas Mann, Supervisor
Henry Settles, PT Supervisor
Lincoln Constance, PT Supervisor
Erik DeLoach
Ralston Francis
Jorge Gonzalez
Desmond Jackson
Mohamed O-Mohamed
Leon Persaud
Ante Vidaic

Goddard Riverside Green Keepers
Paul McDonald, Crew Leader
Juan De Jesus, Junior Crew Leader
Ezzard Porter
Ashley Smith
Tom Tychi
Lance Walker
Eugene Wright

Unless otherwise indicated, quotes were anonymous in response to our survey.

Designed by Jessica Weber Design, Inc. www.jwdnyc.com
Written by Jennifer Furioli
Photography by BID Staff Albert Gershengoren Ken Levinson (Courtesy of Fordham University) Elena Olivo Sally Zemmol