Dear Friends and Neighbors:

The Annual Report for 2014–2015 gives us the opportunity to reflect on the progress that our Improvement District has made over the past year. This report highlights the achievements of our dedicated team and the ongoing projects that have transformed the neighborhood for the better.

For the third year in a row, due to careful budgeting, we will hold our FY 2016 Operating Budget about the same as last year’s. We take pride in providing livable wages and benefits for our employees. Although this may result in a significant loss, we are confident that our financial model is sustainable and will continue to support the neighborhood.

We have strengthened our partnership with the Department of Homeless Services, in addition to increasing our presence in the neighborhood that continues to welcome record numbers of new residents, visitors, students, shoppers, diners, and culture lovers.

Lincoln Square remains the cultural heart of New York City—a thriving mixed-use neighborhood that continues to welcome record numbers of new residents, visitors, students, shoppers, diners, and culture lovers. Our neighborhood’s icons among the best of their kind in the world of entertainment and education include Lincoln Center for the Performing Arts, Fordham University, The Walt Disney Company and Time Warner Center.

We are grateful for the dedication and leadership of our Board, and the help of our property owners, businesses, residents and cultural organizations. We rely daily on the responsiveness of our City partners, the Department of Small Business Services, NYC Parks, DOT, Parks & 84th & 87th. Our small, talented staff keeps the BID thriving.

Working together, we look forward to an exciting year ahead in Lincoln Square.

Sincerely,

Gary Jacob, Chair
Monica Blum, President
The Annual Report for 2014-2015 gives us the chance to continue a mutual journey begun 18 years ago. We have strengthened our partnership with the Department of Homeless Services, in particular the Mayor's Outreach Consortium, which has been particularly responsive to conditions in our district. Lincoln Square remains the cultural heart of New York City—a thriving mixed-use neighborhood that continues to welcome record numbers of new residents, students, shoppers, diners, and culture lovers. Our neighborhood’s icons—among the best of their kind in the world of entertainment and education—include Lincoln Center for the Performing Arts, Fordham University, The Walt Disney Company and Time Warner Center.

May 13, 2015

Dear Friends and Neighbors:

The Annual Report for 2014-2015 gives us the chance to continue a mutual journey begun 18 years ago at the inception of Lincoln Square’s Business Improvement District. While faces and buildings may change from year to year, a shared sense of community remains a constant.

This year we said goodbye to Fashion Week and the runway shows, which brought excitement and commerce to Lincoln Square. Also leaving the neighborhood are two long-time BID supporters and not-for-profit organizations, the College Board and the American Bible Society. Over the years, the BID has strongly advocated for critical safety improvements and is now working with DOT to ensure they are carried out.

For the third year in a row, due to careful budgeting, we will hold our FY 2016 assessment budget at $2,166,665—the level that we have billed since FY 2014. Although this may result in a significant loss, we are confident that our financial plan is solid. For the coming year, property owners’ assessment rates will remain stable, as will our ongoing efforts to keep the neighborhood clean and safe for all.

Our focus on quality of life concerns remains paramount and over this past year we have strengthened our partnership with the Department of Homeless Services, in particular the Mayor’s Outreach Consortium, which has been particularly responsive to conditions in our district.

Sincerely,

Gary Jacob
Chair
Monica Blum
President
Spirits of Change

Change. Bring it on. As Lincoln Square’s designated advocate and mover and shaker, the Business Improvement District (BID) accepts the challenges inherent in the transformative changes that will inevitably shape the future of our community.

As stewards of Lincoln Square, the BID advocates for positive change that is carefully conceived, planned and executed. The BID has been working with the City’s Department of Transportation (DOT) on the bow-tie project, a major plan to improve pedestrian safety in the complex and dangerous intersection around Broadway, Columbus Avenue and 61st Street.

Springing into action, the BID encouraged public discussion of the bow-tie project and attended meetings with DOT and DOT, the result—a major proposed redesign of the bow-tie, and Breads Bakery. With the infusion of these new businesses and more residential development, including just to the west of our district, it is no wonder that subway ridership at Columbus Circle increased 3.5% in 2014.

The Third Water Tunnel construction continues and completion is slated for 2017. As a consequence, the Columbus Avenue bike lane extension from 62nd to 60th Street may be postponed until repair is completed.

The BID’s Clean Team, Public Safety Officers and Goddard’s Green Keepers help Lincoln Square look beautiful and run smoothly. Supplementing City services, the public safety and sanitation workers keep Lincoln Square’s streets, sidewalks, public spaces and gardens safe and immaculate.

Good times are a Lincoln Square constant, too. Just ask any one of the 20,000-plus attendees at the 15th Annual Winter’s Eve at Lincoln Square on December 5.

Clean & Safe Teams

R ain, shine or mountains of snow, Lincoln Square can count on the services of the 14-member Clean Team (contracted through Atlantic Maintenance) and its 10 Public Safety Officers (contracted through ARM Security Services). Seven days a week, 14 to 16 Hours each day, the BID’s dedicated workers help ensure streets and sidewalks are clean, navigable and free of crime. Local ambassadors of good will, the workers’ great passion by with welcoming hellos, helpful directions and offer assistance when needed.

This winter, working in blizzard-like conditions with more than 50 inches of snow, the Clean Team shoveled over corner quadrants, fire hydrants, catch basins and bus shelters. Confronting an on-going safety issue, the team swept pools of ponding water and slush from crosswalks so pedestrian would not be forced into the street to cross. When all was safe and passable, the diligent workers bagged and lined trash receptacles. In the best waste-not, want-not spirit, the team readily repurposed, recycling water bottles and plastic bags as flirtation and sculptures.

As stewards of Lincoln Square, the BID doesn’t fight change, but instead works with it for the greater good. The bottom line: Lincoln Square is an immaculate.

Beautiful Year Around

Winter’s Eve is a Lincoln Square tradition. Fundraising events such as Winter’s Eve generated over $300,000 this year. Lincoln Square businesses, organizations and sponsors contribute; the result, Lincoln Square looks its best and its beauty is maintained.

The greening of Lincoln Square includes the BID’s 10 Broadway Malls, 50 planters, 18 urns and Richard Tucker and Dante Parks. In October, for example, every urn in the Broadway Malls unleashed a dramatic show of verdant kale, bouquet-like cabbage, English ivy and bright pink cyclamen.

In December, the lighting of a magnificent 25-foot balsam

including an extension of the bike lane. Some stakeholders commissioned a Sam Schwartz Engineering study of DOT’s plan. The study’s overall conclusion, which the BID supports, was that changes should be made incrementally rather than all at once. A major accomplishment for the BID was DOT’s promise to correct “ponding” problems as part of the improvements to the area.

We welcome neighborhood streetscape changes such as Fordham University’s new law school and Glenwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Estall Development to our community. New businesses are part of Lincoln Square’s positive change. Too. Look for newcomers such as Michael Kors’ new Les Halles Kitchen, UPS Store, City MD, BONMi, Diptyque, and Robert Graham, ready for your Home Improvement, Bod Fitness, Square who were smiles on their faces while happily ignoring the rain. The bottom line: Lincoln Square is a unique proactive community that doesn’t fight change, but instead works with it for the greater good.

Litter and lined trash receptacles as they would on a day in May. In spring and summer, all street furniture is freshly painted.

A leisurely walk around Lincoln Square reveals the BD’s new Victor Stanley trash receptacles added by the BD this year. Good looking and extremely functional, the new cans offer highly visible stickers, graffiti and posters, while the BD’s Public Safety Officers rapidly report quality of life and safety issues to 311 and the NYPD. The many pressing issues range from illegal vending, pot-holes and accidents to the imparative need for outreach services for the homeless and the emotionally disturbed. And, much of those to those who have lost valuables, the BID’s Lost and Found program enjoys a high rate of successful returns.

The individuals who make up the Clean Team and Public Safety Officers have proven staying power, the vast majority have been with us for years. They’re happy in our neighborhood. Say hello when you see them!

What makes the 59th Street/ Columbus Circle subway station the 7th busiest station in all of NYC with 23,566,041 annual riders?

In 2014, 564,000 tourists came to New York City and 23 million people shopped, dined and had fun in Lincoln Square. Add to that the 34,477 people working at 3,253 establishments, the 77,317 who live in and around Lincoln Square and the 35,648 students who study here, and that’s a big number!

Note: Data compiled from the Department of Labor for zip code 10023 and several 2010 Census tracts just outside of the BID.

Branding Lincoln Square

Lincoln Square makes news. Banners wave above its main sidewalks exhorting those who live and work in and visit Lincoln Square to dine, shop and save its cultural riches. Online there’s a steady news stream on lincoln-square.org and twice-monthly eblasts, Facebook, Twitter...

Marketing Lincoln Square is no small task and our numbers show our wide reach. Winter’s Eve generated over 270,000 media impressions; our websites had 215,694 visits and 112,600 unique visitors; and we have 2,475 Twitter followers, over 1,300 Facebook fans, and 5,300 subscribers to our bi-monthly eblast.

YouTube and Flickr. Indeed, our winterspace.org website is one of the first in New York to be selected as part of the. nyfouneder’s Program! Pick up the New York papers—the Times, Post or Daily News—and read all about it. Turn on the TV and hear about it on ABC, WNET, NBC and CBS.

The marketing of Lincoln Square is a vital part of the BID’s mission. By creating, planning and orchestrating news-making and crowd-pleasing free events, such as our Annual Meeting, which draws some 200 people to Fordham University, we put Lincoln Square in full view. The BID benefits its residents, businesses and organizations by actively sharing the bounty of this neighborhood.

This year’s Winter’s Eve created a boulevard of dreams to celebrate its 10th blockbuster year as the City’s biggest free holiday celebration. On December 5, a chic army of crisp white tents transformed Broadway into a cosmopolitan Camelot. Inside the tents, 35 area restaurants offered tantalizing and affordable food and drink. Tony-award winner Bette Midler from Broadway’s “Kinky Boots” acted as emcee during the tree lighting, while Arlo Guthrie and his family performed, and WABC-TV’s Sada Baderinwa led the countdown live on Channel 7. The neighborhood vibrated joyously thanks to over 20 performance venues, including a dance party with the Café Wha? House Band, appearance by Jazz at Lincoln Center, Sesame Street high jinks at Kids’ Central and PBS/Kids’ WNET characters. Contributing to the evening’s excitement were 10 local businesses and cultural organizations.

In the summer, Lincoln Square invites the public to its Free Lunchtime Summer Concert Series at Richard Tucker Park, on Wednesdays in July and August. In partnership with MTA’s Music Under New York program, the concerts feta the public with a heady range of genres from Brazil...
Home Improvement, Bod Fitness, Graham and get ready for Lowe's MD, BONMi, Diptyque, and Robert Kors, Vanguard Wine Bar, Lincoln for newcomers such as Michael. Square’s positive change, too. Look New businesses are part of Lincoln Development to our community. welcoming Avalon Bay and Extell and Glenwood’s new residential of the improvements to the area. correct “ponding” problems as part all at once. A major accomplishment be made incrementally rather than 275 workers. The result—a massive and W. 65th St. complex and dangerous intersection improve pedestrian safety in the As stewards of Lincoln Square, the BID for zip code 10023 and several 2010 Square and the 77,217 3,253 3,477 working at 34,477 to New York City and 23,566,961 annual riders? million tourists came with 23,566,961 annual riders? with us for years. They’re happy in as they would on a day in May. litter and lined trash receptacles as they would on a day in May. In spring and summer, all street furniture is freshly painted. A leisurely walk around Lincoln Square reveals the BD new Victor Stanley trash receptacles added by the BD this year. Good looking and extremely functional, the new cans offer highly visible branding opportunities for local businesses and property owners. Nearby a third thrives and we are grateful. The BD’s Clean Team maintains and services each receptacle. In the best waste-not manner, the old cans were sold to other BDs and Park Conservancies. Five days a week, Clean Team workers supervise non-violent offenders, run by vigilante cleaning crew, working in tandem with the Department of Sanitation. The Clean Team’s actions speak louder than words. As testimony to their dedication, the Mayor’s Office including an extension of the bike lane. Some stakeholders commended a Sam Schwartz Engineering study of DOT’s plan. The study’s overall conclusion, which the BD supports, was that changes should be made incrementally rather than all at once. A major accomplishment for the BD was DOT’s promise to correct “ponding” problems as part of the improvements to the area. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael. We welcome neighborhood street- scape changes such as Fordham University’s new law school and Glennwood’s new residential buildings, and we look forward to welcoming Avalon Bay and Extell Development to our community. New businesses are part of Lincoln Square’s positive change, too. Look for newcomers such as Michael.
Spirit of Change

Change! Bring it on. As Lincoln Square’s designated advocate and master and draker, the Business Improvement District (BID) accepts the challenges inherent in our changing times. At the heart of this change is any new vision that should benefit the lives of Lincoln Square’s property owners, businesses, workers, residents, and visitors.

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Springing into action, the BID encouraged public discussion of the bow-tie area, co-hosting a two-hour public workshop and attending meetings with DOT and DOT, the result—a massive proposed redesign of the bow-tie, including an extension of the bike lane. Some stakeholders commissioned a Sam Schwartz Engineering study here, and that’s a big number!

Clean & Safe Teams

R ain, shine or mountains of snow, Lincoln Square can count on the services of the 14-member Clean Team (contracted through Atlantic Maintenance) and its 10 Public Safety Officers (contracted through ABCM Security Services). Seven days a week, 14 to 16 hours each day, the BID’s dedicated workers help ensure streets and sidewalks are clean, safe and free of crime. Local ambassadors of good will, the workers’ great passers-by with welcoming hellos, helpful directions and offer assistance when needed.

This winter, working in blizzard-like conditions with more than 50 inches of snow, the Clean Team shoveled out corners, removed fire hydrants, caught Pacifica and bus shelters. Confronting an ongoing safety issue, the team swept pools of ponding water and slush from crosswalks so pedestrians wouldn’t be forced into the street to cross. When all was safe and passable, the diligent workers bagged and executed. The BID has been accept the challenges inherent in our changing times. Just ask any one of the 14-member Clean Team, Public Safety Officers and Goddard’s Green Keepers help Lincoln Square look beautiful and extremely functional, the furniture is freshly painted. In spring and summer, all street furniture is freshly painted. The BID’s Clean Team and Public Safety Officers have proven staying power, the vast majority have been with us for years. “They’re happy in our neighborhood,” says a BID Director. “Say hello when you see them!”

Beautiful Year Around

M asses of tulips and daffodils brightly signal the arrival of spring, followed in quick succession by the bold patios and blooming wildflowers of summer, the delirious cacophony of fall, and the hardy evergreens of winter. No matter the season, the Lincoln Square BID’s Streetscape and Beautification Program un-failingly orchestrates a whirlwind symphony of cleaning, pruning and planting from 60th to 70th Streets.

Working in tandem, garden designer Ronda Brands and A. Buttermilk landscaping wave a wand of horticultural wonder over our neighborhood. The vast greening of Lincoln Square includes the BID’s 10 Broadway Malls, 50 planters, 18 trees and Richard Tucker and Dante Parks. In October, for example, every urn in the Broadway Malls unleashed a dramatic show of verdant kale, bouquets-like cabbage, English ivy and bright pink cyclamen.

In December, the lighting of a magnificent 25-foot balsam fir kicked off our Winter’s Eve celebration. The holiday tree, which was grown by Bialas Acres Tree Farm in West Leyden, New York, came to us as a result of our partnership with The New York. A great deal of press covered the beautiful greenery of Lincoln Square.

What makes the 59th Street/Columbus Circle subway station the 7th busiest station in all of NYC with 23,566,061 annual riders?

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By the numbers, Lincoln Square is New York City’s preeminent neighborhood. The BID is proud to have served the community for over 20 years in partnership with The New York. In celebration of our 20th year, the BID created the Lincoln Square BID green space.

What does the BID reach an audience?

Marketing Lincoln Square is no small task and our numbers show our wide reach. Winter’s Eve generated over 370,000 media impressions; our websites had 215,694 visits and 112,600 unique visitors; and we have 2,475 Twitter followers, over 1,300 Facebook fans, and 5,300 subscribers to our bi-monthly eblast.

Branding Lincoln Square

Lincoln Square makes news. Banners wave above its wide sidewalks enticing those who live and work in and visit Lincoln Square to dine, shop and savor its cultural riches. Online, there’s a steady news stream on lincolnsquarenyc.org and twice-monthly eblasts. Facebook, Twitter, YouTube and Flickr, indeed, our winterpresents.org website is one of the first in New York to be selected as part of the NYC Founder’s Program! Pick up the New York papers—the Times, Post or Daily News—and read all about it. Turn on the TV and hear about it on ABC, WNET, NBC and CBS.

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This year’s Winter’s Eve created a boulevard of dreams to celebrate its 15th blockbuster year as the City’s biggest free holiday celebration. On December 4th, a chic army of crisp white tents transformed Broadway into a cosmopolitan Caraval. Inside the tents, 35 area restaurants offered a heady range of genres from Brazil to Bach. During intermission, concert goers, ranging from toddlers to seniors, can sip lemonade and munch brownies from PJ Clarke’s, enjoy great giveaways from TD Bank and take a break with some cool yoga instruction from YogaWorks. Also in the summer, 10 local high school and college students work with knowledgeable retirees at flavorful information carousels at key pedestrian locations. The friendly Ambassadors assist the public and distribute new editions of the Lincoln Square Map & Guide, Where to Eat and Where to Shop in Lincoln Square brochures. Got a minute or two? Be sure to stop and that with our Ambassadors, and get the news on restaurants, shopping and entertainment in the neighborhood.

How do the teams make a difference?

This year, the BID’s Clean Team collected 80,797 bags of trash and removed 72,700 stickers, graffiti and posters. While the BID’s Public Safety Officers had 23,376 interactions with the public.

Our work continues to identify ponding problems—water pooling at crosswalks—throughout the neighborhood. All of the Broadway Mall crossings from 60th-70th Street are identified as locations with the most dangerous ponding, but both of our teams help to alleviate these issues through appropriate reporting and water removal.

The Goddard Riverside Green Keepers continue to assist in the cleaning of the Broadway Malls, Monday through Friday, from 8 a.m. to 10 a.m.

The Clean Team’s actions speak louder than words. As testimony to their dedication, the Mayor’s Office of Operations BID Scorecard Ratings continue to rate us at 100% for Acceptable Streets and Sidewalks.

A leisurely walk around Lincoln Square reveals the BID new Victor Stanley trash receptacles added by the BID this year. Good looking and extremely functional, the new cans offer highly visible branding opportunities for local businesses and property owners. Nearly a third have sponsors and we are grateful. The BID’s Clean Team maintains and services each receptacle. In the last waste-not manner, the old cans were sold to other BIDs and Park Conservancies.

Five days a week, Clean Team workers supervise non-violent offenders, who perform community service program with the Midtown Community Court. Recently, the BID negotiated a contract with the Riverside Community Center. As a result, Goodwill’s Green Keepers help Lincoln Square look beautiful and extremely functional, the furniture is freshly painted. In spring and summer, all street furniture is freshly painted.

Our Beautiful Lincoln Square

Beautiful Broadway Malls, parks and planters are more than just attractive gardens—each tells a story about a neighborhood that cares. Thanks to our beautification supporters the BID is able to plant and maintain thousands of flowers and shrubs each year, telling all who spend time in Lincoln Square how supportive the community is. This year we added over 6,500 new plants and flowers: 5,196 Tulips, Daffodils & Pansies; 446 Cabbage, Kale & Cabbage; 2,648 Summer Annuals; 41 Shrubs; 164 Flats of Ivy; and 449 Urnlopes.

What really goes into a Lincoln Square BID green space?

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Springing into action, the BID encouraged public discussion of the bow-tie area, co-hosting a two-hour public workshop and attending meetings with DOT and DOTD, the result—a massive proposed redesign of the bow-tie, and Breads Bakery. With the infusion of these new businesses and more residential development, including just to the west of our district, it is no wonder that subway ridership at Columbus Circle increased 3.5% in 2014.

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Beautiful Year Around

M asses of tulips and daffodils brightly signal the arrival of spring, followed in quick succession by the bold patios and blooming wildflowers of summer, the delicate lilacs of fall, and the hardy evergreens of winter. No matter the season, the Lincoln Square BID’s Streetscape and Beautification Program un-failingly orchestrates a witchy symphony of cleaning, pruning and planting from 60th to 70th Streets.

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In December, the lighting of a magnificent 25-foot balsam New York state tree’s arrival and installation in Lincoln Square.

Change is apparent in the growing scope of the BID’s on-going beautification and streetscape efforts. Eight bright red umbrellas as well as tables and chairs, purchased by the BID, add to the beauty and comfort of the renovated Richard Tucker and Dante Parks. In a significant change, the BID is more involved in the maintenance of Dante’s Park, as many interior plants died due to lack of water and proper care. The park needs attractive protective fencing to protect the new plants. The greening of Lincoln Square depends on water, maintenance and the generosity of its loyal sponsors. Funding from property owners, businesses, residential buildings, foundations and individual donors is important if Lincoln Square is to maintain its beauty. We are grateful for the continuing support of our sponsors who help us purchase plants, shrubs and mulch.

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Anticipation’s high jinks performed, and WABC-TV’s Sade “Kinky Boots” acted as emcee during the tree lighting, while Arturo Sandoval and his family performed, and WABC-TV’s Sada Baderinwa led the countdown live on Channel 7. The neighborhood vibrated joyously thanks to over 20 performance venues, including a dance party with the Café Wha? House Band, appearance by Jazz at Lincoln Center, Sesame Street high jinks at Kids’ Central and PBS/Kids WINET characters. Contributing to the evening’s excitement were 100 local businesses and cultural organizations.

In the summer, Lincoln Square invites the public to its Free Lunchtime Summer Concert Series at Richard Tucker Park, on Wednesdays in July and August. In partnership with MTA’s Music Under New York program, the concerts felt the public with a heady range of genres from Brazil to Bach. During intermission, concert goers, ranging from toddlers to seniors, can sip lemonade and munch brownies from PJ Clarke’s, enjoy great giveaways from TD Bank and take a break with some quick yoga instruction from YogaWorks.

Also in the summer, 10 local high school and college students work with knowledgeable retailers at colorful information carousels at key pedestrian locations. The friendly Ambassadors assist the public and distribute new editions of the Lincoln Square Map & Guide, Where to Eat and Where to Shop in Lincoln Square brochures. Got a minute or two? Be sure to stop and that with our Ambassadors, and get the news on restaurants, shopping and entertainment in the neighborhood.

Branding Lincoln Square

What really goes into a Lincoln Square BID green space?

Our beautiful Broadway Malls, parks and planters are more than just attractive gardens—each tells a story about a neighborhood that cares. Thanks to our beautification supporters the BID is able to plant and maintain thousands of flowers and shrubs each year, telling all who spend time in Lincoln Square how supportive the community is. This year we added over 5,000 new plants and flowers: 5,194 Tulips, Daffodils & Pansies; 446 Cabbage, Kale & Cabbage; 2,048 Summer Annuals; 1,041 Fall Bulbs; 35,300 subscribers to our bi-monthly eblasts.

What makes the 59th Street/ Columbus Circle subway station the 7th busiest station in all of NYC with 32,566,061 annual riders?

In 2014, 94.5 million tourists came to New York City and 23 million people shopped, dined and had fun in Lincoln Square. Add to that the 34,477 people working at 2,382 establishments, the 77,217 who live in and around Lincoln Square and the 33,689 students who study here, and that’s a big number! Note: Data compiled from the Department of Labor for zip code 10023 and various 2010 Census tracts just outside of the BID.

How do our teams make a difference?

This year, the BID’s Clean Team collected 80,797 bags of trash and removed 7,300 stickers, graffiti and posters, while the BID’s Public Safety Officers had 23,376 interactions with the public.

Plus, our workers continue to identify ponding problems—or water pooling at crosswalks throughout the neighborhood. All of the Broadway Mall crossings from 60th-70th Street are identified as locations with the most dangerous ponding, but both of our teams help to alleviate these issues through appropriate reporting and water removal.

Marketing Lincoln Square is no small task and our numbers show our wide reach. Winter’s Eve generated over 270,000 media impressions; our websites had 215,694 visits and 112,600 unique visitors; and we have 2,145 Twitter followers, over 1,300 Facebook fans, and 5,300 subscribers to our bi-monthly eblasts.

How does the BID reach an audience?

How do we spread the word at Lincoln Square? Marketing Lincoln Square is no small task and our numbers show our wide reach. Winter’s Eve generated over 270,000 media impressions; our websites had 215,694 visits and 112,600 unique visitors; and we have 2,145 Twitter followers, over 1,300 Facebook fans, and 5,300 subscribers to our bi-monthly eblasts.

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Whenever the Lincoln Square BID’s small staff needs help, we know who to call. Throughout the year, we are constantly amazed at the generosity and delight with the can-do spirit of our property owners, businesses, organizations, residents, volunteers, and City and elected officials. For steering and advising us in the most positive manner, the BID wishes to thank its dedicated and conscientious Board of Directors. Thank you.

Supporters

LINCOLN SQUARE BID STREETSCAPE & BEAUTIFICATION PROGRAM
American Bible Society
Broadway Mail Association
Butternuts & Zipper
Church of Jesus Christ of Latter-day Saints
Collegiate Board
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The Family of Richied Tucker
Glenwood Management
Greenacre Foundation
Lincoln Center for the Performing Arts
Ogden CAP Properties, LLC
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The Residents of the Allegro Condominium
The Copley Condominium
The Residents of the Grand Millennium
The Residents of the Harriott
The Residents of Harpy Hall
The Residents of One Lincoln Square
The Residents of the Park Millennium
The South Condominium
Trump International Hotel and Tower
The Walt Disney Company
NYC Departments of Parks and Recreation and Environmental Protection

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Glenwood Management
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Estee Development
American Bible Society
Fordham University
Millenium Partners
TD Bank

Gold Sponsors
Trump International Hotel and Tower
Mandarin Oriental, New York
New York Institute of Technology
Fidelity Investments

Thank you to our wonderful sponsors and partners—both our corporate and personal friends—who have chosen to support the Lincoln Square BID and participate in our events. We are truly grateful.

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Our neighborhood’s businesses and organizations—among the best of their kind in the world of entertainment and education—include Lincoln Center for the Performing Arts, Renée & Renee Hoffman, The Empire Hotel, Glenwood Management, New York City Council, Sesame Workshop, Church of Jesus Christ of Latter-day Saints, Whole Foods Market, New York Cares, Atlantic Maintenance, the Department of Youth and Community Development, and the Mayor’s Outreach Consortium, which has been particularly responsive.

Of the many changes taking place in Lincoln Square, the one of most concern for us is the ongoing assessment budget at $2,166,666—the level that we have billed since FY 2014. We take pride in providing livable wages and in the service provided by our workers. This was a particularly brutal winter and we thank all our employees for their dedication and hard work to ensure Lincoln Square remains the cultural heart of New York City—a thriving mixed-use neighborhood.

Working together, we look forward to an exciting year ahead in Lincoln Square.

We are grateful for the dedication and leadership of our Board, and the help of our financial advisor, Donna Rodriguez of Atlantic Grill / BR Guest, and our legal advisors, Atif Youssef* / Boulud Restaurants, and Steve Rossi*, who has been particularly responsive.

Our Financial Statements dated November 29, 2016 compiled by Moody’s Risk & Company OfficE, Inc. are subject to the annual audit process, which is available upon request, or can be downloaded from our website at lincolnsquarebid.org.

Financials

Statements of Financial Position

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LIABILITIES/NET ASSETS

| Liabilities                                 | $848,044      | $147,501      | $199,888      |
| Net assets                                  | $1,254,342    | $1,171,045    | $1,079,456    |

SUPPORT AND REVENUE

| Contributions/grants                        | $387,000      |               |               |

Operating Budget: Fiscal Year June 30, 2016

| SUPPORT AND REVENUE                         | $2,166,666    |               |               |

Expenses

| Salaries                                    | $845,450      | $152,720      | $116,780      |
| Payroll taxes/benefits                      | 32,000        | 10,000        | 13,300        |
| Supplies                                    | 58,000        | 14,000        | 2,000         |
| B&I                                        | 135,000       | 2,500         | 2,000         |
| Project expenses                            | 362,000       |               | 25,000        |
| Insurance                                  | 15,000        |               | 15,000        |
| Total                                      | $2,790,430    | $623,310      | $545,830      |

Increase in net assets                      | $3,297        | $91,801       | $14,427