The Lincoln Square Business Improvement District is a 501(c)3 not-for-profit organization that was created in 1996 by property owners, businesses, not-for-profit institutions and other stakeholders to make a great neighborhood better. The BID’s mission is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area’s diverse business and cultural offerings. The Lincoln Square BID acts as a catalyst, working with business, community, and city partners, to promote positive change in Lincoln Square. Our programs and initiatives, including Winter’s Eve at Lincoln Square – New York’s largest holiday festival – are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.

**LINCOLN SQUARE AT A GLANCE**

<table>
<thead>
<tr>
<th>Square Footage Assessed by the BID*</th>
<th>5,520,449 SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>3,458,443 SF</td>
</tr>
<tr>
<td>Retail</td>
<td>1,485,632 SF</td>
</tr>
<tr>
<td>Garage (and Development Sites)</td>
<td>576,374 SF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Profit Square Footage (not assessed)</th>
<th>2,975,973 SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Square Footage**</td>
<td>9,776,426 SF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Building Square Footage</th>
<th>18,272,848 SF</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Annual Visitors to New York†</th>
<th>64,100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Visitors to Lincoln Square</td>
<td>24,500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Subway Ridership††</th>
<th>59th Street-Columbus Circle 22,929,203</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A+C+B+D+1</td>
</tr>
<tr>
<td></td>
<td>8th busiest station in the system</td>
</tr>
<tr>
<td></td>
<td>66th Street-Lincoln Center 7,002,620</td>
</tr>
<tr>
<td></td>
<td>1+2+3</td>
</tr>
<tr>
<td></td>
<td>72nd Street @ Broadway 12,749,746</td>
</tr>
<tr>
<td></td>
<td>1+2+3</td>
</tr>
<tr>
<td></td>
<td>57th Street @ 7th Avenue 11,300,097</td>
</tr>
<tr>
<td></td>
<td>N+Q+W</td>
</tr>
<tr>
<td></td>
<td>72nd Street @ CPW 2,799,974</td>
</tr>
<tr>
<td></td>
<td>B+C</td>
</tr>
</tbody>
</table>

* LSBID, FY 2020 Assessment. Properties are assessed on a three-tiered system based on commercial, retail and garage square footage. Residential condo owners are assessed $1 per year.

** NYC DOF, CAMA Data.


†† Metropolitan Transit Authority, 2017 Annual Ridership.
**WHAT LINCOLN SQUARE HAS TO OFFER:**

- Restaurants & Bars: 39
- Clothing & Accessories Stores: 37
- Services: 19
- Culture & Entertainment: 16
- Garages: 15
- Quick Serve Eateries: 15
- Salons & Spas: 12
- Banks & Financial: 10
- Food & Beverage Retail: 8
- Home Goods Stores: 8
- Education: 8
- Beauty & Personal Care Stores: 6
- Fitness Studios & Gyms: 6
- Book & Stationery Stores: 5
- Other Retail: 5
- Hotels: 5
- Electronics Stores: 4
- Drugstores: 4
- Health & Medical Facilities: 3
- Houses of Worship: 2
- Libraries: 2
- Post Offices: 2

**WHAT KIND OF JOBS ARE IN LINCOLN SQUARE?**

- Arts, Recreation & Entertainment: 11,037
- Information: 7,459
- Accommodation & Food Service: 3,676
- Retail Trade: 3,118
- Educational Services: 2,928
- Other Industries: 4,384

**EMPLOYEES’ EDUCATIONAL ATTAINMENT**

- Bachelor’s or Advanced Degree: 32.8%
- Some College or Associate Degree: 21.8%
- High School: 14.0%
- Less than High School: 8.2%

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**Businesses (commercial, retail & non-profit)**: 259

**Occupancy Rate**: 95%

**Jobs in Lincoln Square**: 32,602

**Students in Lincoln Square**: 35,331

**Cultural, Educational & Other Non-Profits**

- American Folk Art Museum
- The Church of Jesus Christ of Latter-day Saints
- Fordham University
- John Jay College of Criminal Justice
- Kaufman Music Center
- Lighthouse Guild
- Lincoln Center for the Performing Arts
  - Chamber Music Society of Lincoln Center
  - Film at Lincoln Center
  - Jazz at Lincoln Center
  - The Juilliard School
  - Lincoln Center Theater
  - The Metropolitan Opera
  - New York City Ballet
  - New York Philharmonic
  - New York Public Library for the Performing Arts
  - The School of American Ballet
- Mount Sinai West
- Museum of Art & Design

**New York Institute of Technology**
**New York Public Library—Riverside Branch**
**New York Society for Ethical Culture**
**SAG-AFTRA Foundation**
**Sesame Workshop**
**West Side YMCA**
**WNED**

**Other Major Employers**

- ABC/The Walt Disney Company
- Apple Store
- Deutsche Bank (coming soon)
- Nordstrom (coming soon)
- The Shops at Columbus Circle and the Restaurant & Bar Collection

**Theater Seats**: 22,864

**Movie Screens**: 16

**Hotels Rooms**: 1,618

**Garage Spaces**: 3,770

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*Occupancy rate is calculated by number of occupied retail and non-profit spaces divided by total number of retail and non-profit spaces, as of May 16, 2019.
Number of employees includes Time Warner employees who have since relocated outside of Lincoln Square. Additionally, the number does not include Deutsche Bank employees who are not yet located in the district.
** Outside of the BID.
LINCOLN SQUARE
BY THE NUMBERS

Lincoln Square BID plants and maintains 2+ acres:
- Dante and Richard Tucker Parks
- Landscaped Broadway malls 10
- Broadway mall end bed gardens 20
- Planters & urns 84

Lincoln Square BID cleans and maintains:
- Block faces 84
- Items of street furniture 522
- Trash cans 133
- Tables 104
- Chairs 210
- Benches 52
- Umbrellas 16
- Kiosks & info carts 5
- Light poles 215

Lincoln Square team
- Full-time staff 6
- Part-time staff 2
- Public safety officers 10
- Cleaners 15
- Goddard Riverside Green Keepers 4
- Seasonal information ambassadors (pt) 10

Winter’s Eve
- Attendees 25,000
- Participating businesses 100
- Performance venues 20+

2019 Community Survey (Feb.-April 2019)
- Respondents 223

Annual Web Traffic 121,000 page views

THE BIG PICTURE: CLEAN, SAFE, BEAUTIFUL & FUN

96% said Lincoln Square was as clean or cleaner than the rest of NYC
97% said that Lincoln Square was as safe or safer than the rest of NYC
96% said that the Lincoln Square BID is doing a good job

TOP TEN QUALITY OF LIFE CONCERNS:

- Construction
- Homelessness
- Ponding
- Scaffolding
- Panhandling
- Traffic
- Pedestrian Experience
- Other
- Vending
- Plastic News Boxes

Source: Lincoln Square BID, 2019 Annual Community Survey.