

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

“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.” ■ **RESIDENT**

“Lincoln Square is a bustling restaurant and retail district...” ■ **FORBES GUIDE TO WORLDWIDE TRAVEL**



1841 BROADWAY ■ SUITE 1112 ■ NEW YORK, NY 10023
212.581.3774 ■ LINCOLNSQUAREBID.ORG



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

“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

“The Lincoln Center area continues to be a hot dining destination in 2010.” ■ MY POST

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

SANITATION



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

snow. 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

SECURITY



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

2009 PEDESTRIAN COUNTS

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

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. ■

*"Whatever the weather,
I can always count on seeing
security staff vigilantly
patrolling the streets."*



BEAUTIFICATION

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



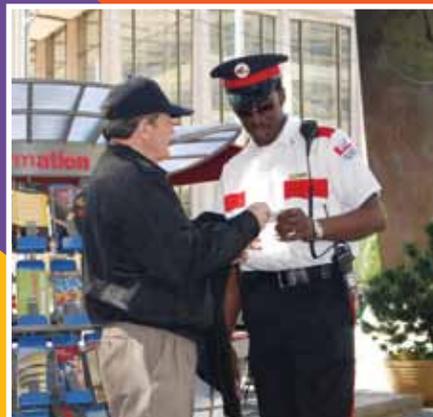
sponsors our annual flower displays in Richard Tucker Park, and Borough President Scott Stringer. Thanks to Assemblymember Linda Rosenthal, we're looking forward to another exciting project—developing user-friendly street signs that will help define the boundaries of the area in a tasteful way. ■ Our 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. ■

"The area looks beautiful, clean and well-attended. The plantings are wonderful, as is the Green Market in Tucker Park."



**"YOUR GUYS ARE HELPFUL,
SMILING, DO A GREAT JOB AND
REALLY ADD VALUE!"**



**"THE AREA IS AS
SAFE AS ONE CAN GET.
BRAVO!"**

THE MISSION

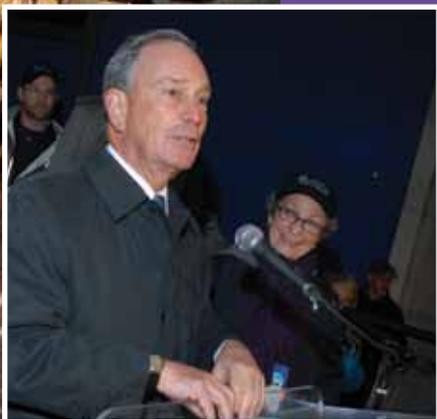
of the Lincoln Square Business Improvement District is to make

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.



**"WINTER'S EVE GETS
BETTER AND BETTER
EVERY YEAR!"**



MARKETING



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 so-

cial 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 inter-generational 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

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

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."



WINTER'S EVE AT LINCOLN SQUARE

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..."
■ MY UPPER WEST BLOG

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

at65 Café; A Voce; Asiate; Bar Boulud; Bar Masa; Bouchon Bakery; Café Fiorello; Dizzy's Club Coca-Cola and Great Performances; Ed's Chowder House; European Bakery Café; Gabriel's Bar & Restaurant; Gourmet Garage; Josephina; Landmarc; Le Pain Quotidien; Luce; Magnolia Bakery; Nick & Toni's Café; O'Neals'; P.J. Clarke's; Picholine; Porter House New York; Rosa Mexicano; Sapphire Indian Cuisine; Screme; 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; Clö Wine Bar; Cole Haan; Crabtree & Evelyn; Davidoff; DOROT; Eileen Fisher; Esprit; FACE Stockholm; Flaming Idiots (courtesy of New Victory Theater); Fresh; Gracious Home; Jeunesse 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

Dave 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



New York City Department of
Parks and Recreation
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

STATEMENTS OF FINANCIAL POSITION

Assets	2009	2008
Cash	\$ 1,009,462	\$ 1,011,142
Grants receivable	151,250	111,367
Property and equipment	35,973	30,540
Prepaid and other assets	33,722	25,232
TOTAL	\$ 1,230,407	\$ 1,178,281
Liabilities/Net Assets		
Liabilities	\$ 73,029	\$ 132,524
Net assets	1,157,378	1,045,757
TOTAL	\$ 1,230,407	\$ 1,178,281

Summary of Financial Statements dated December 8, 2009, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request and on our website.

STATEMENTS OF ACTIVITIES

Support and Revenues	2009	2008
Assessment revenue	\$ 1,800,000	\$ 1,665,000
Contributions/grants	644,274	696,590
TOTAL	2,444,274	2,361,590
Expenses		
Marketing/development	616,980	573,064
Safety	373,962	368,112
Sanitation	600,037	498,710
Social services	311,548	352,161
Capital improvements	135,769	105,954
Administration	294,357	273,839
TOTAL	2,332,653	2,171,840
Increase in net assets	\$ 111,621	\$ 189,750

OPERATING BUDGET — FISCAL YEAR JUNE 30, 2011

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
Support and Revenue							
Assessment revenue	\$ 1,800,000						
Contributions/grants	275,000						
TOTAL	2,075,000						
Expenses							
Salaries	514,020	\$ 192,820	\$ 44,670	\$ 44,760	\$ 61,400	\$ 100,920	\$ 69,360
Payroll taxes/benefits	104,280	35,200	10,100	10,100	12,700	20,400	15,780
Outside contractors	1,035,200	28,200	340,000	565,000	101,000	1,000	
Equipment	8,500	1,000	1,500	5,000			1,000
Supplies	101,000	43,000	2,000	22,000		2,000	32,000
Rent	129,000		5,000				124,000
Project expenses	245,000	245,000					
Insurance	15,000						15,000
Professional fees	32,000						32,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	36,000						36,000
TOTAL	2,250,000	554,220	412,360	655,860	178,100	124,320	325,140
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'Neals'

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 Zeppenfeldt-Cestero

Community Board 7

Vacant

Community Board 4

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Mayor, The City of New York

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*

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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 Mickins

Raul Pacheco

Miguel Quirimdumbay

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
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Elena Olivo
Sally Zemmol**