

#55

COMPLETE

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Page 2: General Information & District Composition

Q1 **Lincoln Square**

BID Name:

Q2 **I would like my BID's name to be published in the upcoming FY20 Trends Report to be the same as the name above**

The FY20 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question which is what we published in the FY19 report. Please advise if you would like your BID's published name to be something different (ie. removing "Alliance" or "Partnership" from your name for publication purposes).

Q3

Staff Information (FY20): Please do not double-count staff members in multiple of the following categories.

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	6
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	19
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	10
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	10

Q4

Number of approximate total BID members (registered and unregistered): (Indicate "I Don't Know" or "Do Not Track" if unable to answer) All property owners, commercial tenants, and residential tenants in your BID boundaries are automatically members of the BID but may only vote after registering with the BID. Please report all potential members.

Property owners	4659
Commercial tenants	245
Residential tenants	3907

Q5

Number of registered BID members:(Indicate "I Don't Know" or "Do Not Track" if unable to answer)BID members must register with the BID in order to vote at the annual meeting of the membership; each BID's bylaws outline the process for registering members. Please report only registered members.

Property owners	71
Commercial tenants	24
Residential tenants	44

Q6

Number of individual businesses in your district:Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

250

Q7

Number of storefronts in your district:(non-residential units that front the street; including ground floor and basement/second floor storefronts with entrances on the street)

Occupied (active tenant or active renovation)	179
Vacant (empty space, no active use, no activity, no construction)	22
Total (should be sum of occupied and vacant)	201

Page 3: Sanitation

Q8 **Yes**

Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.)

Page 4: Sanitation

Q9 **Contracted**

Are your sanitation services:

Q10

Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization)

Yes (please specify organization if applicable):

Yes, in addition to our contract for Sanitation and Area Maintenance with Streetplus, the BID has had a contract for more than 20 years with Goddard Riverside Community Center. Through their Top Opportunities program, Goddard provides a crew of four formerly homeless individuals, including a supervisor, known as the Green Keepers. For two hours a day, five days a week, the Green Keepers remove litter from our Broadway Malls and the Malls' end gardens, sweep end caps, line cans and remove snow in the winter. The "Top Op" program trains the Green Keepers in horticulture and street sanitation services, providing ongoing job-retention support and on-site job training and supervision. Our crew all receive at least minimum wage, with some making more, and all are equipped with branded uniforms and proper equipment. The crew shares a field location with our Clean Team.

Q11

What types of duties are assigned to your sanitation workers?

Street Sweeping and Bagging,

Power Washing,

Snow and Ice Removal,

Graffiti Removal,

Street Furniture Maintenance,

Other (please specify):

Paint street furniture; pressure wash stains and spills from corners and areas surrounding the parks; disinfect and wipe down cans and benches; Remove stickers; Open and close umbrellas; Move and cover information carts; Manage community service workers; Move and disinfect tables and chairs as needed; Distribute special materials and notifications to our businesses, residents, and other stakeholders

Q12

Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	7
Number of hours logged by sanitation workers in FY20 (total hours/year; NOT hours/week or hours/month)	30,700.5
Number of incidents of graffiti removed by your BID in FY20 (including graffiti, sticker, poster removal)	12,255
Number of trash bags collected by your BID in FY20 (total bags/year; NOT bags/week or bags/month)	63,996
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	125
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate sanitation workers are paid.	\$15.72
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the vendor.	\$24.25

Page 5: Public Safety

Q13 **Yes**

Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.)

Page 6: Public Safety

Q14 **Contracted**

Are your public safety services:

Q15 **No**

Is there a workforce development component to the hiring and/or training of your public safety staff? (either in-house or with a partner organization)

Q16

What activities does your public safety program include?
(Please select all that apply.)

Street patrol,

Coordination with NYPD,

Other (please list):

Address and report Quality of Life issues and street conditions to the proper City agencies through 311 (homeless, panhandling, illegal vending, potholes, ponding, inactive light poles, etc.) or to our Clean Team for corrective action; Act as Ambassadors to the public; Insure that three Information Carts are continually stocked with brochures; Distribute the Map & Guide; Work with Clean Team to maintain all street furniture; Contact emergency services in response to vehicle/bicycle accidents and to assist those in need; Stop cyclists from riding on sidewalks; Recover and return lost property; Distribute special materials and notifications to our businesses, residents, and other stakeholders; Move and cover information carts; Open and close umbrellas; Report/record neighborhood construction and events; Coordinate with neighborhood security directors & building managers; Direct pedestrian traffic during emergencies

Q17

Public Safety Outputs & Operations

Number of hours dedicated to public safety program in FY20 (public safety officer patrol and/or administrative staff time allocated to public safety). Please provide total hours/year; NOT hours/week or hours/month) **14,236.25**

Number of interactions with public safety officers or ambassadors in FY20 **5,656**

AVERAGE hourly wage for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate safety officers workers are paid. **\$18.34**

AVERAGE hourly bill rate for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the vendor. **\$26.08**

Page 7: Streetscape/Beautification

Q18

Yes

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

Page 8: Streetscape/Beautification

Q19

Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Number of planters and hanging baskets installed and/or maintained by your BID	88	
Number of tree pits installed and/or maintained by your BID	0	
Number of banners installed and/or maintained by your BID in FY20	87	
Number of public art installations sponsored by your BID in FY20	1	
Number of street furniture elements installed and/or maintained by your BID (e.g. permanent tables, chairs, benches)	445	
Number of wayfinding elements installed and/or maintained by your BID (e.g. signs, frames, poles, kiosks)	5	
Number of lighting elements installed and/or maintained by your BID (e.g. light poles, rooflights, luminaires)	0	
Number of other infrastructure elements installed and/or maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	0	
Additional services (please list)		Due to its success, we kept up our public art installation on the barriers of the Broadway Malls; Our clean team paints street furniture, including 217 light poles, bench arms, mailboxes, fire hydrants, Broadway Mall barriers, and traffic boxes that the City installs

Page 9: Public Space Management

Q20

Total number of public spaces managed/maintained by your BID

15

Q21

Please list all the public spaces that you maintain.

10 Broadway Malls (end beds & interiors); 2 Parks (Dante Park & Richard Tucker Park); 1 "Plaza" (Calabrese & Keegan Plaza); 1 Pedestrian Island; 1 Mall Extension (64th Street)

Page 10: Marketing & Public Events

Q22

Yes

Does your BID have a Holiday Lighting Program?

Q23

Which communication channels does your BID use?

Print advertising (i.e. local newspaper),
Direct mailings,
Door-to-door visits,
Flyers,
Email bulletins,
Social media,
LinkNYC advertising (more info),
Digital advertising (i.e. Google, Facebook, Instagram ads)
 ,
 Other (please specify):
 Radio, Website, Annual Report

Q24

Which social media platforms does your BID employ?

Facebook,
Twitter,
Instagram,
 Other (e.g. SnapChat, WhatsApp, Line, Weibo, WeChat, TikTok) Please specify.:
 Youtube, Flickr

Q25

For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	4,783
Facebook	1,683
Twitter	3,298
Instagram	961
Other	81 subscribers; Flickr: 21 followers; 136,000 annual page views on our websites

Q26

What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

District guides/maps,
Event-specific posters/flyers,
Apparel & Accessories (e.g. t-shirts, totes, sunglasses),
 Other (please specify):
 Where to Eat guides

Q27

How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category

District guides/maps (total print run)	37,200
Event-specific posters/flyers (total print run)	143,658
Coupon books (total books produced)	0
Apparel & Accessories (e.g. total t-shirts, totes, sunglasses distributed)	0
Office supplies (e.g. total pens, notepads distributed)	0
Other	25,000 Where to Eat

Q28

Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

11.0

Q29

Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

26239.0

Page 11: COVID-19 Pandemic Response

Q30

How much of each type of PPE did you distribute to businesses?

Masks	0
Hand sanitizer	0
Gloves	0
Other (please specify)	0

Q31

How many businesses did you assist with grant or loan applications in response to COVID-19 economic hardship? (e.g. PPP, EIDL, NY Forward Loan, NYC SBS small business grant & loan programs) (please enter "n/a" if you did not engage in this activity)

We widely disseminated information on City grants as well as information on SBA loans and other loan and grant programs through non-profit and private enterprises. Two businesses—a dry cleaner and Color Me Mine—expressed interest in loan programs and we forwarded material to them.

Q32

Share Your Successes: How else did you help support businesses and your districts during the COVID-19 pandemic?

At the beginning of the COVID-19 outbreak, our district changed overnight. 90% of Lincoln Square was on pause. There was no one out on the streets, most of our businesses and cultural and educational institutions had closed, and only a handful of food establishments and essential businesses, including our extremely popular Greenmarket at Richard Tucker Park, remained open and continued to serve residents, the handful of people who were working, and in some cases our amazing front line workers.

Our staff had been working remotely since the water main break on January 13. We were able to work out of empty space at 1900 Broadway and purchased laptops for all our staff so that people did not have to bring them back and forth. On March 12, we made the decision that we would no longer come to 1900 Broadway and our staff began working remotely ever since from their homes. Our Director of Operations, who needs to be in the field has been coming in a few times a week for a number of hours to make sure that our field activities continue uninterrupted. With the onset of COVID, we focused on our core services and to the extent we can be helpful, supporting economic recovery. We have daily zoom staff meetings, and our staff has regularly been attending multiple information sessions, webinars with government and elected officials, SBS and other agencies and organizations to stay up-to-date on the current regulations, resources, and trends affecting businesses in Lincoln Square and in the city. Our executive staff has been primarily responsible for insuring that we are in touch with all our stakeholders. We are also active members of the BID Association and work collectively with our peers to share best practices and find new, innovative ways to address the crises brought on by COVID-19 and other citywide issues.

We are a small organization with limited resources, but we are cheerleaders, promoters, and we are doing what we can to help promote and inform our businesses. One of the first things that we did was to strengthen the process for insuring that our events calendar on our website – www.lincolnsquarebid.org – was filled with all the online programming that our cultural partners, especially Lincoln Center, were developing. One of our staff members had as her principal assignment the daily search for events and happenings both in the district and nearby. We posted these daily and will continue to do that into FY21. We have received positive comments about our robust events calendar which can serve as a model for others. We ramped up our social media efforts and are using our most important tools: our website and email newsletter, The Link, to help promote positive news and to inform the Lincoln Square community. This spring, we increased the frequency of The Link to weekly and we now update our website on a daily basis, promoting the establishments that remained open, promoting businesses that were doing business on line, and keeping peoples' hopes up. We monitor the various openings and closings and reported on them in our eblast and on our website as well. During the midst of this crisis, we retained the services of some of our best photographers and have been documenting Lincoln Square, first during the water main break and then to document COVID-19's impact on our streets and sidewalks. We also designed and placed sidewalk posters at strategic locations highlighting where people can eat and shop in Lincoln Square. And in the beginning of FY21, we expect to resume the use of our Outdoor Information Carts and begin working with CTM again, which was on hold. We will also put out our popular Where to Eat guide, which had been updated at the very end of 2019. Our plan is to put a sticker on that piece of material indicating that it is pretty current.

In addition to regularly sharing resources with our businesses, sending them direct emails detailing aid programs, and promoting their offerings during the pandemic, we hosted a Zoom meeting for our restaurant community in May so that we could get a better understanding of their needs and plans for the future. We had a great turnout and were able to discuss our businesses' concerns about navigating what lies ahead and the obstacles being faced, and how the BID could be of assistance. We will continue to host these meetings for our restaurants to share best practices, and will expand these meetings to involve our retailers and cultural institutions as well. Our plan is to host as many as possible although this is only one method of communicating with our retailers. We will also explore bringing residents and businesses together as we slowly emerge from this crisis. Our PSOs have been stopping by businesses as needed as has our Director of Operations.

At the onset of the pandemic, we charged our Public Safety Officer's with the continued responsibility of conducting pedestrian counts so that we could monitor activity in the district. Our PSOs conduct regular pedestrian counts to assess footfall in the district. While this data has always been useful, with the pandemic it became far more important as we were able to assess what was happening several times a day in our district, and is a way to measure the impact that the COVID-19 crisis has had on our district. At the height of the crisis in April, pedestrian counts had fallen by 91% from 2019 counts as social distancing measures were put in to place to slow

FY20 BID Annual Report

the spread of the virus. During COVID-19, we increased the frequency of the counts as well as the locations, which have helped guide the delivery of our core services to the neighborhood. Our officers were also charged with the responsibility of telling us which eateries were doing curbside pick-up and delivery, and once outside dining began on June 22 our PSOs have given us daily reports on which restaurants were open. Our pedestrian counts are anecdotal and are susceptible to human error though we recognize the value of the data. We are now exploring automated pedestrian counts, which we think will help aid in our recovery efforts and further inform decisions surrounding the delivery of services and provide us with data 24/7.

Our Public Safety Team has remained out on the streets in about the same strength as before although our Security company has had a very difficult time identifying suitable public safety officer candidates and retaining them. We have been understaffed for a long time which early on in the pandemic, forced us to eliminate two shifts and had our officers patrol our streets and sidewalks during daylight hours as there was an uptick in crime in the early morning hours. In fact, one of our eagle-eyed Public Safety Supervisors was the first to notice a burglary at one of our restaurants and alerted the NYPD as well as the business and property owner. Fortunately, there was not a lot of damage or loss, but the value of additional eyes and ears on the streets is clear.

Lincoln Center and its constituent organizations, which drive all the foot traffic on our sidewalks, in our restaurants and make our neighborhood vibrant, are dark. In our district, we have more empty theater seats than Madison Square Garden. Many of our residents, the backbone of our neighborhood, have heeded mandates and are staying inside or left the city. But our Public Safety Officers serve as the eyes and ears of the NYPD and help make sure that our neighborhood remains safe. With a large number of protests this spring, the NYPD has had an increased presence on our streets; however, crime stats remain low in the 20th Precinct. Our Public safety officers also continue to report on various conditions, which is essential since the BID staff continues to work remotely. As part of the essential workforce, our Clean Team has also been out making sure that our district remains spotless and that many surfaces that the public may touch are disinfected.

Lincoln Square was not impacted the way some other neighborhoods were by the large number of protests and the looting that happened throughout the City; however, we took some precautionary measures in light of scheduled demonstrations. We had a heavy police presence in our district during the protests. We removed all our trash receptacles from around the perimeter of Lincoln Center, Trump International Hotel and Tower and the Shops at Columbus Circle. Lincoln Center let us store our cans on top of their garage and the Shops let us move cans into their garage. We also have moved many cans off Broadway, and to promote social distancing we removed the tables and chairs from the two small parks. During the protests, we had some graffiti, one bus shelter was smashed and a handful of stores had broken windows. Several businesses boarded up windows. Both our Clean Team and our Public Safety teams remained on duty throughout the pandemic and were able to stay out of harms' way while communicating what was happening on the ground with our staff. Our PSOs had a major role reporting what was happening in the district and we kept the public informed via our digital channels, and our Clean Team made sure that once a protest came though that all litter was picked up in a timely manner.

Additionally, we have been leveraging our longstanding relationships with social service organizations in Lincoln Square. Early on, we joined a weekly meeting hosted by Goddard Riverside Community Center to discuss the needs of the underserved in Lincoln Square or nearby and as an outgrowth of these meetings, we decided to leverage our relationships with our community to try and raise some funds to support those in need. Working with Goddard, we set up a dedicated link on our website and helped raise funds for the Lincoln Square Neighborhood Center, which is run by Goddard Riverside Community Center. Goddard created a separate link to their direct relief fund to support local families with emergency needs during COVID-19. The BID made a small contribution and shared the link via our digital channels, and was able to help raise funds from the local community to support LSNC.

Throughout the year, and especially during COVID-19, we participate in frequent meetings with community organizations such as the Lincoln Square Neighborhood Center, 64-67 Block Association, and Manhattan Community Board's 4 & 7. These partnerships have helped us coordinate our response to the ongoing COVID-19 pandemic and to continue to support our local social services providers in delivering much-needed aid to underserved populations. We also continued to attend CB7's committee meetings as needed so that we could stay on top of pressing issues. And, in anticipation of an increase in homelessness due to the warm weather, we convened our Homeless Task Force via Zoom on June 3 bringing together the City's social service providers and members of the community to discuss various outreach methods.

Although supported primarily through contributions, we have not abandoned our beautification efforts which have become even more crucial with the budget cuts that the city has imposed. Twenty-three years ago, when our organization was formed, our Broadway

FY20 BID Annual Report

Malls, 2 Parks, and other green spaces were barren and weed-tilled. The City had the will but not the resources. The Lincoln Square BID jumped in and launched a major beautification effort to transform our public spaces. We have worked on this diligently over more than 20 years and our efforts have paid off. Today our Malls, and Parks and public spaces are filled with planters, flowers and shrubs and totally transformed and litter free. We have received many positive comments from the public during COVID-19 on how our beautification efforts have enhanced people's moods in Lincoln Square, especially during these dark times.

In April, we applied for the SBA's PPP forgivable grant/loan via TD Bank and received notification on April 17 that our application was approved. We were urged by our accountant to apply, notified our Chairman and Vice Chair of Finance and then discussed this and received approval from our Nominations Committee on April 7 and a majority of our Executive Committee. We also adopted a resolution approved by the full Board, and simultaneously by our Executive Committee and Finance Committee. We applied for and received a grant of \$123,687, which will help cover payroll costs, lost revenue and other costs, and allow us to not lay off staff, which was something that we were contemplating.

Q33

Please describe which of your BID programs were most affected by the COVID-19 pandemic. Which programs or services did you have to pause or cancel?

In response to a huge decline of pedestrian traffic and litter when NY went on Pause we realized that we could not justify having a large cleaning crew out in the streets. Faced with plummeting pedestrian traffic, closed performing arts venues, and the inability to bring people together due to social distancing, we reexamined our priorities as an organization. As per one of Governor Cuomo's first Executive Orders, businesses were required to cut their work force unless they perform essential services. It was determined that clean and safe services were considered essential; however, to ensure compliance and to protect the safety of our Clean Team, which is housed in a very small field location provided by Fordham University, our Executive Committee took immediate steps. At first, on March 22 we reduced overtime hours to reduce the exposure of our workers to COVID-19. Then we limited the number of hours the 15 members of the Clean Team were actually working in the field; we paid them for 40 hours but had them work only 20 hours per week. This arrangement remained in effect for 8 weeks, until May 16. Throughout this period, our dedicated Clean Team members made sure that the district was spotless. We continued to monitor pedestrian traffic and litter, and in light of the fact that 90% of all businesses were closed and traffic in Lincoln Square was way down, the Executive Committee met again to review how we would go forward. We considered several options and ultimately took a drastic measure and reduced the number of weekly sanitation service hours to 320 on May 17. We expected Streetplus to either lay off employees or assign them elsewhere; however, instead of doing that, they removed one worker and kept all the others on the payroll by requiring them to use either vacation or sick time. Streetplus informed us that this arrangement would last until June 30. In early June, we convened another joint Services and Executive Committee meeting to decide how to proceed. Based on some small increases in foot traffic and with outside dining beginning on June 22, and more businesses reopening, the joint Executive and Services Committee approved an increase in our weekly service hours from 320 to 440 hours, still far less than our pre-COVID service hours of 640 hours. At that time, we also implemented 2 shifts for the Clean Team and were able to keep 11 cleaners working full time. Our intention is to continue to carefully monitor pedestrian traffic, bag counts and the cleanliness of our district as we move into FY21 and if things pick up we will increase our hours as needed. We will also review wages as we do annually since our plan to do so was stopped when COVID-19 began.

Our Public Safety Team has remained out on the streets in about the same strength as before COVID – note that we have not had a full complement of public safety officers for many years. With the onset of COVID-19, we operated with a single daytime shift for 9 weeks beginning March 22 until May 24. Beginning on May 25 we returned to split shifts to ensure there was an adequate uniformed presence on our streets well into the evening as street activity began to pick up. With the start of outside dining we increased officer coverage into the evening hours – and started later in the day. Since the onset of COVID-19, our primary contact with the NYPD has been via our NCOs, and we regularly attended Build the Block meetings hosted by our NCOs to address neighborhood safety concerns in our district.

The Greens Keeper program with Goddard Riverside Community Center was also paused on March 20 when Goddard decided to keep its workers home for safety reasons. Fortunately, the Greens Keepers returned on May 17. Our contract with the Greenkeepers will expire in October 2020 and it is our intention to renew this sole source contract for a new three-year term. This was the very first organization that we contracted with when we started 23 years ago.

On March 3, our Executive and Finance Committee approved our FY 2021 budget; however, shortly thereafter everything went on pause, and it became necessary to bring together our Finance and Executive Committees to review our FY21 budget more carefully. On April 21 the Committees approved a revised, modified COVID-19 budget. Our Finance and Executive Committee agreed that sadly we had to cancel Winter's Eve which was planned for December 2020, as well as our Summer lunchtime concerts; the decision was made to focus on our core programs – our supplemental services of Clean and Safe, and our beautification program. We had an amazing 20 year run with Winter's Eve, which culminated this past fall with our 20th celebration, with a larger stage and extraordinary performances by our headliner Ronnie Spector and The Ronnettes and others. Our businesses have been the backbone of Winter's Eve, opening their doors, serving fabulous food, and raising peoples' spirits. But we just can't responsibly bring some 25,000 people together safely in these times. After much careful thought as noted the Executive Committee agreed that there will be no Winter's Eve in December of 2020. We also made the decision to cancel our festive Lunchtime Concert Series that provides locals with weekly outdoor music and provides struggling musicians with financial support as well as our Information Ambassador program that employs local students and older adults. And, we decided to forgo our printed collateral, including our Where to Eat guide, that we have

FY20 BID Annual Report

generally distributed across the neighborhood and throughout the city. The impact to our budget was primarily in Marketing and Contributions; however, we were able to include some marketing funds to support business recovery and to install a holiday lighting program, which we hope will bring some much-needed light during these dark times.

Our Annual Meeting, which is generally held in May, was a virtual one this year. Our Board decided that it wanted to hold the meeting as planned via Zoom. The focus was business only: approving Directors and presenting a revised, COVID budget that eliminated our major events. There was no breakfast and no guest speakers. However, we had excellent turnout and were pleased that Manhattan Borough President Gale Brewer attended and said a few words as did Senator Brad Hoylman. At this meeting we approved the revised FY 2021 budget, elected Directors to the Board, and discussed the current state of the neighborhood and city. Our membership voted to approve several new Directors and Alternates to our Board and reappointed dedicated Board members. The following new Board directors were elected by members of their categories: Liz O’Nan as a Category A Property Owner, Wendy Mosler of Global Holdings Management Group as a Category A Property Owner, and Michael Lawrence of the Dinex Group/Daniel Boulud Restaurants as a Category B Commercial Tenant. We were so glad to connect with our membership, including our Board, businesses, residents, property owners, and even some friends, despite these tough times. In total, 82 people attended—including some new faces. At the conclusion of our Annual Meeting we held a very quick meeting of our Board of Directors to elect a new slate of officers including Chairman Gary Jacob, Vice Chair for Finance Alan Locker, Treasurer Maura Hayes, Vice Chair of Audit David Cvijic, and Secretary Gregg Carlovich.

In March, after discussing this with Parks, we removed our tables and chairs from Dante and Richard Tucker Parks in order to promote social distancing. 97 tables and 168 chairs were stored at Lincoln Center. We have since returned a limited number of tables and chairs to our parks – a limited number to insure social distancing.

For years, we have partnered with Midtown Community Court to offer community service opportunities for non-violent offenders. Their clients, individuals who have been convicted of low-level offenses, are assigned to our Clean Team, assisting our crew and engaging in visible community restitution projects as an alternative to jail, through mandated community service hours. Changes to City and State laws that decriminalized a number of low-level offenses affected MCC’s program and ours. As a result, in the fall of 2019 we started to see a decline in the number of offenders that were sent to the BID. In the aftermath of the water main break we put the program on hold since we were displaced from our office. The program remains on hold because MCC has not resumed in person court proceedings due to COVID-19.

Page 12: Business Support

Q34

What kinds of initiatives did your BID implement to support existing business owners in your district during the previous fiscal year? (Please select all that apply.)

Information Sessions on federal/state/city regulations or programs (e.g. Paid Sick Leave, Affordable Care Act)

,

Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)

,

Workshops & Trainings (e.g. financial management, marketing, accounting)

,

Please list any additional initiatives below::

In lieu of in-person events, we have strengthened our E-newsletter, website and social media accounts to promote City initiatives/information of interest to our businesses and stakeholders

Q35

What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

Tracked and listed vacant retail spaces and/or square footage

Q36

What tools do you use to track vacancies? (Please select all that apply.)

Office/admin staff walking corridor,
Real estate information site (e.g. CoStar, Xceligent),
Sanitation/public safety team observations & reports,
Other (please specify):
News media

Q37

Please list the ways you use collected vacancy data.

Vacancies are reported by the BID's Public Safety Officers and BID staff. In addition to the PSO reports, a BID staff member conducts a monthly district storefront survey to record any changes to occupancy or broker listings. Vacancy data is tracked internally. Vacancy reports are also frequently sent to the BID Board, and data is available publicly on the BID website to show retail space opportunities in an effort to inform prospective retail tenants.

Q38

How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

4

Q39

How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

20

Q40

How did business turnover in your district this year compare to last year?

Higher turnover this year,

What trends have you observed in businesses closing in your district?:

In FY20, we saw higher business turnover than in the previous fiscal year. This trend can be attributed to a few factors: the changing retail market, retail leaving a building slated for demolition, damage from the water main break, economic impacts of COVID-19, and the relative low business turnover from the previous year.

Q41

Issues Facing Businesses: Taking into account the effects of the COVID-19 pandemic in 2020, please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	4 - Significantly challenging
Applying for City licenses and permits	N/A
Working to secure government contracts	N/A
Accessing customers	4 - Significantly challenging
Staying on top of trends in their industry	N/A
Adapting to economic trends (such as the rise of online shopping)	N/A
Finding the right talent for open positions	N/A
Training employees in new skills	N/A
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	5 - Most challenging
Locating affordable real estate	N/A
Lack of loading zones	N/A
Other (please specify):	Paying Rent

Q42

Services for Businesses: Taking into account the effects of the COVID-19 pandemic in 2020, please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	N/A
Navigating City processes (applying for licenses, permits, etc)	N/A
Facilitating disputes regarding fines and fees issued by the City	N/A
Helping to access government contracts	N/A
Providing lectures, classes and information on how to improve business practices	N/A
Connecting businesses with qualified job candidates	N/A
Providing support & financial assistance to train employees	N/A
Applying for City tax incentive programs	N/A
Supporting businesses following an emergency/significant interruption	5 - Most valuable
Supporting businesses in negotiating leases	N/A
Helping entrepreneurs connect with legal advice	N/A
Identifying available commercial space	N/A
Creating opportunities to network with business owners for B2B sales	5 - Most valuable

Page 13: Surveys & Studies

Q43

What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

Satisfaction survey of BID services,
Resident concerns,
Event feedback,
District conditions survey (e.g. inventory of open businesses)

Q44

Which audience(s) did your BID survey? (Please select all that apply)

Business owners,
Pedestrians on the street,
Property owners,
Residents,
Event attendees,
Other (please specify):
Students, non-profits and area employees

Q45

How were stakeholder surveys conducted? (Please select all that apply)

Online (e.g. SurveyMonkey, Google form),
On the street

Q46

What district data is your BID collecting and/or tracking?

Pedestrian traffic count/footfall,
Public transit ridership (subway/bus),
Neighborhood demographics,
Employment data,
Hotel room count and occupancy,
Crime incidents,
Parking data,
311 reports in district,
Real estate development projects,
District asset conditions,
Changes in business operations (what's open, hours, delivery/pick-up)
,
Open Restaurants - DOT program,
Other (please specify):
Homeless & panhandlers; movie screens & theater seats; garage spaces; annual visitors to the district

Q47

Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

Yes, information (photos, reports, etc.) and complaints regarding traffic flow, ponding, and signal timing are sent to DOT. In winter of 2020, we shared data with DOT regarding 27 faded crosswalks in Lincoln Square, all of which have now been restriped. In addition, our reports on homeless conditions help guide our discussion with our Homeless Task Force, which is comprised of many City agencies.

Q48

What tools and resources would help your BID better collect/track this data?

Access to more current and neighborhood specific data (i.e. updated census data by industry). During COVID-19, SBS shared a link to a map showing COVID-19 complaints by business. Access to this type of information as well as 311 complaints by neighborhood would be useful.

Q49

What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

NA

Q50

No

Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage)

Q51

What was the topic the research/planning study?

NA

Q52

What was/is the desired outcome of the research/planning study?

NA

Q53

Several times a day

How frequently do you report district issues to 311?

Q54

Please check the top 5 issues that you most frequently report to 311:

- Pothole,**
- Traffic Light,**
- Street Light,**
- Fire Hydrant,**
- Homeless Assistance**

Q55

Please rate your satisfaction with 311, based on the timeliness and thoroughness of resolution of reported incidents.

☆ 4

Q56

Please provide general feedback on the resolution of your 311 complaints:

We most often make 311 complaints regarding homeless, panhandling, vending, streetlights and signals, and pothole issues in the district. 311 complaints generate tracking numbers, which we are then able to use to follow-up with our City partners.

Page 14: District & Interagency Challenges

Q57

Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	N/A
Security/crime	9
Illegal street vending	5
Not enough foot traffic	N/A
Sidewalk congestion	4
Commercial vacancies	8
Rising commercial rents	N/A
Homelessness	1
Panhandling	3
Drug abuse	N/A
Street parking	N/A
Infrastructure construction	7
Building construction	2
Traffic congestion	6

Q58

Are there additional issues your district is facing that you would like to bring to the attention of SBS?

We have an outstanding collaborative relationship with all City agencies, including DOT. This past year, in response to a detailed report we submitted to DOT, all the crosswalks in our district that were faded were restriped by DOT. They did this work early on in pandemic and we are so pleased with this result. DOT also provided 8 large granite blocks to surround the exposed tip of Dante Park making it far safer for pedestrians and those who enjoy our tables and chairs. One other DOT issue that has been dogging us for years, has been the ponding in Lincoln Square. We have worked with DOT to address these issues, providing photographs and letters detailing ponding locations. Although some locations were addressed as part of the reconfiguration of the bow-tie many of the crosswalks remain unsafe. However, the collection of water persists, putting pedestrians at risk by forcing them to venture into traffic lanes to avoid the pools of water at key crossings. This issue is compounded in the winter when the water freezes and creates dangerous sheets of ice. In our 2020 Community Survey, 47% of respondents said that ponding was negatively affecting their quality of life or the viability of their business in Lincoln Square.

Our neighborhood is unlike any other. Arts and culture is the primary economic engine of Lincoln Square as well as the major driver of traffic to the neighborhood's restaurants and shops. We also had an extensive restaurant and bar collection and many retailers in The Shops at Columbus Circle that weren't able to open at the same time as other retail due to the pandemic. Pre-COVID Lincoln Square welcomed 26 million visitors per year to our district. We have as many theater seats as Madison Square Garden, sadly all empty right now. The performing arts industry has been especially hard hit by the COVID-19 pandemic because they are unable to open performance venues and theaters while maintaining social distancing, and we fear our major venues will remain dark until the end of the year, if not beyond. Without the performing arts which is the *raison d'être* of our district, our restaurants are struggling, and our shops are quite empty. Only one of our hotels remained open and the others have indicated that they will remain closed well into FY21. All our major cultural organizations have furloughed or terminated employees. Our office workers have also not returned. Dozens of commercial businesses left Lincoln Square when it was announced that 1841 Broadway was going to be demolished. Furthermore, the space formerly occupied by Time Warner at the Time Warner Center which at its peak had thousands of employees is vacant while Deutsche Bank – the new tenant – builds out its space and comes in 2022. And, in several years Disney – one of our major anchor institutions, will be moving south to Hudson Square. And while Fordham expects to begin resuming activities in the fall, many classes will be virtual. With the absence of tourists and employees, our district will remain quiet for a long time. It is primarily our residential community that is bringing life back to our streets.

Throughout the year, our Staff and Public Safety Officers monitor construction throughout the district. We have tracked construction and openings at major development sites, such as Extell's stalled development at 60 West 66th Street and AvalonBay's development of 1865 Broadway, as well as the new Nordstrom site and 200 Amsterdam immediately adjacent to our district. Avalon Bay's Park Loggia was completed this Spring and before COVID we had a tour of this beautiful new residential building. Unfortunately, the opening of Target which was planned for November 2019 has been delayed and we don't expect it to open until October 2020. As these projects reach completion, we also monitor new retail openings, such as Fidelity Investments at 13 West 61st Street and Target at 1863 Broadway, both at the AvalonBay development site. Pre-COVID, Target's request in the fall for a loading zone created a lot of community opposition although we saw the benefits of a loading zone. Our Public Safety Officers also monitor construction in storefronts indicating businesses closing and tracking progress of new business construction as retailers fill those vacancies. In addition to our normal tracking of construction, we also closely monitored construction following the January 13th water main break on Broadway between 62nd and 63rd Streets to repair infrastructure and buildings damaged in the flood. We continue to monitor construction in our own office building at 1881 Broadway.

In June of 2020, our retail vacancy rate was 9.0% by count of vacant storefronts over total retail, garage and non-profit spaces in the district and 6.5% by vacant retail square footage over total retail square footage. This is the highest vacancy number that we have ever seen, and unfortunately, we suspect that we will see more businesses close as we enter FY2021.

Q59

Please select the top 3 agencies with which you have the most difficulty coordinating & communicating.

Other (please specify):

No issues communicating with agencies

Q60

Please describe the specific challenges you have with these 3 agencies. (Example: lack of appropriate contact/relationship, slow response, etc.)

We are pleased that we have an excellent relationship with all the agencies with whom we work.

Q61

Please suggest specific ideas and tools that may be helpful in addressing these challenges.

NA

Page 15: Governance: FY19 Meetings

Q62

SBS keeps a log of the hundreds of BID meetings (Annual, Board, Committee, etc.) we attend, including important information regarding quorum, official actions taken, and purpose/intent of meeting. To assist in verifying our records, please indicate the dates of those meetings for FY20 (July 1, 2019 – June 30, 2020) in the fields below. Please indicate your meetings in the following format: MM/DD/YYYY. If you were unable to hold your annual meeting in FY20 due to COVID-19, please leave this line blank. We understand this was a challenge this spring.

Annual Meeting	05/14/2020	,
Board of Directors meeting 1	09/25/2019	,
Board of Directors meeting 2	01/29/2020	,
Board of Directors meeting 3	04/21/2020	,
Board of Directors meeting 4	05/14/2020	,
Finance Committee meeting	03/03/2020	,
1		
Finance Committee meeting	04/21/2020	,
2		
Audit Committee meeting	12/11/2019	

Q63

If you had more meetings in FY20, please enter in the below textbox.

Executive/Finance Committee: 3/03/2020; Executive Committee: 04/15/2020 (the Executive Committee is empowered to act on behalf of the full board); Executive/Finance Committee: 4/21/2020; Services Committee Meeting: 04/29/2020; Executive/Services Meeting: 06/16/2020. We mail our Statements of Activities to Finance Committee and Executive Committee on a monthly basis.

Q64

Yes

Is your BID filed in PASSPort (the City's digital Procurement and Sourcing Solutions Portal)?

Q65

No

If filed in PASSPort, have your BID's principal owners/officers been updated in the portal since any recent changes? (e.g. since Officers of the Board were last elected or a new Executive Director started)

Page 16: Fiscal Information: External Revenue

Q66

Yes

Did you allocate executive/staff salaries to program expenses in your accompanying FY20 budget (Excel template)? In other words, please ensure the financials you submit on the accompanying Excel file are consistent with how you respond below.

Q67

Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

33

Q68

External Grants

In FY20, how many grants did you apply to? (including grants from government and private sources) **7**

In FY20, how many grants were you awarded? (including grants from government and private sources) **7**

Q69

In FY20, what types of grants did you apply to?

City government,
Private (foundation/non-profit),
 Other (please specify):
 Sponsorship for beautification and Winter's Eve

Q70

No

In FY20, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID)

Page 17: Share Your Successes: Core Services

Q71

Share Your Successes: Many BIDs implement innovative programs, and SBS wants to hear about it so we can share how BIDs impacting New York City. Highlight stories featured in the FY20 BID Trends Report will largely be gathered from these responses. Check out last year's stories in the FY19 NYC BID Trends Report for inspiration. In the space below, please highlight the most innovative programs or initiatives your BID took-on during the previous fiscal year. Include as many stories as you would like, and separate them by a blank line. Think about examples in any or all of the following categories: Sanitation· Public Safety· Streetscape & Beautification· Marketing & Public Events· Business Support and Attraction· Market Research and/or Planning Studies· Sustainability/Green Initiatives· Social Services & Volunteer Programs· Tourist/Visitor Assistance· Other Innovative Programs or Accomplishments

Water Main Break

Our ability to coordinate disaster and emergency responses and communication with our stakeholders was really put to a test this year. Since January, our district has been dominated by one disaster after another. On the morning of January 13, we and the City were awakened by news of a massive water main break on Broadway between 62nd and 63rd Streets that spewed brackish mud and tons of water into our streets, stores and buildings. By 7 a.m. that morning, our President was already on the phone with Bernadette Nation who is responsible for disaster coordination at SBS. The water main break occurred directly in front of 1881 Broadway, where the BID office is located. We were not able to get into our office. We met Bernadette at the scene. Emergency personnel were on the scene within minutes. After three hours of massive flooding, the water was turned off, but Broadway remained closed for many days, the #1 subway line was shut down and residents were trapped in their apartments with limited services, some for many days. Elevators were down, emergency boilers had to be brought in, and an entire garage was flooded and all the cars were destroyed. Portions of 62nd Street between Broadway and Columbus were sinking and the street as well as Broadway were shut down. Basements were flooded with infrastructure destroyed. Many businesses were also destroyed, and remain closed to this day. NYIT's Auditorium on Broadway, WeWork, and our BID offices are still displaced pending repairs, and TD Ameritrade and NYSC closed permanently due to the damage. For the remainder of FY20 (and until late September 2020), the Lincoln Square BID could not access its offices—the basement, and the elevator were destroyed—although our actual space remains pristine. Repair work, which was only compounded by COVID-19, is ongoing until today, and we hope to be back in our office by October. Thanks to our generous property owners, we were able to find temporary space and began operating remotely immediately until March when we began working from home due to COVID-19.

In the aftermath of the water main break, we worked closely with SBS and OEM to assist our businesses in their recovery. Bernadette Nation visited every affected business and building with us. We shared resources with businesses to file claims through the Comptroller's Office, and regularly sent out updates to the public with up-to-date details on the damage and repairs. Broadway between 61st and 63rd Street was closed for days after the water main break, and once opened, only one lane was open heading south because of the road repair and Con Ed work that needed to be done; 62nd Street between Broadway and Columbus remained closed for weeks while ConEd and DEP made necessary repairs. The sidewalk along Broadway on the west side of the street was closed for weeks – this had a terrible impact on one small deli which could not be accessed because of dangerous conditions on the sidewalk. Throughout this long period of repair and reconstruction, we deployed our public safety officers to assist the public by helping them navigate closed streets and sidewalks. Our role as problem solver for the community was really put to the test during this emergency and made us appreciate the important role they perform.

Our staff has essentially been working remotely since January, and despite the challenges of remote work, we are pleased that we continue to provide outstanding services and important information to our district.

20th Annual Winter's Eve at Lincoln Square

One major accomplishment was pulling off the 20th Annual Winter's Eve at Lincoln Square on December 2, 2019. This was a milestone year for New York's largest holiday festival, and the event was a blockbuster success! Our talent was some of the best we have ever had. Rock icon Ronnie Spector and the Ronnettes kicked off the evening as the tree lighting ceremony's headlining act at Dante Park, along with emcee Jawan M. Jackson from Ain't Too Proud, WABC's Amy Freeze, the Metropolitan Opera, and EVC Concert Choir. Other notable performers included: Nathan & the Zydeco Cha Chas, Grupo Rebolu, New York City Swing, Melanie

FY20 BID Annual Report

Charles Trio, Alicia Svigals, Jules & the Jinks, and Twinkle Time, the headliner at Kid's Central at Raymour and Flanigan. Many local businesses opened up their doors to the public and 28 restaurants participated in the highly anticipated food tastings. With Lincoln Square's streets activated with music, dancing and holiday family fun with over 25,000 attendees, it was surely a night to remember!

Winter's Eve is a massive undertaking that takes months to plan and requires raising a great deal of private support. The BID raises significant sponsorship funds to help produce Winter's Eve and relies on our government partners to help us put on this event. We also received a small grant from Council Member Helen Rosenthal to support multicultural performances, including dance troupes. With weekly production meetings, coordinating with participating restaurants, working with our PR team to promote the event and our designers to produce marketing collateral, our staff focuses on the event for months leading up to Winter's Eve. We hire a production company to oversee the events throughout the district, including the Upper West Side's only tree lighting, performances at ten venues, tastings from 28 neighborhood restaurants, and sidewalk surprises throughout the district. We also work with many City agencies to produce the event, including Parks to install the tree, SAPO to ensure that we meet all safety requirements to obtain permits, and DOHMH and our restaurants to meet health requirements to serve food outdoors for the evening. Given the scale of Winter's Eve, this event places a large demand on our small staff.

Holiday Lighting

In addition to Winter's Eve and the tree lighting in Dante Park, we installed holiday lights on 20 trees along Broadway in our Broadway Malls; that program is challenging, but coincided with our holiday tree lighting which kicks off Winter's Eve and is filmed live by WABC. In addition to cancelling Winter's Eve we decided not to install a tree at Dante Park which also presented many challenges; however, in light of COVID-19, we are exploring ways in which we can still provide a socially distant, safe lighting program in FY 2021. Our goal is to provide the community with a sense of hope through light.

Streetscape & Beautification

Despite COVID-19 and with City budget cuts looming, the Board made a commitment to continue our streetscape and beautification efforts. That program has always relied on private fundraising and has truly transformed our district over the past 20 years. Our landscape company, A. Bulfamante, is out several times a week, pruning, maintaining, watering and planting and works hard to make sure that our planters and gardens are well-maintained and filled with beautiful flowers and shrubs; despite COVID, our urban gardens look beautiful and we have heard from so many of our residents that colorful and beautiful plantings are providing hope and solace especially at the beginning of the shutdown of our City. We are grateful to so many of our supporters—Greenacre Foundation, and the many residential buildings and our property owners who have been supporting this effort for so long – many of them continue to do so even during these times. We will continue to fundraise to support this effort, and we will make sure Lincoln Square's green spaces

Our very strong partnership with DOT has brought many benefits to the district. As part of the bow-tie improvements, DOT extended Dante Park significantly in FY19. Once that was completed, we purchased more tables and chairs and umbrellas and added planters to the extension in an attempt to make it inviting to the public. However, in the fall of FY20, we received an expression of concern from a resident who said that she felt that the extension did not feel safe. We immediately reached out to Manhattan Borough Commissioner Ed Pincar who said that he might be able to provide some granite blocks for the perimeter of the tip. In early February of 2020, pre-COVID, we were asked by DOT to pick out the blocks we wanted (they were lined up along Broadway at 70th street). Our President, Vice President and Director of Operations walked to the end of our district and selected what we thought were the best blocks and in mid-February they were delivered. A few days later we were able to obtain a few more and we then added 4 new planters interspersed between the planters to complete the extension. Today the Dante tip extension feels secure and is a lovely addition to our neighborhood. Pre-COVID, on warm days every table was filled. We also ordered new tables, chairs and umbrellas for Dante, but they have been in storage due to the pandemic. Thank you to our partners at DOT for working with us to make Lincoln Square safer.

In anticipation of warmer weather that signals the start of DOT's construction schedule, in February, we conducted a survey of faded crosswalks in the district using a new methodology that quantified how degraded crosswalks had become through wear and tear. We worked with DOT to prioritize restriping those crosswalks that were most faded to great success. In a few short months, despite COVID and the shutdown, DOT has restriped all of the 27 crosswalks that we had identified as severely degraded, providing enhanced safety for pedestrians and motorists alike.

FY20 BID Annual Report

Sanitation & Area Maintenance

Our Clean Team works diligently 7 days a week to keep Lincoln Square clean and free of litter. The Clean Team undertakes various special projects during the warm weather months. We spent the spring during the shutdown painting much of our street furniture helped by reduced pedestrian traffic. Freshly painted street furniture, including Broadway Mall barriers, light poles, fire hydrants and traffic control boxes give the neighborhood a fresh new feel. Although we have always power washed the sidewalks around our parks and under trash receptacles, this warm spring unfortunately and COVID seemed to bring out more homeless and the sidewalks around Dante Park were often urine stained, which resulted in more frequent power washing by our Clean Team. We have a number of cleaners that have served Lincoln Square for many years, including three that have been with us for more than 10 years and one that reached 20 years of service in July! Despite COVID our workers wanted to work, and we are lucky to have such a dedicated team serving Lincoln Square.

Thanks to an NDGI grant, we were able to place out one more BigBelly station at Dante Park helping us to further reduce unsightly trash bags on corners.

Public Safety

During COVID-19, we have also mobilized our Public Safety Officers to collect data regarding the recovery. Our Officers expanded their pedestrian counts to collect data on a daily basis and at new locations to gauge the public's return to Lincoln Square. With the advent of Open Restaurants, our Public Safety Officers have also been collecting counts of how many patrons are visiting outdoor restaurants in Lincoln Square.

Market Research and/or Planning Studies

This winter, we received 159 responses to our 2020 Community Survey from individuals who live, shop, dine, or attend events in Lincoln Square. Once again, the survey responses show that the Lincoln Square BID's efforts have not gone unnoticed, with 95% of respondents saying that Lincoln Square is as clean or cleaner than other neighborhoods in New York City and 92% saying that Lincoln Square is just as safe or safer than other neighborhoods in New York City. We take great pride in the work we do to keep Lincoln Square clean, safe, and beautiful so we are delighted to hear that 96% of respondents say that Lincoln Square is doing a good, very good, or excellent job to that effect.

With the outbreak of COVID-19, we have compiled data on key metrics to track the virus's impact on conditions in our district and how they have impacted our core services and our businesses. We have compiled pedestrian counts, public safety interactions, businesses open during the pandemic, and non-profits and institutions offering virtual programming in a series of graphic charts, many of which were presented at our virtual Annual Meeting. We have continued to update these graphics to capture the evolving impacts the virus and the subsequent reopening have had in Lincoln Square.

Misc.

Throughout the year, our Staff and Public Safety Officers monitor construction throughout the district. We have tracked construction and openings at major development sites, such as Extell's stalled development at 60 West 66th Street and AvalonBay's development of 1865 Broadway, as well as the new Nordstrom site and 200 Amsterdam immediately adjacent to our district. Avalon Bay's Park Loggia was completed this Spring and before COVID we had a tour of this beautiful new residential building. Unfortunately, the opening of Target which was planned for November 2019 has been delayed and we don't expect it to open until October 2020. As these projects reach completion, we also monitor new retail openings, such as Fidelity Investments at 13 West 61st Street and Target at 1863 Broadway, both at the AvalonBay development site. Pre-COVID, Target's request in the fall for a loading zone created a lot of community opposition although we saw the benefits of a loading zone. Our Public Safety Officers also monitor construction in storefronts indicating businesses closing and tracking progress of new business construction as retailers fill those vacancies. In addition to our normal tracking of construction, we also closely monitored construction following the January 13th water main break on Broadway between 62nd and 63rd Streets to repair infrastructure and buildings damaged in the flood. We continue to monitor construction in our own office building at 1881 Broadway.

In the late summer of 2019, the Lincoln Square BID office also moved! We were notified in late 2018 that our building at 1841

Broadway would be demolished, and we were ordered to vacate from the office that we had since 2000. Around the same time, we learned that Extell would be purchasing the adjacent buildings owned by NYIT. After many weeks of searching and planning, and with guidance from our Board, we were lucky to find a new home at the AAA building – 1881 Broadway. Our summer was spent negotiating a lease, interviewing architects and space planners as well as contractors, packing, scanning old documents, and cleaning out our storage ... and we moved into our new space just in time for the fall.

In summer of 2019, we once again held our popular Lunchtime Concert Series on Wednesdays in July and August, bringing danceable and groove-able tunes for lunchtime pleasure in Richard Tucker Park. Thanks in part to sponsorship from TD Bank, talented musicians from the MTA's Music Under New York Program played music from noon to 2:00pm for locals and visitors to enjoy weekly. The diversity of music ranged from Afro-Caribbean, to bluegrass, to klezmer and beyond. The program also included a two-hour performance from Opera Collective, the well-known underground Opera troupe, in honor of the famous tenor for which the park is named, Richard Tucker. In addition to music, this year the West Side YMCA helped us stretch out with gentle stretch yoga for each intermission and partners from Whole Food Market offered free and refreshing popsicles and drink samples to the audience. With 18 hours of music over the course of the summer, Lincoln Square is the perfect scene for music lovers and free afternoon fun.

Page 18: Feedback for SBS

Q72

Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What are the most important policy priorities for the next year? What topics would you like to see addressed in future workshops or roundtables?

SBS mobilized immediately to assist in the recovery from the water main break. We want to specifically thank Bernadette Nation for her leadership in coordinating the response and visiting businesses in our district affected by flooding to find ways to assist them in their recovery. As one disaster bled into another with the advent of COVID-19, SBS continued to help in the response by sending valuable information on webinars and resources for businesses and organizing a series of BID roundtables to address the pandemic and share best practices amongst BIDs. We continue to share all of these resources and best practices with our businesses.
