Dear Friends & Neighbors:

This has been another whirlwind news-making year for the Lincoln Square Business Improvement District. And, as has been the case for the past 19 years, much of the credit and thanks goes to our small and dedicated BID staff, our hard-working and talented volunteer Board and our always diligent on-the-street teams of workers.

Bringing to the max with events and developments on so many BID fronts, the years 2015-2016 inspired a news format for our Annual Report. On these pages, under bold headlines, you will find news of the BID at work in Lincoln Square. Our budget continues our commitment to our core services and it also includes funds for a newnessworthy and noteworthy up-to-date fully integrated website that will keep locals and visitors in the know.

Our Clean Team, our Public Safety Officers and our Goddard Riverside crew are the backbone of our organization and our face on the street, and we do not take their efforts for granted. While some of our workers already make $15.00 per hour, most do not; as a result, our intention is to continue working towards that goal over the next few years.

In 2013 the New York City Council and the Mayor approved an increase in our assessment to $2.5 million, to be phased in over three years. The financial plan included annual wage increases for the workers out in the streets through a gradual increase of the assessment. Over the past three fiscal years, we not only increased wages, and accomplished our goals, but also held the assessment at approximately $0.01 to $0.03 with new rates as follows: $0.19 for garage, $0.44 for commercial and $0.47 for retail. Part of the increase will go to the BID’s teams of workers you see every day in our neighborhood.

Lincoln Square continues to thrive, thanks to its impressive mix of retail businesses and non-profit organizations, and our strong residential community. The Walt Disney Company, Time Warner and The Shops at Columbus Circle, Lincoln Center for the Performing Arts, and Fordham University are our neighborhood anchors, while a diverse roster of restaurants, shopping spots and other institutions add to our area’s magnetic appeal. This year we welcome many new businesses and consider our area fortunate to have a low vacancy rate.

The BID is delighted to be partners in progress with the Lincoln Square community.

Sincerely,

Monica Blum
President

Gary Jacob
Chairman

It’s an incredible fast pace. 2015 was a year of BIG challenges for Lincoln Square and the BID. Indeed, localitarians of the future may call it the year of the Bowtie and the Tunnel, an epic tale of two huge and concurrent neighborhood construction projects. The Bowtie Project began last year, is the face-changing, potentially life-saving reconfiguration of the dangerous 60th Street traffic area on Broadway and Columbus Avenue. While nearby the Department of Design & Construction’s Third Water Tunnel, the much longer-term major City project, grinds on at Columbus Avenue and 63rd Street.

In the BID’s playbook, construction means action. So the staff put on its symbolic hard hat and became the eyes and ears of neighborhood change. As construction continues, the BID staff monitors its progress and relays information to Lincoln Square property owners, residents, businesses and visitors on how best to safely navigate the streets during construction. In addition, the BID keeps a sharp bedside on neighborhood-changing Bowtie construction to assure that the Department of Transportation (DOT) fulfills such planning promises as correcting crosswalk areas where water ponds.

Despite the challenges of long-term construction, the BID continues its daily commitment to keeping Lincoln Square clean, safe, green and beautiful for its residents, work force and visitors. Personal safety and sanitation are foremost concerns, yet, so, too, are clean and attractive streetscapes, sidewalks and parks. To achieve our goals, the BID entered into a contract with a new security service provider for the Public Safety Team, and the BID hired a new manager of field operations for the Safety, Clean and Green teams.

The fun side of Lincoln Square rolls on. The BID staff delivered two mighty dollops of pure joy. Across from Lincoln Center at Richard Tucker Park, throngs of music lovers turned out in July and August for the Free Lunchtime Summer Concert Series. In November, Winter’s Eve, celebrating its 16th year, proved yet again that our neighborly evening of great food and entertainment is the most extraordinary and magnetic holiday festival in the City.

Throughout 2015, the BID welcomed Lincoln Square’s new neighborhood businesses, among them Breads Bakery, Albertonis Fine Foods, Amy’s Bread, Lowes’ Home Improvement, J&B, Cosi Spot, Diesel, Jo Malone London, and Links of London. In no time, the newcomers joined in the communal effort to keep Lincoln Square a vibrant metropolitan presence.

How popular is Lincoln Square? Consider the numbers: 23 million riders used the Columbus Circle/59th Street subway station, making it the seventh busiest subway station in New York City. Over 20,000 holiday revelers headed outdoors for Winter’s Eve fun. And, respondents to our 2015 Customer Satisfaction Survey are obviously pleased; 97% say Lincoln Square is cleaner or as clean and 94% say Lincoln Square is safer or as safe as other neighborhoods in NYC.

Wow! The BID staff applied for—and won—the right to operate the LincolnSquare.NYC domain, the official go to spot for neighbor- hood news and information. The NYC branded web domain promises to be a useful, inclusive online hub for Lincoln Square’s news-making community of businesses, residents and organizations. Watch for it this summer.
A papal visit and a marathon

THE CLEAN TEAM AT WORK

Some days are different from others. One day Pope Francis came to Lincoln Square. On another day, a yearly occurrence, New York marathoners jogged down local streets. On both days, the BID’s Clean Team, 14 members strong, moved Lincoln Square’s trash receptacles out of the way, then back again. Add or subtract a major event, the Clean Team keeps the neighborhood looking good on a daily basis.

From 7:00 a.m. to 9:00 p.m., the Clean Team supplements City sanitation services as they sweep Lincoln Square sidewalks and curbs, and empty sidewalk recycling bins and BID-branded trash receptacles, which were all replaced last year, ensuring that the district’s public spaces are free of garbage.

Contracted through Atlantic Maintenance, the workers’ duties reflect seasonal needs. All year long, the team clears park seating areas, removes graffiti and stickers, and in warmer months, paints public street furniture and Broadway Mall barriers. In winter, the team clears snow from crosswalks, catch basins, fire hydrants, and bus stops. Before large snowfalls, the workers place reflective driveway markers at catch basins and fire hydrants so they can be located after snowplows clear the streets. And, corner scrubbing the old-fashioned way with brushes and buckets happens daily with assistance from non-violent offenders assigned to community service from Midtown Community Court.

In September 2015, members of the Clean Team worked with Lowe’s Home Improvement, on a community beautification project. Before the store’s grand opening on Broadway and 55th Street, Lowe’s approached the BID staff asking what it might do to help the neighborhood. In short order, a decision was made to refurbish all the benches in the ten Broadway Malls. Lowe’s provided 65 benches, as well as wood cleaner and brightener, sealer, calcium tape and more.

...and constituents are most concerned with the following: 54% cite Homelessness; 46% cite Construction; 44% cite Panhandling; and 42% cite Ponding (the collection of water at crosswalks).

More complex quality of life issues demand the BID’s constant collaboration with City agencies. The BID’s recent 2016 Customer Satisfaction Survey reports that area residents and constituents are most concerned with the following:

- 54% cite Homelessness
- 46% cite Construction
- 44% cite Panhandling
- 42% cite Ponding

When the safety of Lincoln Square pedestrians became threatened by icy posting conditions from an underground leak in the curb lane at West 65th Street, the BID staff advocated for immediate action. The staff contacted DEP and ConEd about the problem and stayed in close contact until the problem was resolved.

In the early planning stages of the renovation project, the BID staff met with the City’s Department of Transportation (DOT) representatives expressing the concerns of Lincoln Square constituents. In time, the BID encouraged local property owners to hire a traffic consultant. In addition, the BID attended Community Board 7 meetings to discuss various plans, while continuing to communicate with DOT about the project timeline. We continue to work with our City partners to ensure that all of our stakeholders’ concerns are addressed.

When the number of emotionally disturbed and homeless individuals increased in Lincoln Square, the BID formed a task force with multiple City and non-profit partner agencies to bring more targeted services to the neighborhood. The BID works closely with Goddard Riverside, Bowery Residents Committee, the Department of Homeless Services (DHS), Central Park Conservancy, the 20th Precinct, 

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As a result of growing sidewalk congestion, including a proliferation of vendors, the BID seeks a streetplaying field for Lincoln Square’s brick and mortar businesses and property owners who are subject to multiple regulations, fees and reviews. While many vendors are abiding by regulations, there are many who are not adhering to location and other restrictions. The BID staff头顶 closely with the 20th Precinct and with our colleagues at the NYC BID Association on what is a City-wide issue.

THE PUBLIC SAFETY OFFICERS

It’s a big job keeping a metropolitan neighborhood safe and welcoming, and even more challenging when it’s Lincoln Square, one of the world’s most high-profile cultural and business centers. For the past two decades, the BID has supplemented the City’s police force with a uniformed team of ten Public Safety Officers (PSOs). The team walks neighborhood beats seven days a week, from 9:00 a.m. to midnight. When there’s an emergency or a quality of life matter, a Public Safety Officer responds quickly calling the appropriate City agency or 311 for assistance. The PSOs work in close contact with Lincoln Square’s local 20th Precinct in tackling and attempting to find solutions for all quality of life issues in the district. On any given day, problems may range from broken streetlights, vendors violating regulations, homeless individuals in need of services, bicyclists riding on sidewalks, aggressive panhandling, or pedestrian health emergencies. Over the years, the PSO team has become a reassuring neighborhood presence. Five of our officers have been with the BID for more than seven years, and one has been with us for 16 years. Contracted and trained through Universal Protection Services, the Public Safety Officers also double as neighborhood ambassadors. Officers regularly answer pedestrians’ questions and supply BID maps and informative guides on area restaurants and shopping.

Linen Square Business Improvement District
1841 Broadway, Suite 1112, New York, NY 10023
Tel: 212.581.3774 Fax: 212.581.3953
info@lincolnsquarebid.com
lincolnsquare.com

100% RATING from the Mayor’s Office of Operations for the cleanliness of sidewalks and streets

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A COOPERATIVE EFFORT

Believe it or not, a personal item lost in New York City really can be found and returned to its owner. Consider this chain of events: A Clean Team worker finds a Kindle reader lying on a sidewalk. He gives it to a Public Safety Officer who asks what it might do to help the neighborhood. In short order, a decision was made to refurbish all the benches in the ten Broadway Malls. Lowe’s provided 65 benches, as well as wood cleaner and brightener, sealer, calcium tape and more. Elbow grease soon banished dirt and lunchtime splatters. The Clean Team’s constancy and dedication speaks for itself.

THE BID AS NEIGHBORHOOD PROBLEM SOLVER

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Winter’s Eve, Lincoln Square’s over-the-top holiday extravaganza, celebrated its 16th year by delighting more than 20,000 fun-loving attendees. For the spirited blockbuster evening, Broadway became a scene straight out of Camelot, one of crisp white tents, lining both sides of the avenue and serving celebratory-worthy food and drink from 36 of Lincoln Square’s best eateries and restaurants.

Winter’s Eve’s merrymakers could personalize their own brand of entertainment—ranging from the 80’s and 90’s dance party with Jessie’s Girl, Fiddle Express, banjo soloist Cynthia Tucker Park between 65th and 66th Streets and at Richard Tucker Park between 60th and 66th Streets—featured a record number of restaurants and eateries serving over 40,000 savory and sweet treats. Many of these restaurants generously donated a portion of proceeds to our event’s charitable partner, the New York Canes Coal Train.

Music garnered from around the world filled 20 venues in Lincoln Square’s streets and area parks, as well as indoor performance spaces in local organizations, museums and stores. Among the roster were Alicia Keys and the Klezmer Feldste Company, bands istman, Cimba Sayer & the Jazz Roots ensemble Joyride, Nigum Tri, the Gentlemen Carliners, multicultural dance troupes in partnership with Dance Parade, March’s Red De Mexico, the Rayos Brass Band and Afro Brazilian Samba and reggae performed by Batala.

On that note, the BID would like to end with the following letter:

“Hi Greetings from Ireland, My wife and I are planning our trip to New York for December 2016. We have attended Winter’s Eve celebrations for the last three years and would like to organize our trip to ensure we can enjoy the next one. Can you tell me the date please?”

Yes, we can: The Seventeenth Annual Winter’s Eve Will Be Held on Monday, November 28, 2016. See You There!

The BID’s Green Team Cares

Nature & nurture

Whatever the season, the BID’s nurturing Green Team, a horticultural and maintenance crew contracted through A. Buellman Landscape Inc., keeps Lincoln Square in touch with nature.

Gigantic pots and bed gardens bring spring to Lincoln Square streetscapes with flowering masses of tulips, Narcissus Tahiti, and pansies. In summer, butterflies flit amid meadow flowers in the ten malls kiosk Broadway from 60th to 70th Streets. In winter, year round evergreen shrubs thrive and trees dress up in lights. Additionally, throughout the length of each mall, lush ground cover and plentiful shrubs complement our seasonal flowers.

Lincoln Square’s gem-like parks, namely Richard Tucker and Dante, beckon the public to sit and enjoy springs Ramuntcho flowers, summer’s bright annuals and fall’s sophisticated perennial shades of purple and pink. The BID’s efforts don’t go unnoticed. “I love the little café tables at Dante and Tucker Parks and the malls always look fabulous,” said a pleased respondent in the BID’s Annual Customer Satisfaction Survey.

What nature can’t do, the BID’s green thumbs step in to do. Each morning a crew from Goddard Riverside Community Center’s Green Keepers cleans the malls. In the parks, the Green Team tends the flora and our Clean Team spruces the furnishings; chairs, tables and bright red umbrellas are washed daily for the public’s private enjoyment of quiet time, as well as music-infused summer lunches and a charming Greenmarket on Thursdays and Saturdays.

The BID cares deeply about its neighborhood parks; consequently, the BID has assumed partial responsibility with the City’s Parks Department for maintaining Dante Park. Support from Greenwich Foundation and Council Member Helen Rosenthal funded much-needed improvements. As a result, Dante Park acquired over 40 new shrubs, tons of colorful tulips and daffodils, layers of fresh mulch and lots of TLC from our landscaping company.

The BID cares about its neighborhood businesses and organizations, including at the New York City Ballet. And, to gain wider exposure in the City, the BID distributes its marketing materials to hotels from Times Square to the Upper West Side.

All the Lincoln Square info that’s fit to print
**Supporters**

If a non-profit, service-oriented organization is to survive and prosper, it needs a strong backbone of loyal and intrepid supporters. The BID staff stands tall thanks to the support generously given at all times from our property owners, businesses, organizations, residents, property owners, and all of our elected officials. Whenever expertise, guidance and help are needed, we know we can find it with a quick call, email or a simple word in passing.

For all that and more, the BID offers its bottomless thanks to our Board of Directors, the de Blasio administration and the many City agencies we work with; the 20th Precinct and the NYPD, the Departments of Sanitation, Small Business Services, Parks & Recreation, Environmental Protection, Transportation, Design & Construction, Consumer Affairs, Homeless Services, Health & Mental Hygiene, Youth & Community Development, and the Mayor’s Offices of Citywide Event Coordination and Management, Media and Entertainment, and Operations.

**Financials**

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**Person to person in Lincoln Square**

Information delivered the old-fashioned way, face-to-face, is the job of eight high school and college students and two representatives (i.e., retired adults) who assist the BID in matters of governance in Lincoln Square. From Wednesday through Sunday, from 10:00 a.m. to 4:00 p.m., these representatives are in Lincoln Square ready and able to give directions and supply informative brochures to passersby. The colorful banners flitting over Lincoln Square’s streets fly from area street poles promoting tourism, shopping, dining, and cultural events in our great neighborhood. Through social media and our twice-monthly e-newsletter, the BID reports important City information and construction updates, as well as announce local events, customer savings, and ideas for holiday and seasonal shopping. New additions to the past year include the BID’s Instagram account (@lincolnSQ), which reaches an even larger audience and generates increased positive feedback on our posts, and Periscope, so the BID can live broadcast its great music events in the summer. The BID’s presence continues on Facebook and Twitter, as does the sharing of photos on Flickr and videos on YouTube.

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