



**LINCOLN SQUARE**  
BUSINESS IMPROVEMENT DISTRICT

CELEBRATING

**20**  
YEARS  
EST. 1996

VISION • ACTION • RESULTS

**Annual Report**  
**May 2017**

**“If each neighborhood were a nation, Lincoln Square might win points for patriotism. Its residents tend to cheer frequently about how wonderful it is, and they rarely want to pack up and move away . . . and yet like a small country village, people know their neighbors’ names.”**

Lincoln Square, Grand Buildings, but Also a Sense of Community, The New York Times, April 30, 2006

May 18, 2017

Dear Friends and Neighbors:



In late 1994, a group of major property owners around Lincoln Center began exploring the idea of forming a business improvement district (BID). Its goals would be similar to those of successful business improvement districts elsewhere in New York City, namely to supplement City services. Such improvements would not only enhance the area but also spur economic development.

Over the next two years, the group set boundaries, developed a scope of services, conducted outreach, prepared budgets and built consensus. In December 1996, the Lincoln Square Business Improvement District, the City's 39th BID, was signed into law.

Our plan included a vision that wanted nothing less than the best. At the time, the City's rating system said our streets were 79% clean. Okay, but not good enough, we didn't want to see litter anywhere. Likewise, there was a perception that the area was not as safe as it could be. We wanted to do better for those who worked late, visited or lived here. Though Lincoln Square was a block from Central Park, the heart of the district did not have attractive green spaces. The BID dug in, and over time the greening of Lincoln Square would become an award-winning effort.

Over the last two decades, Lincoln Square has seen tremendous cultural, economic and residential growth. The BID kept pace, acting as advocate and catalyst for positive change and growth. Unique among City neighborhoods, Lincoln Square enfolds a thriving and growing residential community, world-renowned cultural life, major media and entertainment companies, stellar academic and nonprofit institutions, premier hotels, world-class shopping and amazing dining choices. And, despite some uncertainty in the retail climate, this year we welcomed four new businesses with more to come.

Today Lincoln Square attracts 25 million visitors every year. We have 7.4 million square feet of commercial property in our district of which 5.5 million is assessed. Almost 2 million square feet—including Lincoln Center

and Fordham, as well as smaller nonprofits—are not assessed, but benefit from our services. Resident owners are assessed at \$1 per year. Our three-tiered assessment formula is unique with different rates for retail, commercial and garage. We have almost 1.5 million square feet of retail property, 3.4 million square feet of commercial property and approximately 600,000 square feet of garage space and development sites.

In 20 years, we have increased our assessment only three times. We have expanded programming, kept pace with cost of living increases and insured that our workers are paid a decent wage. This year, our Board has approved a 4.35% assessment increase—an increase of \$100,000 or \$0.01 to \$0.02 per square foot—to \$2.4 million, which is within our authorized billing level of \$2.5 million. This will enable us to increase wages to at least \$13.00 an hour, the new mandated minimum wage as of December 31, 2017, and to add another staff member.

In addition to annual assessment revenue, over the past 20 years, the BID has raised more than \$7 million in private funds. The revenue is used for beautification and streetscape projects and for outstanding programming such as Winter's Eve.

In this milestone year, we say farewell and thank you to Georgette F. Bennett, our last remaining founding Board Member and Treasurer who steps down after more than 20 years. We are so grateful for her vision, dedication and commitment. We must mention our amazing and talented staff, led by Ralph Memoli, Monica's loyal "lieutenant" for the last 16 years. Their hard work and creativity are vital to all that we do. Thank you, as well, to our Board of Directors for their careful oversight, creative input and support.

Time flies when you're having fun! Being at the helm of the Lincoln Square BID is extremely gratifying, especially when you look at how much has changed over these 20 years. We thank you—our property owners, our businesses, our elected and government officials, our residents, our nonprofits—for joining us on this exciting ride.

We look forward to continuing to serve this exciting small town that's the gateway to the Upper West Side.

Sincerely,

Monica Blum, President and Gary Jacob, Chair

P.S. We hope that you will join us at our 20th Anniversary Celebration on June 14. For information and tickets, call 212.581.3774 or visit [LincolnSquareCelebrates20.Eventbrite.com](http://LincolnSquareCelebrates20.Eventbrite.com).

## The BID Comes of Age

### WHERE DID THE LAST TWO DECADES, 20 YEARS, 240 MONTHS, 7,300 DAYS GO?

No matter how the years may be tabulated, it's easy to see the positive results of the Lincoln Square Business Improvement District's 20 years of non-stop inspiration, energy and commitment.

Lincoln Square's 84 block faces tell the story. Litter-free sidewalks and streets weave through a neighborhood that's safe, clean and beautiful. What the neighborhood may lack in size, it makes up in stature. Within its borders rests a myriad of choices. Not only is Lincoln Square the gateway to the Upper West Side, it is our nation's cultural gateway to the world. There is only one Lincoln Center for the Performing Arts and its neighborhood is Lincoln Square.

The BID continues to perfect its own performing role, ever advocating for the safe, clean and green renewal of public spaces. Two decades ago, Lincoln Square needed a good dose of constant care. The neighborhood lacked the attractive curb appeal and welcoming green spaces that convey a consistent sense of neighborliness. The BID went to work. Today, its 25 million visitors and thousands of residents and students are invited to stay a while in beautifully planted malls and parks furnished with appealing benches, tables, chairs, and eye-catching red umbrellas. What's more, as the BID's well-trained crews of uniformed workers go about their work, their friendly presence lends a welcoming feel to Lincoln Square.

Clearly, 20 years of positive collaborative action make a life-enhancing difference to the day-to-day lives of Lincoln Square's workers, residents and visitors. The BID's staff is proud of its many working relationships with property owners, businesses and residents. Such continuous and supportive contact enables the BID to successfully advocate for public improvements and quality of life issues that affect everyone.

The BID serves, too, as Lincoln Square's communications hub, promoting the entire neighborhood with e-newsletters and e-blasts, its presence on social media sites, excellent press relations and innovative special events such as the BID's bewitching and beloved annual "Winter's Eve at Lincoln Square".

Welcome to the neighborhood!

## Vision and The BID

**IMAGINE THE CHALLENGE.** How do you improve an entire neighborhood in an ever-changing world metropolis like New York City? Clearly, it takes nothing less than a big helping of foresight, direction and guts. Or, in a single word, it takes "vision." Vision makes the seemingly impossible look possible.

Lincoln Square's pioneers—a group of local property owners, nonprofit leaders, businesses and individuals—possessed the vision and the know-how to build Lincoln Square's nonprofit business improvement district.

## 20 YEARS OF VISION • ACTION • RESULTS

### 1994 — 1995: Exploration

Steering Committee of major property owners & other stakeholders explores creation of a business improvement district; District Plan prepared, boundaries drawn, budget & scope of services identified, assessment formula agreed upon, outreach conducted

### 1996: Birth of the BID

District Plan finalized & submitted to the City; CB7 public hearing held

Founding President Monica Blum hired; Mayor signs Local Law 94 on December 13, 1996 establishing the City's 39th



business improvement district with an annual assessment of \$1 million

### 1997: BID at Work

Staff hired; Tony Palladino creates forward thinking logo

Supplemental services begin: a crew from Goddard Riverside Community Center tackles years of litter in Broadway's ten malls; Public Safety Officers begin patrol; a Clean Team gets to work

### 1998: Firsts

"Scorecard," the City's rating system, shows a dramatic improvement: Lincoln Square sidewalk & street cleanliness ratings go from 79% to 100%

BID Streetscape & Beautification program launched to coincide with Parks' major restoration of Broadway Malls

First Annual Meeting held at O'Neals'; First BID newsletter published; 25,000 copies of Lincoln Square Map & Guide printed; "Proud Member of Lincoln Square BID" window decals distributed to member businesses

The BID's mission is a straightforward and open-ended one with room to evolve and grow. According to Founding President Monica Blum, the goal for the past 20 years and now is "to make a great neighborhood even better."

Prior to joining the BID, Blum learned from 25 years of nonprofit and government experience that vision grows as a neighborhood changes. She's learned, too, that new challenges develop and old ones often pop up again and again.

The BID in its unflinching role as Lincoln Square's advocate assures that vision happens. "Some changes were a struggle and took years to accomplish," Blum says. For example, it was an on-going challenge to find the finances, proper

plants and dedicated maintenance to transform Broadway's wide medians (malls) from barren and trash-littered strips to flowering oases with benches. Even changing the neighborhood's original, easily tipped wire trash baskets didn't happen overnight, negotiation and research were required.

Fortunately, for the BID staff, insight, input, feedback and help are at hand, just a text or a step away. The BID's Board of Directors is an invaluable source of continuing vision and guidance. As a public-private partnership the BID works closely with City agencies and stakeholders, including residents, to identify and solve problems. The BID interacts, too, with its colleagues at the City's other 73 business improvement districts.



### 1999: Taking Care

Clean Team begins painting street furniture

BID After School program at MLK, Jr. High School begins; Information Carts staffed seasonally by local high school students

### 2000: Holiday Celebration

Winter's Eve debuts to showcase the neighborhood

Support from Greenacre Foundation begins to transform the 10 Broadway Malls

### 2001: City's Resilience Tested

NYPD presents Public Safety team with an award at CompSTAT

In the aftermath of 9/11, BID launches a banner campaign created by Tony Palladino

BID moves forward with the 2nd Winter's Eve & dedicates it to those who lost their lives on 9/11; BID contributes \$5,000 to Ladder 35 Engine Company 40

BID replaces wire baskets with 104 Victor Stanley trash receptacles sponsored by local businesses & property owners



### 2002: Satisfaction

First annual survey of Lincoln Square constituents finds more than 80% report being "highly satisfied" with BID's performance; contract with the City renewed for another five years

First increase in the BID assessment: from \$1 million to \$1.665 million

Working closely with the 20th Precinct, BID launches a campaign to deter cyclists from riding on sidewalks



**ON THE JOB WITH  
Tony Stass, Supervisor,  
BID Clean Team**

“Every day in Lincoln Square is different, you come in, something’s changed, it’s not the same job every day,” says Clean Team Supervisor Tony Stass. And every day, for 18 years, Stass relishes making Lincoln Square look its best.

Throughout the day sidewalks must be kept litter-free and trash receptacles emptied and wiped down. In busy summer months each trash receptacle may be emptied six times a day. Whenever and wherever they are needed, the 14-member Clean Team crew removes graffiti from mail boxes and benches, paints light poles and responds to “come immediately” service calls from the BID office and Public Safety team. “I’ve got a good crew,” says Stass.



**20 YEARS OF VISION • ACTION • RESULTS**

Mayor Bloomberg gives BID a NYC Neighborhood Development Award of Merit for transforming the Broadway Malls

30’ Lady Liberty donated to Brooklyn Museum by owner of Liberty Warehouse, soon to be developed into luxury condominiums

As a demonstration of civic pride, Time Warner sponsors Winter’s Eve

**2003: Community Support**

BID launches a comprehensive website with links to neighborhood businesses & cultural organizations

The City launches 311 enabling the BID to better report & track street conditions

The Richard Tucker Park Greenmarket begins with support of the BID

Mayor Bloomberg honors BID’s After School program with a Neighborhood Development Achievement Award of Merit



**2004: BIG Growth**

Time Warner Center opens with The Shops at Columbus Circle, Restaurant & Bar Collection, Jazz at Lincoln Center, Mandarin Oriental, New York, Class A office space & luxury condominiums

Clean Team expands and begins power washing district’s corner quadrants

The Grand Tier, a luxury rental building, opens adding 70,000 square feet of new retail

## The BID in Action

**IF THE LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT** was to make a difference in the neighborhood, three core programs—safety, area maintenance and beautification—needed to be swiftly implemented.

Each program required a well-trained workforce to supplement City services. No problem. Research was conducted and several months later, potential contractors were identified and crews hired. Today, these workers, many of whom have been with the BID for more than ten years, serve a vital role in making Lincoln Square cleaner, safer and greener.

The 14-member Clean Team, contracted through Streetplus, works seven days a week, from 7 a.m. to 9 p.m., sweeping sidewalks, bagging litter, painting street furniture, eliminating graffiti, and shoveling snow. On weekdays, defendants mandated to perform community service from Midtown Community Court assist our Clean Team.

Ten Public Safety Officers from Allied Universal patrol the district seven days a week, from 9 a.m. until midnight, deterring crime, assisting the public and attending to quality of life issues such as cyclists on sidewalks, potholes, illegal dumping, defective traffic signals, unlicensed vendors and individuals in need.

The Green Keepers crew from Goddard Riverside Community Center's TOP Opportunities program cleans the ten Broadway Malls on weekdays, from 8 a.m. to 10 a.m.

The BID's landscaper, A. Bulfamante Landscaping, plants and provides maintenance and critical water to all malls, parks and planters. As a bonus, Dante Park is maintained free of charge. It goes without saying that our success depends on our strong partnerships and working relationships with the NYPD and the Departments of Sanitation, Parks and Transportation.

The BID communicates. During its second year of serving the Lincoln Square community, the BID launches its website, publishes—and hand delivers!—two issues of its first newsletter and creates the Lincoln Square Map & Guide. Today, a redesigned Map & Guide, updated annually, and the BID's most popular publication, Where to Eat in Lincoln Square, in its seventh printing, are available at the BID's Information Carts, at various visitor centers and throughout the City. As communication options grow, the BID develops a new website, service advisories and social media accounts on Facebook, Twitter, YouTube, Flickr and Instagram. Communication doesn't stop there. The BID's Public Safety Officers and Clean Team members, equipped with radios and smart phones, work together to help the public find their way to a favorite Lincoln Square spot, to provide aid, to report street conditions or return lost property. In the past year alone, over 1,000 tons of trash were bagged, 1,500 calls were made to 311, and over 21,000 requests for information and assistance were handled.



Founding Chairman George Crawford steps down after The Mayflower Hotel is sold for record-setting \$401 million

First Vice Chair Andy Pucher from The Walt Disney Company becomes Chair



### 2005: Positive Change

BID spruces up Broadway Malls with 32 new benches, replicas of those at the 1964 World's Fair



Mayor Bloomberg speaks at 8th Annual Meeting; Liz Diller from Diller, Scofidio & Renfro discusses redevelopment of 16-acre Lincoln Center campus

BID enlivens Richard Tucker Park with bistro-style tables & chairs & large pots of vibrant flowers

Marketing Committee formed; BID launches first e-newsletter

BID mobilizes City & community partners to address conditions in the Harmony Atrium—a "broken" public space; today it is Lincoln Center's David Rubenstein Atrium

Award-winning redesigned Columbus Circle reopens

### 2006: Growth & Recognition

BID expands seating at Dante Park

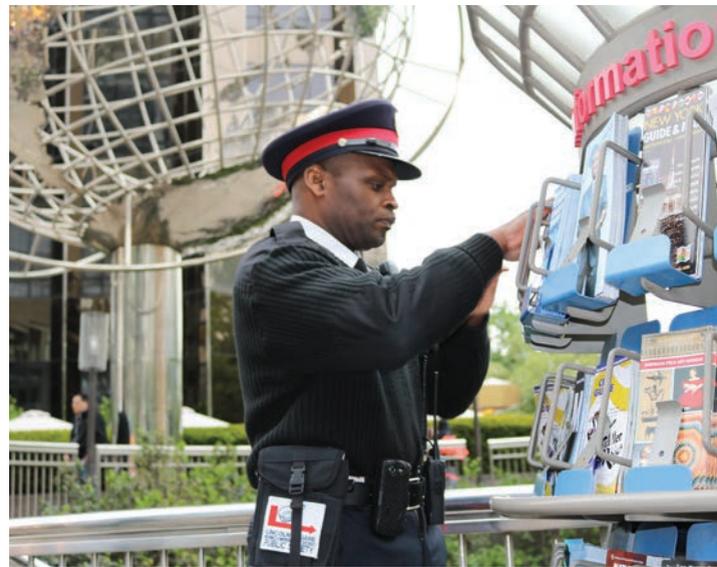




**ON THE JOB WITH  
Doug Mann, Lead Supervisor,  
BID Public Safety**

At 6'9" tall Doug Mann, the BID's Public Safety Lead Supervisor who has been on the job for ten years, is an easy man to spot on a crowded sidewalk. More importantly, Mann has the necessary motivation for his work and it comes naturally: "I've always liked helping people, I have a protective nature."

Leading a nine-person crew, his uniformed presence may serve as a deterrent to neighborhood crime, but his training has taught him to notice the commonplace as much as the unusual. For emergencies, he calls 911. If conditions need repair or an emotionally disturbed individual needs outreach assistance, as now happens more often, a report is made to 311. Residents and storekeepers often tell Mann "I'm glad you are here." He likes that.



**20 YEARS OF VISION • ACTION • RESULTS**

BID honored at National Night Out Against Crime by 20th Precinct; Monica Blum receives West Side Y's Community Spirit Award; Streetscape & Beautification program recognized by America in Bloom

BID redesigns & prints 75,000 copies of Lincoln Square Map & Guide

**2007: Happy 10th Birthday**

BID renews its contract with the City for five more years

Monica Blum receives 2007 "Westy" Award

Mayor Bloomberg officially proclaims June 21, 2007, Lincoln Square Business Improvement District Day, "No other organization," the Mayor says, "does more to keep Lincoln Square clean, safe & beautiful."

15 Central Park West opens at former Mayflower site with luxury condominiums & 80,000 square feet of retail space

The Empire Hotel reopens

**2008: The Place to Be**

Second increase in the BID assessment: \$1.665 to \$2 million

Kaufman Music Center completes its renovation; The Museum of Arts & Design opens at Columbus Circle

BID expands its Clean Team to keep up with increased pedestrian traffic & litter; more planters, bistro tables & umbrellas added to Dante & Richard Tucker Parks; first edition of "Where to Eat in Lincoln Square" printed

BID assumes responsibility for neighborhood's official tree lighting to kick off Winter's Eve



BID launches first summer concert series at Richard Tucker Park, partnering with MTA's Music Under New York

## Action is a Year-round Job

**THROUGHOUT THE YEAR** Lincoln Square bustles with people going to and from work, students rushing to school, and patrons of arts and culture dashing to catch a performance or watch an independent film or blockbuster at one of Lincoln Square's 23 movie screens. Many are drawn by Lincoln Center's year-round programming of music, song and dance; many seek a day of shopping, alfresco dining and people watching. Many simply take a break in gem-like parks, invitingly robed in green and crayon-bright flowers.

When the weather is nice and the sun shines in Lincoln Square, visitors triple on neighborhood streets. However, this also brings challenges for the BID's staff and workers. More people mean increased trash and stepped-up cleaning of parks and sidewalks. Often too, quality of life issues grow and test the BID's problem solving skills. Fortunately, the well-trained BID Public Safety Officers and Clean Team, with the help of our City partners, rise to the challenges without missing a beat.

Armed with paint brushes, the Clean Team spruces up Lincoln Square after a long winter's sleep. Coats of paint refresh area light poles, mail boxes, traffic boxes and benches. The Broadway Malls get a fresh coat of "vintage vogue" green on

their protective traffic barriers. Flowers grow and grow with constant care and water.

Colorful Information Carts are out all year-round in Lincoln Square's busiest areas, most notably Columbus Circle, Dante and Richard Tucker Parks. The carts aid tourism and local business by stocking maps, calendars and event listings. In the late spring, throughout the summer and into fall, the carts are staffed by well-trained, knowledgeable Information Ambassadors, including high school students from the Martin Luther King, Jr. Educational Campus, college students and ReServists, a.k.a. retired adults.

The lunch crowd tones up at Lincoln Square's Free Lunchtime Concerts at Richard Tucker Park where it's music and chair yoga every Wednesday in July and August from noon until 2 p.m. The BID partners with the MTA's Music Under New York program. All ages gather, clapping and dancing are not unusual as music genres may be rhythm and blues, high-energy jazz standards, classical, funk, swing or world music. Between music sets, it's time for energy restorative stretch sessions led by yoga instructors from the West Side Y. Then it's cool-off time with free refreshments.

**"In all seasonal elements the crew is out there in their proud BID uniforms, meticulously tending to the needs of our environment . . . Their efforts ensure pride in bringing friends/tourists to our community, the best place to call home."**

—Evelyn De Maria, Lincoln Square Resident



### 2009: Adapting

The family of renowned American tenor Richard Tucker sponsors BID plantings & way-finding kiosk in Richard Tucker Park; a similar kiosk for Dante Park is funded by the Manhattan Borough President



Apple Store, UWS, opens

BID ends its highly successful After School program, but continues to hire students from MLK, Jr. High School to staff Information Carts

Starting an annual tradition, the Parks Department installs the BID's holiday tree at Dante Park

### 2010: Front & Center

The legendary O'Neals' closes after 46 years in Lincoln Square

Fashion Week debuts at Lincoln Center; BID's Fashion Plate Prix Fixe & Crew Cuts promotions welcome runway crowds to area eateries

BID begins a partnership with Midtown Community Court

Tisch WNET Studios at Lincoln Center open

BID purchases two new modern Information Carts; Information Ambassador summer program expands to include retirees from ReServe

BID expands digital reach with new website & service advisories; opens social media accounts on Facebook, Twitter, YouTube & Flickr

The New York Times profiles the BID's lively lunchtime summer concert series, which introduces gentle chair yoga

### 2011: The Beat Goes On

BID & the 20th Precinct organize a training for Public Safety Officers

The New York Post reports on Public Safety Officer Leon Persaud's effort which led to the arrest of two suspects involved in a theft from a Broadway retailer

BID adds a third Information Cart







**ON THE JOB WITH  
Ashley Smith, Goddard  
Riverside Community  
Center, Green Keepers  
Supervisor**

His smile is wide, warm, contagious. Supervisor Ashley Smith, 37, is in a good place in work and life. Smith is one of four Goddard workers powering the BID Green Keepers that keep Broadway's wide medians litter-free.

Wearing orange vests and jumpsuits, the Green Keepers cross to the center of Broadway five days a week, two hours each morning with brooms and bags in hand. The workers, some formerly homeless, are striving to get their lives in order. Smith, who is dealing with similar problems understands.

"We're working hard to do better every day," then adds with his signature smile, "The sky's the limit."



**20 YEARS OF VISION • ACTION • RESULTS**

BID publishes "Lincoln Square: A Community for All Ages," - funded by Manhattan Borough President's Office

Barnes & Noble closes, Century 21 comes to Lincoln Square; Restaurant Row expands with Daniel Boulud's new eateries

Clean Team tackles largest snowfall since 1996—61.9 inches

Mayor Koch lights the tree at 12th Winter's Eve, Bill Cunningham's "Evening Hours" in The New York Times covers the festivities



**2012: Action and More Action**

Lincoln Center completes award-winning transformation; Citi Bike comes to Lincoln Square; The Smith opens

After 15 years of providing outstanding service, BID renews its contract with the City for five more years

BID secures capital funding from City enabling the Parks Department, with BID input, to improve Dante & Richard Tucker Parks, Richard Tucker Park is made ADA-compliant with new granite pavers

A new guide, "Lincoln Square: Parks, Public Art & Monuments" printed

The Third Water Tunnel construction project begins on Columbus & Amsterdam Avenues, causing major disruption in Lincoln Square; the BID joins City Hall task force to coordinate area construction projects & special events

In anticipation of Hurricane Sandy, Clean Team & Public Safety Officers secure all street furniture; Afterwards BID's landscaping contractor removes truckloads of debris

## Greening and Improving Lincoln Square

**YOU'RE INVITED!** Celebrate the greening of Lincoln Square outdoors, a bountiful verdant feast 20 years in the making.

Call it Lincoln Square's green evolution. The BID assumed its role as the guiding force in the neighborhood's creation of its own localized, environmental movement. Over time, the BID's sustained actions aroused public interest, approval, support and generosity. Imagine that what dazzles the eyes today began with 100 potted annuals!

Lincoln Square's public spaces are year-round havens of vibrant shrubs, plants and seasonal flowers. Well worth the many years the BID spent working towards updating the neighborhood's two parks, Dante Park and Richard Tucker Park. Years spent submitting new designs and advocating for renovations to rejuvenate the parks. The BID keeps them user-friendly with the addition of moveable tables, chairs, umbrellas and map kiosks.

Broadway's ten malls from 60th to 70th Street are now worthy of the thoroughfare's legendary status. With over \$1.7 million raised from local property owners, businesses, residents and nonprofits, including Greenacre Foundation, the malls and parks are supplied with a wondrous abundance of plants, bulbs and seasonal flowers—assuring them a

long life with sustained watering and maintenance. The BID doesn't do it alone—meticulous care from A. Bulfamante Landscaping and support from the Parks Department are part of the mix. Come sit and smell the flowers from one of Lincoln Square's many 1964 World's Fair benches or bistro chairs.

The BID also has a long track record dating back to 1998 of advocating for and addressing pedestrian and traffic safety. The BID's Clean Team and Green Keepers do their part by removing snow, water and ice from 104 crosswalks throughout the district to enable pedestrians to cross safely. Over the years, thanks to the BID's determination and persistence, DOT made a number of improvements, adding a few neck downs at particularly dangerous crossings. Most recently, the BID worked with DOT, CB7 and Lincoln Square stakeholders on the 65th Street Bowtie Project. The result: expanded parks, some enlarged mall crossings and ponding mitigation, new audible signals, new crosswalks, an extension of the Columbus Avenue Bike Lane, and other pedestrian safety improvements. To enhance these new and expanded pedestrian spaces, the BID has added many welcoming amenities continuing the green evolution.

**“I appreciate the streetscape, trash and beautification efforts. They make the neighborhood a pleasure to visit.”**

—Comment from 2016 BID Customer Satisfaction Survey



### 2013: Change is Constant

BID Board Chair Andy Pucher retires from The Walt Disney Company; Gary Jacob from Glenwood chosen as new Chair



Third increase in the BID assessment: from \$2 million to \$2.5 million

BID expands program with Midtown Community Court to five days a week; Clean Team is increased to 14 members to address increased litter, sidewalk clutter & pedestrian traffic

Dante Park & Richard Tucker Park renovations completed; both get new red umbrellas, additional moveable tables & chairs; BID, with Parks, redesigns Dante's planting areas

### 2014: Juggling

62nd Street transformed: new Fordham Law School & Hawthorn Park open

Mayor announces Vision Zero; BID, DOT & CB7 co-sponsor community workshop on pedestrian safety; DOT tackles 65th Street Bowtie; Columbus Avenue bike lane extends through Lincoln Square

### 2015: Moving On

Fashion Week ends its run in Lincoln Square; American Bible Society site sold to AvalonBay

BID replaces Lincoln Square's 12-year-old trash receptacles with 108 new Victor Stanley cans & 18 City recycling cans

With support from Greenacre Foundation & Council Member Helen Rosenthal the BID adds over 40 shrubs, tulips & daffodils & layers of fresh mulch to Dante Park

In response to an increase in homelessness & aggressive panhandling, the BID forms Homeless Task Force with City and elected officials, CBs 4 & 7, Central Park Conservancy and outreach providers



## 20 YEARS OF VISION • ACTION • RESULTS

65th Street Bowtie project continues: BID, property owners & residents advocate for changes in plan, DOT promises to correct ponding problems



### 2016: Quality of Life Matters

Free summer concerts continue to grow, portions of concerts stream live on Periscope

BID installs new solar-powered Big Belly units thanks to Neighborhood Development Grant Initiative & Council Member Helen Rosenthal

To coincide with another massive BID funded planting in Dante Park, Parks Commissioner Silver authorizes the removal of Dante Park's chicken wire fence



Map Kiosks in the Parks get a facelift with fresh paint & updated information panels

BID now on Instagram; 2016 visits to BID websites reach 262,281—over 5,000 visits per week

BID holds an Active Shooter Training with NYPD for businesses & security professionals; the public invited to Identity Theft Training held by the Police Department at TD Bank

The new Empire Rooftop opens; Sugar Factory coming soon

## Winter's Eve—New York's Largest Holiday Festival

**IT STARTED SMALL**, as something to do after Lincoln Center's tree lighting. Today, Winter's Eve at Lincoln Square is Manhattan's singular holiday event, but that alone doesn't explain the huge numbers. Approaching its eighteenth year, many of the recorded 20,000 holiday celebrants are repeat revelers. The merry crowd, experience tells us, is a heady mix of locals, out-of-towners, out-of-staters, and those who fly over an ocean or two.

From Columbus Circle north to 70th Street choices abound. There are family activities and live performances indoors or outdoors with participation from 100+ area businesses and non-profit organizations. In the crisp air, performers enchant their audiences in festively decorated public parks and on area sidewalks. Who else gift-wraps an evening of fun, food, song, and stellar indoor-and-out live musical and dance performances? And, yes—excepting nominal food and drink charges—it's free of charge.

Talk about something for every taste! Winter's Eve 2016 delivered a feast of choices. At the tree lighting, the evening's always much anticipated

kick-off, members of the Metropolitan Opera Chorus, Justin Guarini and Bettye LaVette delighted the crowd with holiday songs. The American Folk Art Museum became a jazz venue, Kids Central took over Raymour & Flanigan. The Glenwood Food Tastings dished up some of the neighborhood's finest cuisine at three outdoor locations. Time Warner Center hosted ice sculpting, circus acts, arts and crafts, as Jazz at Lincoln Center and the LaGuardia High School Show Choir performed. The TD Bank Dance Tent kept the crowd moving and shaking all evening. Colorful multi-cultural dance troupes, in partnership with Dance Parade, captivated spectators. And in between the merriment, the public brought coats to donate to the New York Cares Coat Drive.

The New Yorker and The New York Times enjoyed Winter's Eve, too, and said so in their coverage. Thanks in large measure to the BID's publicist and media partners—WABC-TV & WNET—Winter's Eve received almost 330 million media impressions, confirming the event's wide reach.

Visit [winterseve.nyc](http://winterseve.nyc) for advance information on the BID's 18th Annual Winter's Eve at Lincoln Square.

**“Winter's Eve 2016 was joyous, elevating and enriching—made me appreciate and admire the riches of New York . . . The energy, engagement, creativity and imagination transported me to a happy, trouble-free world—this world-class event is reason enough for both domestic and international tourists to plan a visit.”**

—Valerie Markwood, Lincoln Square Resident



### 2017: Happy 20th!

BID holds 20th Annual Meeting at Fordham Law School featuring Debora Spar, new President of Lincoln Center & Mariana Garavaglia of Amazon Books

The Encore opens with luxury rentals; Amazon Books opens first NYC store in Time Warner Center; TKTS opens

Latest survey of constituents finds 97% are pleased with the BID's efforts; BID to renew contract with the City for five more years



Third Water Tunnel & DOT's 65th Street Bowtie projects near completion

BID develops a Salesforce integrated database, for all contacts, property block & lots, assessments, businesses & funders

BID launches state-of-the-art website featuring Members Only portal, enabling businesses & cultural organizations to post events

18th Annual Winter's Eve, to be held on November 27, 2017, in the planning stages

Founding Treasurer Georgette F. Bennett of Milstein Properties steps down after 20 years; BID holds celebration honoring her service & that of former Chairs George Crawford & Andy Pucher



Bravo Clean Team! Scorecard ratings almost consistently 100% for 20 years

# Financials

## STATEMENTS OF FINANCIAL POSITION

	(Unaudited) Mar 2017	Audited June 2016	Audited June 2015
<b>ASSETS</b>			
Cash	\$ 1,821,207	\$ 1,227,238	\$ 1,265,570
Property and equipment	0	0	3,154
Prepaid and other assets	34,783	38,090	18,044
<b>TOTAL</b>	<b>\$ 1,855,990</b>	<b>\$ 1,265,328</b>	<b>\$ 1,286,768</b>
<b>LIABILITIES/NET ASSETS</b>			
Liabilities	\$ 639,687	\$ 126,256	\$ 103,115
Net assets	1,216,303	1,139,072	1,183,653
<b>TOTAL</b>	<b>\$ 1,855,990</b>	<b>\$ 1,265,328</b>	<b>\$ 1,286,768</b>

## STATEMENTS OF ACTIVITIES

	(Unaudited) Mar 2017	Audited June 2016	Audited June 2015
<b>SUPPORT AND REVENUES</b>			
Assessment revenue	\$ 1,725,000	\$ 2,166,665	\$ 2,166,665
Contributions/grants	439,506	716,901	709,036
<b>TOTAL</b>	<b>2,164,506</b>	<b>2,883,566</b>	<b>2,875,701</b>
<b>EXPENSES</b>			
Marketing/development	619,168	997,022	1,073,922
Safety	378,810	523,313	396,693
Sanitation	636,319	807,364	756,854
Public improvements	173,274	213,158	290,664
Administration	279,704	387,290	344,960
<b>TOTAL</b>	<b>2,087,275</b>	<b>2,928,147</b>	<b>2,863,093</b>
Increase in net assets	\$ <b>77,231</b>	\$ <b>(44,581)</b>	\$ <b>12,608</b>

Summary of Financial Statements dated December 7, 2016, prepared by Skody Scot & Company CPAs PC.  
A copy of the complete audited financial statements is available upon request, or can be downloaded from our website at [www.lincolninsquarebid.org](http://www.lincolninsquarebid.org).

January 2017 represents 9 months of operations.

## Operating Budget—Fiscal Year June 30, 2016

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
<b>SUPPORT AND REVENUE</b>							
Assessment revenue	\$ 2,400,000						
Contributions/grants	381,000						
<b>TOTAL</b>	<b>2,781,000</b>						
<b>Expenses</b>							
Salaries	732,065	\$ 170,940	\$ 130,860	\$ 125,460	\$ 87,855	\$ 103,790	\$ 113,160
Payroll taxes/benefits	149,180	30,600	26,500	25,800	18,700	22,800	24,780
Outside contractors	1,348,000	56,500	408,000	765,000	117,000	1,500	
Equipment	18,500	1,000	1,500	5,000	10,000		1,000
Supplies	56,000	36,000	2,000	2,000	5,000	2,000	9,000
Rent	150,000		2,500	2,500			145,000
Project expenses	405,000	400,000			5,000		
Insurance	15,000						15,000
Professional fees	35,000						35,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	61,500						61,500
<b>TOTAL</b>	<b>3,000,245</b>	<b>704,040</b>	<b>580,360</b>	<b>934,760</b>	<b>246,555</b>	<b>130,090</b>	<b>404,440</b>
Increase in net assets	\$ (219,245)						

## Thank You

**TO MAKE A NEIGHBORHOOD THE BEST PLACE TO BE**, it takes caring and concerned individuals working in unison. The BID's talented six-member staff, along with wise guidance from the Board of Directors, oversees the day-to-day operations of the BID and never loses sight of its mission to make Lincoln Square cleaner, safer, more beautiful and fun. As problem solver for the community, the BID strives for excellence through highly competent operations, creative marketing programs and strategic partnerships, and operates with a strong sense of fiscal responsibility, accountability and transparency.

The BID staff and Board of Directors are incredibly grateful for the helping hands of local property owners, businesses, organizations, residents, volunteers, and partners. We are grateful, too, for the support of the de Blasio administration, Commissioner Gregg Bishop and his team at the Department of Small Business Services, as well as our local elected officials and the many other City agencies we work with: the NYPD and the 20th Precinct, CBs 4 and 7, the Departments of Sanitation, Parks and Recreation, Transportation, Design and Construction, Consumer Affairs, Homeless Services, Fire, Environmental Protection, Health and Mental Hygiene, Youth and Community Development, and the Mayor's Office of Citywide Event Coordination and Management.

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

We look forward to continuing our strong partnerships, programs and initiatives for years to come.

### LINCOLN SQUARE BID STREETSCAPE AND BEAUTIFICATION PROGRAM

AvalonBay Communities  
Broadway Mall Association  
Buttons & Zipper  
Church of Jesus Christ of  
Latter-day Saints  
The Family of Paul Milstein  
The Family of Richard Tucker  
Glenwood  
Greenacre Foundation  
Lincoln Center for the  
Performing Arts  
New York City Council, Small  
Business Services & Council  
Member Helen Rosenthal  
Ogden CAP Properties, LLC  
The Copley Condominium  
The Residents of 15 Central  
Park West  
The Residents of the Allegro  
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  
Trump International Hotel & Tower  
The Walt Disney Company  
NYC Department of Parks  
Suzanne Davis & Rolf Ohlhausen  
Alexander Dunlop  
Del Rene Goldsmith  
Renee Hoffman  
Valerie Markwood  
Ilse Melamid

### WINTER'S EVE AT LINCOLN SQUARE

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& Related  
Extell Development  
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Trump International Hotel & Tower  
New York Institute of Technology  
Fidelity Investments  
P.J. Clarke's  
AvalonBay Communities  
Lowe's Home Improvement  
Mount Sinai  
Mandarin Oriental, New York  
Bonafide Estates  
Rosa Mexicano  
The Smith  
15 Central Park West  
Intersection  
The Empire Hotel  
Bar Boulud | Épicerie Boulud |  
Boulud Sud

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### *Other Supporters*

Church of Jesus Christ of  
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New York Cares  
Council Member Helen Rosenthal &  
the New York City Council  
Professional Children's School  
Whole Foods Market  
Milstein Properties  
Atlantic Maintenance/Streetplus  
And, all of the neighborhood's  
businesses & organizations that  
help make Winter's Eve a success.

### SUMMER PROGRAMMING

Council Member Helen Rosenthal  
TD Bank  
Whole Foods Market  
West Side YMCA



## BOARD

### Andrew Albert

(non-voting member)  
West Manhattan Chamber of  
Commerce

### Patricia Armstrong

The Empire Hotel  
(Alternate: Jeffrey Waddell)

### Brian Byrne

Chair of Services Committee  
Fordham University

### Lauren Cahill

AvalonBay Communities  
(Alternate: Martin Piazzola)

### Gregg Carlovich

15 Central Park West

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Time Warner, Inc.

### Betty Cohen

Century 21 Department Store  
(Alternate: Stacy Brasner)

### Gerry Creamer

Residential Tenant

### David Cvijic

Vice Chair, Audit and Chair of  
Audit Committee  
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Residential Property Owner

### Pete Diaz

(non-voting member)  
Community Board 4

### Thomas Dunn

Lincoln Center for the  
Performing Arts, Inc.

### Abigail Black Elbaum

Ogden CAP Properties, LLC  
(Alternate: Lester Schwalb)

### David Froelke

Corporate Secretary and Chair of  
Marketing Committee  
Related Companies

### Doug Griebel

Rosa Mexicano at Lincoln Center

### Susanne Hatje

Mandarin Oriental, New York  
(Alternate: Daniel Bettinardi)

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Treasurer and Chair of  
Nominations Committee  
The Walt Disney Company

### Gary Jacob

Chair and Chair of  
Executive Committee  
Glenwood Management

### Brian Jenks

(non-voting member)  
Community Board 7

### Laura Kirschbaum

Extell Development

### Lydia Kontos

Kaufman Music Center

### Bobbie Lloyd

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Vice Chair, Finance and Chair  
of Finance Committee  
Bonafide Estates, Inc.

### Leo Mavrovitis

The Emporium, Ltd.

### Suzie Mills

Trump International Hotel and Tower  
(Alternate: Prince Sanders)

### Alan Nossen

TD Bank  
(Alternate: Christine Modafferi)

### Michael O'Neal

(non-voting member)  
Restaurateur

### Steve Rossi

Milstein Properties

### Brett Traussi

The Dinex Group / Daniel Boulud  
Restaurants

### Hon. Bill de Blasio\*

Mayor, The City of New York  
Represented by Gregg Bishop,  
Commissioner, NYC Department of  
Small Business Services

### Hon. Gale A. Brewer\*

President, The Borough of  
Manhattan

### Hon. Helen Rosenthal\*

The Council of the City of New York,  
District 6

### Hon. Scott Stringer\*

Comptroller, The City of New York

\*Serving ex-officio

## STAFF

**Monica Blum**, President

**Ralph Memoli**, Executive  
Vice President

**Philip Gordon**, Manager of  
Field Operations

**William Huggins**, Technology  
and Information Coordinator

**Julie Kronick**, Marketing and  
Communications Coordinator /  
Special Assistant

**Elizabeth Grant**, Outreach  
and Visitor Services Coordinator  
(Part-time)

## CREDITS

Writer: Catherine Warren Leone

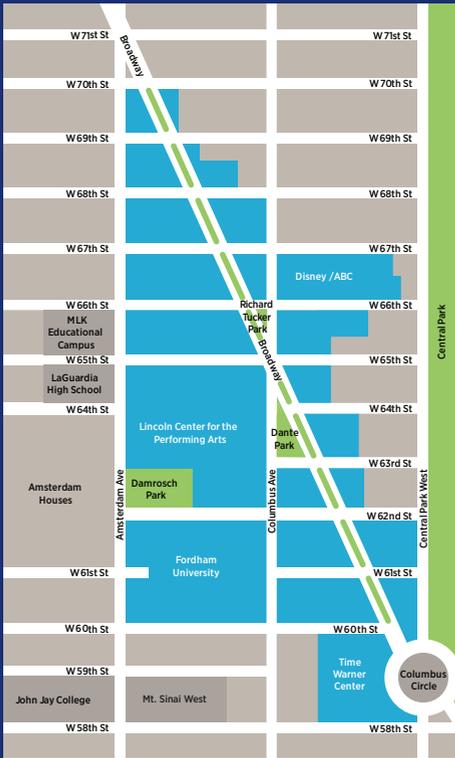
Photography: Filip Wolak, Elena  
Olivo, Ken Levinson, BID Staff  
Darial Sneed, Colleen Sturtevant

Design: Linda Florio, Florio Design



**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, including Winter's Eve at Lincoln Square—New York's largest holiday festival—are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.



**Lincoln Square**  
**Business Improvement District**  
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[www.lincolnsquarebid.org](http://www.lincolnsquarebid.org)

