



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2018 - 2019

THE BIG PICTURE

MAY 21, 2019

DEAR FRIENDS & NEIGHBORS:

Today marks the culmination of an extremely busy and rewarding year for the Lincoln Square Business Improvement District.

New retailers are eagerly coming to Lincoln Square, bringing new points of view and services to the public. Our neighborhood continues to thrive and please those who call Lincoln Square their home, workplace and mecca of entertainment.

The Big Picture is in sharp focus: Lincoln Square is welcoming, it's clean, it's safe, it's beautiful, and it's fun.

Our Clean Team and Public Safety Officers have earned enthusiastic praise from Lincoln Square residents, business owners and visitors. Our sidewalks are spotless and reports flow smoothly to 311 for assistance and repairs.

This past November, we received approval from the New York City Council to increase our assessment authorization to a cap of \$3.2 million, to be phased-in. In April, our Board voted to increase the FY 2020 assessment and bill property owners at \$2,850,000. Approximately 9.6% or \$250,000 over our current assessment, the increase will enable us to cover rising costs fueled primarily by the minimum wage mandates, the need to remain competitive and to maintain our core programs, which focus on quality of life and the public realm. Property owners, commercial tenants and garages will see their rates increase to approximately \$0.24, \$0.54 and \$0.58 per square foot for garage, commercial and retail square footage, respectively.

In a long-term agreement, Deutsche Bank has leased the former Time Warner Center and will become the southern anchor of our district along with the Mandarin Oriental, NY and The Shops at Columbus Circle. The Walt Disney Company/ABC has leased back its headquarters' space from new property owner Silverstein Properties and will eventually move downtown. Fall will bring Target as the anchor tenant in the Park Loggia, AvalonBay's new



masterpiece. The BID's current home at 1841 will be demolished, and our office will move to the AAA building.

All of these changes bring new Board members and vitality to our small not-for-profit organization and are positive indicators of a healthy, vibrant, thriving neighborhood. Today, Lincoln Center's new leader Henry Timms speaks about his plans for the future, and Sam Schwartz, a.k.a. "Gridlock Sam," discusses congestion pricing.

Please join us on Monday, December 2, 2019, to celebrate our 20th Annual Winter's Eve. The BID extravaganza is NYC's largest holiday festival and the seasonal kickoff for Lincoln Square businesses.

We thank our dedicated and generous Board members, our committed and supportive stakeholders, partners and residents, and our hard-working, talented staff for making Lincoln Square the best place in which to live, work, play, and do business.

Sincerely,

MONICA BLUM
President

GARY JACOB
Chairman

THE BID'S MISSION is to make Lincoln Square clean, safe, beautiful and fun. 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, including Winter's Eve at Lincoln Square—New York's largest holiday festival—are designed to foster tourism and showcase the rich and varied resources of this vibrant Upper West Side neighborhood.



“

I am happy to be part of arguably the best neighborhood in the City.”

Survey Respondent 2019

Central Park

Columbus Circle

TEAM SPIRIT— THE GROOMING OF LINCOLN SQUARE



The neighborhood crew is fantastic. I think we have the cleanest area in the whole city.”

Survey Respondent 2019

Scorching sun or driving sleet, from early morning to evening, the BID’s 15 member Clean Team grabs its gear and heads to the great outdoors. It’s their job to turn Lincoln Square’s 84 busiest block faces into the welcoming, clean and pedestrian-friendly front yards of our neighborhood.

Contracted by the BID from Streetplus to supplement City services, the Clean Team sweeps sidewalks and 18 inches from the curb, keeping Lincoln Square in fine shape in all seasons. When it rains or snows, the crew sweeps away ponding water and removes snow in crosswalks and curbs. The team removes graffiti and stickers, and in warm weather brightens Lincoln Square’s streetscape painting fire hydrants, mall barriers, light poles, traffic boxes, and mailboxes.

Taking a break in Lincoln Square is easy. The Clean Team cares for 104 tables, 210 chairs and 18 umbrellas—supplied by the BID—in Lincoln Square’s two charming and immaculate Parks, Dante and Richard Tucker. Benches lure passersby to

Broadway’s 10 lushly planted medians.

The BID maintains its 115 Victor Stanley trash receptacles, four BigBelly waste and recycling stations with trash compactors, as well as 14 City recycling cans. And the Clean Team annually collects 875 tons of trash!

The community oriented BID contracts with Goddard Riverside Community Center to provide four Green Keepers to clear litter each morning from Broadway’s 10 medians. As part of the BID’s outreach service program with Midtown Community Court, the Clean Team supervises non-violent offenders performing their community service in Lincoln Square.

The Clean Team’s meticulous attention to their work has earned Lincoln Square consistent 100% ratings on Scorecard, the quarterly rating from the Mayor’s Office of Operations. Two members of the Clean Team have worked for the BID for 20 years, and four others have been with us for seven or more years. We are grateful for their loyalty.

HERE TO HELP— 10 PUBLIC SAFETY OFFICERS



A alert and welcoming, the BID's Public Safety Officers stand out in a crowd. Friendly faces signaling to pedestrians that they are ready to help. Lincoln Square regulars know them well. For first-time area visitors, the Officers are easy to spot in their white shirts, navy hats and navy pants with red stripes.

Visitors frequently stop and ask for directions: 11,300 from May to April! Going a step further, Officers provide informative BID maps of the Lincoln Square neighborhood as well as up-to-date *Where to Eat* pamphlets.

In need of immediate help? Our Public Safety Officers place calls to 311 and 911 requesting aid and reporting area issues or problems to appropriate City agencies. From May to April, 2,926 incident and condition reports were either filed with the appropriate City agency or handled directly by the BID.

Bicycle riders choosing to ride on public sidewalks are issued warnings. The Officers handed out 235 such warnings during a 12-month period.

Sometimes to the public's relief and amazement ("it is New York City!") what is lost is found. A call back comes announcing "we've found your...laptop... wallet...phone... Mets/Yankees cap."

In 2018 one grateful visitor couldn't believe his good fortune. His wallet was lost in Lincoln Square and found courtesy of the BID's Public Safety Officers:

"Truly a wonderful organization! Amazing staff that are dedicated to their work and embody kindness, honesty and integrity. I am so amazed at what lengths the staff took to aid me in my time of need. You have truly re-instilled my faith in people. Just another reason I love New York City! A big thank you to Philip Gordon, Manager of Operations."

The 10 Public Safety Officers, under contract from Summit Security Services, are scheduled so that Lincoln Square is covered seven days a week, 15 hours each day. Fortunately, despite understaffing and frequent turnover, half of the Officers have worked with the BID 10 years or more, with one reaching 20 years.

THE ART OF GREENING LINCOLN SQUARE



**The neighborhood
looks elegant
and beautifully
maintained.”**

Survey Respondent 2019

The Greening of Lincoln Square requires a steady flow of another kind of green. Since its inception in 1999, the BID’s annual fundraising program has raised a total of approximately \$2.1 million. Lincoln Square’s beautification fund is fueled annually by over 20 generous supporters consisting of property owners, foundations, residential buildings and individuals. “All of it goes directly into the ground,” says Monica Blum, BID president.

Throughout the year, the BID contracts with a landscaping company to plant and service more than two acres of urban gardens—all 10 Broadway malls or medians between 60th and 70th Streets with end-bed gardens, 18 urns and 66 planters. Dante Park and Richard Tucker Park are also part of the BID’s Big Picture, gardens and planters cared for by the BID’s landscaper and kept litter free by the BID’s Clean Team.

Each of Lincoln Square’s four yearly plantings evoke the singular beauty of the season. Spring debuts with 5,000

bulbs and annuals: among them a sweeping mix of tulips and a variety of daffodils, and penny blue and citrus violas. In summer, thousands of annuals and wildflowers sway in the sun. In fall, the neighborhood greens up with hundreds of pots of pink and white cyclamen, kale and cabbage and English ivy. Winter arrives with a blizzard of 25-pound boxes of fancy greens, balsam boughs, magnolia leaves and red stems. Strings of holiday lights add to the seasonal excitement, too. In 2018, the BID brought more lights to Broadway, wrapping two trees—rather than the usual one—in each of the famed avenue’s 10 medians.

New last fall, the BID, in partnership with the American Folk Art Museum and the Parks Department, invited the public to an *al fresco* art exhibition on the interiors of the Broadway Malls. Stencil-painted murals were created and inspired by textile works from the museum’s collection and installed with the help of volunteers from New York Cares.

BROADCASTING THE NEWS



The BID staff makes the news and delivers it. In a constant, rapid and far-reaching array of delivery formats; the BID keeps the public up to date on what's happening in Lincoln Square. Read and learn about where to eat, shop, and enjoy the many pleasures of Lincoln Square. Make life easier on a minute-to-minute basis and learn about street closings, traffic congestion problems, major construction work, and immediate quality of life concerns.

Stay in the know! Take your pick from the BID's media formats: *The Link*, a bi-weekly e-blast; BID websites, lincolnsquarebid.org and winterseve.nyc, which receive over 121,000 annual page views; and Twitter and Instagram 🐦 📷: LincolnSquareNY & Facebook 📘: LincolnSquareBID. Up-to-date BID publications are distributed free to residents, visitors and member organizations, including local hotels, and across the city. Outdoor media, including light pole banners by artist

Dave Calver, spotlight Lincoln Square and its website. And, the BID hosts a series of networking breakfasts, including our "sold out" Annual Meeting and most recently the highly successful "Meet the Commanding Officer" event with Deputy Inspector Malin at TD Bank.

Cartloads of Welcome! Talk about rolling out a big welcome! All year, the BID places three colorful information carts, which are stocked with free Lincoln Square maps, restaurant guides and suggestions on where to go and what to see, in Lincoln Square's most highly trafficked areas. In summer, the carts are staffed by well-trained, knowledgeable and friendly college and high school students and retirees. Look for the carts at Dante Park, Richard Tucker Park and Columbus Circle. Stationed at the highly trafficked site of the eighth busiest subway station in NYC, the Columbus Circle cart, under a partnership with CTM, also offers City guides, maps and museum brochures.

THE BID PRESENTS— WINTER'S EVE AT LINCOLN SQUARE

On one unforgettable winter's evening each year, the heart of Lincoln Square takes on a warm small town vibe and the BID throws a free, fun-filled holiday party for merrymakers of all ages. Despite the heaviest rains in years, the 19th Annual Winter's Eve drew happy crowds for food, fun, dancing and fabulous entertainment at over 20 venues throughout Lincoln Square.

On neighborhood sidewalks and area parks, ice-sculptors, circus performers and stilt walkers greeted passersby. Indoors, local businesses and organizations, including The Shops at Columbus Circle, hosted a repertory from around the world.

In its 20th year, Winter's Eve is New York City's unchallenged master of the winter holiday season. The BID's much-anticipated night on the town draws a devoted following, averaging through the years 25,000 annual attendees. Streets lined with elegant Camelot-white tents

presented a movable feast of food and drink—at nominal prices, served by more than 30 area restaurants and eateries. We thank our neighborhood businesses for braving the weather!

Arlo Guthrie and the Guthrie Family, Judy Collins and the Young People's Chorus of New York City performed on Dante Park's main stage, the site of the Upper West Side's only tree-lighting ceremony, televised live on WABC-TV.

Be sure to enter this year's Winter's Eve date into your phone now: Monday, December 2, 2019, 5:30-9:00 pm. For more detailed information, visit www.winterseve.nyc.

Free music and Yoga

Take a lunchtime break with chair yoga from the West Side Y and live music in Richard Tucker Park every Wednesday afternoon in July and August. Hear an ever-changing roster of talented musicians play music drawn from around the world, from the MTA MUSIC program.



THE BID AT WORK— MOVING FORWARD

The BID's small dynamic staff is at the bustling center of creating and maintaining a consistent quality of life for all who live in, work in, visit, and own businesses and property in Lincoln Square. Our role as a dedicated advocate is vast in scope, ranging from day-to-day concerns such as streetlight problems, potholes and illegal vending to years of advocating for pedestrian safety and improvement of dangerous thoroughfares. To address homeless conditions in Lincoln Square, the BID successfully reconvened its Homeless Task Force bringing together City agencies and social services providers. This year, after the BID's pressing for solutions to alleviate dangerous ponding of water around Dante Park, DOT installed an impressive and effective trench drain.

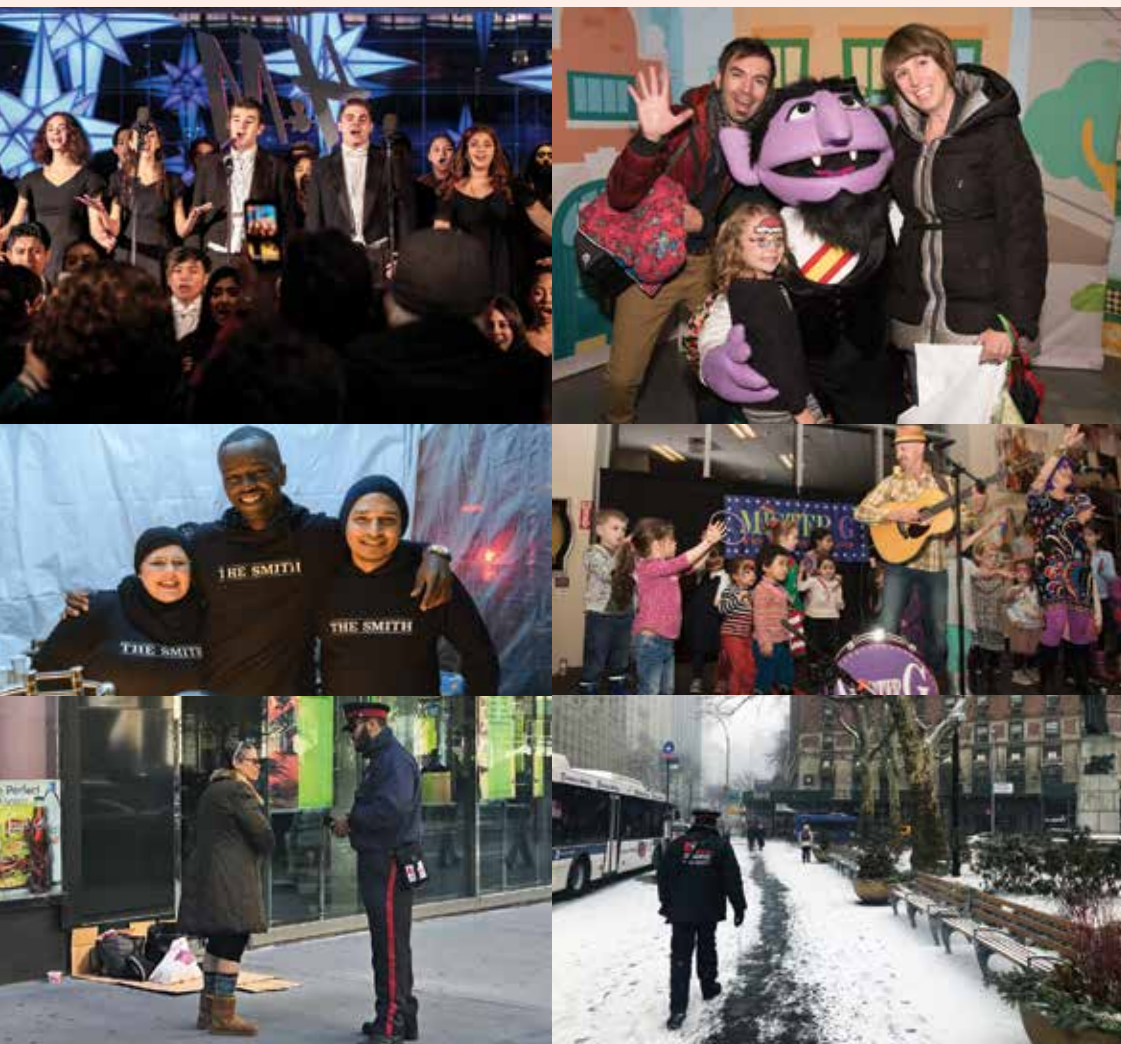
Lincoln Square continues to welcome new businesses. Look for Dig Inn, Shakespeare & Co., Momofuku & Bang Bar, Bluebird London, Coffee, T-Mobile, and many salons. Opening soon will be Target, Boucherie, Fidelity Investments, Color Me Mine, and, just outside of our district, Nordstrom—all of which will further enliven our sidewalks and retail landscape.

As always, the BID has its finger on the pulse of what's happening and works

with government agencies and elected officials to share our point of view—aimed at preserving a high quality of life in Lincoln Square. Congestion pricing and street vendor reform are among this year's big concerns that could greatly affect the character of Lincoln Square. We will work diligently to insure that our sidewalks remain unimpeded and our streets do not become a new congestion zone.

The BID's staff calendars are packed with community meetings, forums, hearings, presentations and ongoing think sessions with colleagues at the NYC BID Association, City partners, community leaders, and our Board. As neighborhood champion, the BID actively promotes Lincoln Square businesses and cultural organizations. An informed neighborhood translates into a thriving neighborhood. The daily use of social media creates a strong sense of awareness and a neighborly feeling of being a part of it all. Carefully conceived and executed events such as the winning Winter's Eve bring goodwill and buoy local businesses.

After all, it's the BID's mission to make Lincoln Square the best it can be, and we could not do it without you—the community and our stakeholders.



BRAVO! THE BIG PICTURE'S SUPPORTIVE CAST

The BID could not produce Lincoln Square's Big Picture of services, events and advocacy without the ideas, encouragement and help so freely given by our many and constant supporters. Huge amounts of thanks go to our property owners, businesses, organizations, residents, volunteers, and City and elected officials. For steering us forward and advising us wisely, the BID is indebted to its conscientious and ever-giving Board of Directors.

Considerable gratitude goes to the de Blasio administration and the many City officials and agencies that help us daily. Thank you to the 20th Precinct and the NYPD; the Departments of Sanitation, Small Business Services, Parks & Recreation, Environmental Protection, Transportation, Consumer Affairs, Homeless Services, Health & Mental Hygiene, Youth & Community Development; CBs 4 & 7; and the Mayoral Offices of Citywide Event Coordination and Management, Media and Entertainment, and Operations.

A special thanks to Ogden CAP Properties, LLC, Fordham University and Lincoln Center for the Performing Arts for additional programmatic support.

WINTER'S EVE AT LINCOLN SQUARE

PRESENTING SPONSOR
Related Companies

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The Shops at Columbus Circle
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OTHER SUPPORTERS
Church of Jesus Christ of Latter-day Saints
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Millstein Properties



New York Cares
Streetplus
And all of the other neighborhood businesses, friends, and partners, including Lt. Gov. Kathy Hochul, that help make Winter's Eve a success.

STREETSCAPE AND BEAUTIFICATION SUPPORTERS

AvalonBay Communities
Buttons & Zipper
Church of Jesus Christ of Latter-day Saints
The Family of Paul Milstein
The Family of Richard Tucker
Glenwood Management
Greenacre Foundation
Lincoln Center for the Performing Arts
Ogden CAP Properties, LLC
The Residents of 15 Central Park West
The Residents of the Allegro Condominium
The Copley Condominium

The Residents of the Grand Millennium
The Residents of the Harmony
The Residents of One Lincoln Square
The Residents of the Park Millennium
The Sofia Condominium
Three Lincoln Center Condominium
Trump International Hotel & Tower
The Walt Disney Company
Suzanne Davis & Rolf Ohlhausen
Del Rene Goldsmith
Renee Hoffman
Damyanti Moorjani

SUMMER PROGRAMMING

TD Bank
Council Member Helen Rosenthal & the Department of Youth & Community Development
Whole Foods Market
West Side YMCA

FINANCIALS

STATEMENTS OF FINANCIAL POSITION

	(Unaudited) March 2019	Audited June 2018	Audited June 2017
ASSETS			
Cash	\$ 2,028,920	\$1,261,825	\$1,189,918
Contribution receivable	-	-	21,157
Prepaid and other assets	23,837	23,837	29,590
TOTAL	\$ 2,052,757	\$1,285,662	1,240,665
LIABILITIES/NET ASSETS			
Liabilities	\$ 845,501	\$ 179,027	140,033
Net assets	1,207,256	1,106,635	1,100,632
TOTAL	\$ 2,052,757	\$1,285,662	1,240,665

Summary of Financial Statements dated December 3, 2019, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request or online at www.lincolnsquarebid.org.

STATEMENTS OF ACTIVITIES

	(Unaudited) March 2019	Audited June 2018	Audited June 2017
SUPPORT AND REVENUES			
Assessment revenue	\$1,950,000	\$2,400,000	2,300,000
Contributions/grants	367,046	666,752	807,078
TOTAL	2,317,046	3,066,752	3,107,078
EXPENSES			
Marketing/development	\$ 676,332	\$ 726,534	1,119,573
Safety	407,036	519,768	515,882
Sanitation	687,109	886,167	859,837
Public improvements	175,846	255,850	250,402
Administration	270,102	398,422	399,824
TOTAL	2,216,425	3,060,749	3,145,518
Increase in net assets	\$ 100,621	\$ 6,003	(\$38,440)

March 2019 represents 9 months of operations.

OPERATING BUDGET - FISCAL YEAR JUNE 30, 2020

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,850,000						
Contributions/grants	392,000						
TOTAL	3,242,000						
EXPENSES							
Salaries	822,460	\$ 212,870	\$ 135,870	\$ 128,710	\$ 105,440	\$ 117,940	\$ 121,630
Payroll taxes/benefits	164,180	31,900	28,400	27,650	24,250	25,800	26,180
Outside contractors	1,614,500	71,000	515,000	875,000	153,000	500	
Equipment	17,000		1,000	1,000	10,000		5,000
Supplies	47,000	30,500	1,000	1,000	5,000	500	9,000
Rent	180,000						180,000
Project expenses	430,500	425,500			5,000		
Insurance	17,000						17,000
Professional fees	45,000						45,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	55,500						55,500
TOTAL	3,423,140	780,770	690,270	1,042,360	305,690	144,740	459,310
Increase in net assets	\$ (181,140)						



BOARD OF DIRECTORS & STAFF

Officers

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(Alternate: Danielle Krinsky)

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RAINER BLANK Deutsche Bank

MARTY BURGER Silverstein Properties

LAUREN CAHILL AvalonBay Communities
(Alternate: Martin Piazzola)

GREGG CARLOVICH 15 Central Park West

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TONY MANNARINO Extell Development

LEO MAVROVITIS The Emporium, Ltd.

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(Alternate: Prince Sanders)

* serving ex-officio

ALAN NOSSEN TD Bank
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SEEMA REDDY Community Board 7

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KATE SHEERAN Kaufman Music Center

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Performing Arts, Inc. (Alternate: Siri Horvitz)

BRETT TRAUSSI The Dinex Group/Daniel Boulud
Restaurants (Alternate: Michael Lawrence)

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Mayor, The City of New York
Represented by **COMMISSIONER GREGG BISHOP**
NYC Department of Small Business Services
Represented by Lara Birnback

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Represented by Michael Stinson

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Represented by April Adams

HON. HELEN ROSENTHAL*
The Council of the City of New York, District 6

Staff

MONICA BLUM *President*

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PHIL GORDON *Manager of Field Operations*

IAN HARTZ *Senior Project Manager*

JULIE KRONICK *Marketing & Special
Projects Manager*

CHRISTIE KLIMA *Program Assistant*

ELIZABETH GRANT *Outreach & Visitor Services
Coordinator (part-time)*

CAITLIN ARMSTRONG *Intern*

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