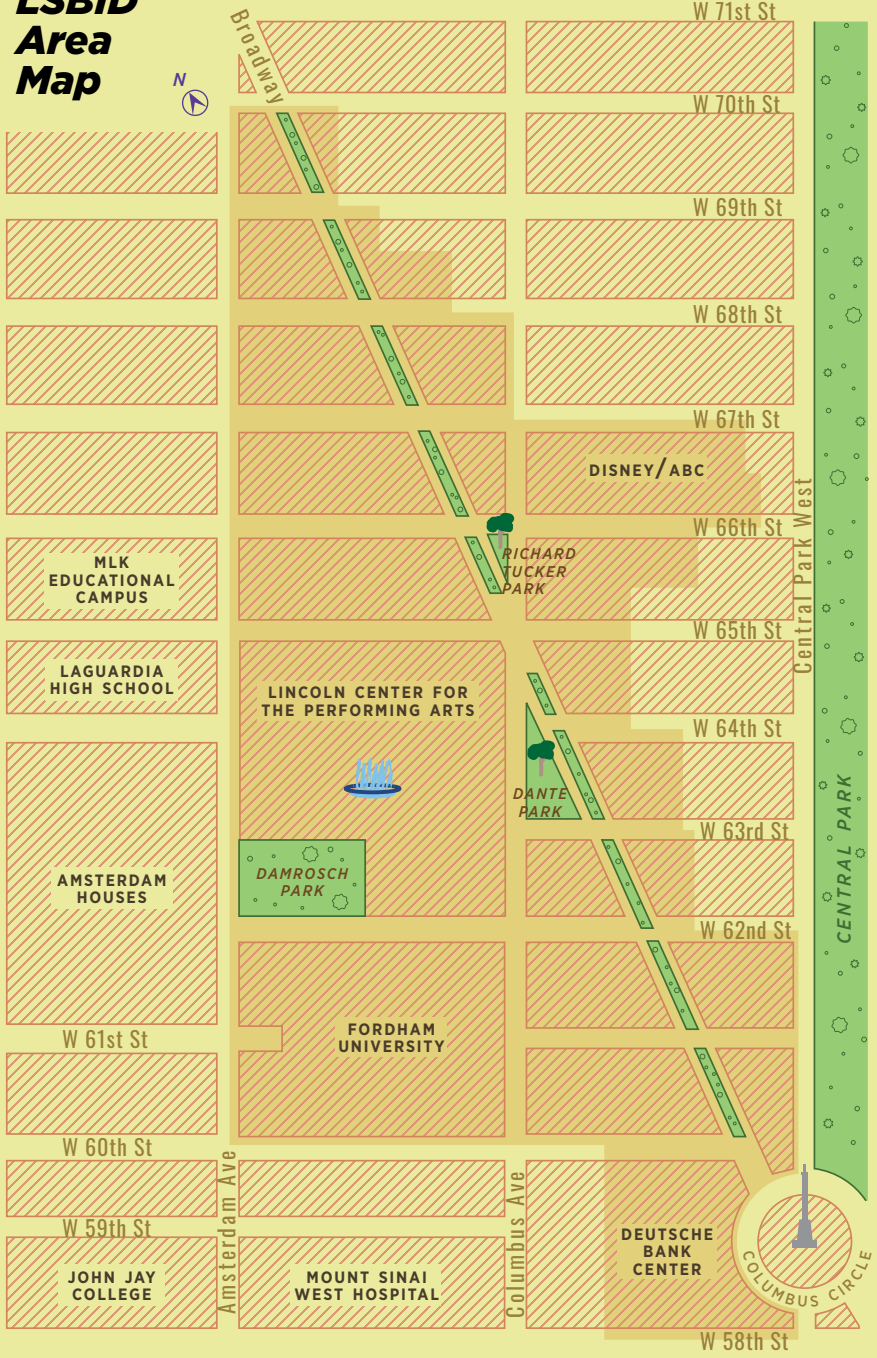




**ANNUAL
REPORT
LINCOLN
SQUARE
BID
2022-
2023**

LSBID Area Map





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Dear Friends:

As we walk around our district, we are encouraged to see that the neighborhood is coming back. The past three years have brought unprecedented challenges, but today Lincoln Square feels alive and welcoming: sidewalks are busy, restaurants are filled, and our concert halls and theaters are drawing crowds. While pedestrian counts are still below 2019 levels, they are inching up, and more new businesses are calling Lincoln Square home.



Our neighborhood is resilient thanks to our large and growing residential community and our anchor institutions and businesses, including Lincoln Center, Fordham University, New York Institute of Technology, and the Deutsche Bank Center. To support them, we ensure that the neighborhood is clean, safe, and vibrant. Improving quality of life in the public realm—mitigating crime, keeping sidewalks spotless, maintaining our green spaces, supporting our property owners and businesses, and hosting community programs—is our priority 365 days a year. Attention to detail really matters. Our goal is to create an environment where businesses can prosper and our residential community can thrive.

To make this happen, we rely on a lean staff. Over the past year, like many organizations, we found it difficult to hire due to a tight labor market. Our Clean Team, Goddard crew, and Public Safety Officers can't work remotely—they are out in the district in all conditions, every day.

Despite being short-staffed, we have many accomplishments to celebrate this year: we strengthened our sanitation services to keep the neighborhood spotless, extended our public safety contract with Allied Universal, brought back our holiday tree and successful

summer concert series, hosted the first WinteRamble, and renewed our contract with the City for another five years. We also recently completed a thorough strategic plan, conducted by HR&A Advisors, to address changes in our neighborhood. Following HR&A's recommendations, we have created a Board committee to ensure the BID's long-term financial strength.

Despite our name, we do much more than support businesses. Everyone who lives and visits here benefits from the services we provide. With the upcoming departure of the Walt Disney Company from Lincoln Square, we need to re-examine our assessment formula to make it more equitable and avoid reducing services that are essential to the neighborhood. For FY 2024, our assessment level will remain at \$2.85 million—for the fifth year in a row—with billing rates approximately the same as last year.

We are encouraged to see a determined focus on quality of life issues by Mayor Eric Adams and his team. His appointment of a public realm czar; recent measures to address crime, recidivism, and homelessness; and efforts to support business recovery and outdoor dining are all reasons to be optimistic about our neighborhood and our city.

There will be challenges ahead, but we are seeing firsthand that our district is well on the road to recovery. Thank you to our small, very hardworking staff, ably led by Ralph Memoli; our dedicated partners; our elected officials; our supportive government colleagues; and our tireless Board of Directors and members, who work alongside us every day to make Lincoln Square an outstanding place to live, work, and visit. It just wouldn't be possible without you.

Sincerely,


Monica Blum, President


Gary Jacob, Chairman

Focus on the Public Realm and Quality of Life



Field Operations

CLEAN TEAM

Clean streets are the backbone of a livable and vibrant neighborhood. That is why we continue to invest in our Clean Team: 15 workers, contracted through Streetplus, who sweep litter from our streets and sidewalks, line BID-owned and branded trash receptacles with fresh plastic bags, and place full bags in Citibins or on corners for collection by the New York City Department of Sanitation (DSNY). The Clean Team also removes graffiti and stickers from street furniture and fixtures, wipes down and disinfects high-touch surfaces, power-washes trouble spots on sidewalks, and shovels snow

at crosswalks and bus shelters to create walkable paths. Their hard work, now totaling 600 service hours per week, really adds up. The departure of our lead supervisor, who was assigned to Lincoln Square for 23 years, was a challenge for our program. Fortunately, we promoted new supervisors from within to ensure continuity, and at the same time increased wages.



FY 2023 Sanitation Stats

May 2022–April 2023

- 97,055 TRASH BAGS USED** → *17% increase over FY 2022*
- 553 INSTANCES OF GRAFFITI REMOVED**
- 17,154 ITEMS SCRAPED, CLEANED, OR PAINTED**
- 125 TRASH CANS, BIG BELLIES, AND CITIBINS SERVICED DAILY**

CLEAN CURBS

Piles of garbage bags on corners are unsightly and unsanitary, but it does not have to be this way. In April 2022, we were selected to be part of DSNY and Mayor Adams’s Clean Curbs pilot program, an initiative that consolidates trash bags into closed bins—giving the sidewalk back to people. We worked with DSNY and the Department of Transportation (DOT) to find eligible locations and installed two five-module Citibins in the heart of our district. These bins are compact, discreet, and, most importantly, rodent-proof. Altogether they hold 40 bags of garbage, collected from various nearby locations by our Clean Team, and are regularly emptied by DSNY. The Citibins have been a game changer for our sidewalks; as a result, the corners from 60th Street to 63rd Street on both sides of Broadway are free of bags. We will expand this program in the near future.

GODDARD RIVERSIDE GREEN KEEPERS

This year, we also gave pay increases to the Goddard Riverside Green Keepers, our

partners of 26 years, who diligently clear litter from the Broadway Mall crossings, empty trash receptacles, and clean mall interiors each weekday morning. In winter, they shovel snow and clear crosswalks.



SEASONAL UPKEEP

In response to increased foot traffic in the neighborhood this year, we have significantly expanded our pressure-washing program, adding weekly treatments at Dante Park and two backpack scrubbers to our arsenal. In the warm weather, we work with City 1 Maintenance to give our street furniture a fresh coat of paint, to keep it looking like new.

PUBLIC SAFETY

Equally important to ensuring a strong recovery is public safety. Historically, we have had ten full-time Public Safety Officers (PSOs) patrolling our neighborhood from early morning until late evening. But in today's labor market, our public safety contractor, Allied Universal, has had significant staffing issues. Prompted by our lowest staffing levels ever, in March 2023 we increased our starting wage for PSOs to \$19 an hour in the hope that we will attract and retain qualified officers. We are happy to have two long-serving supervisors, who have been here for a combined 39 years, help guide our program through these challenges.

Our core group of officers, friendly ambassadors who serve as eyes and ears of the New York City Police Department (NYPD) 20th Precinct, remain dedicated to protecting the quality of life of Lincoln Square. Every day, they answer questions, give directions, call for assistance, count pedestrians at key locations, and report issues such as homelessness, potholes, broken streetlights and street signs, vending violations, leaking fire hydrants, and garbage conditions to the appropriate City agency or to our Clean Team. From May 2022 to April 2023, we reported 1,414 incidents and conditions and





our officers had 2,430 public interactions. Our teams are at the ready for parades, demonstrations, marathons, and festivities.

We maintain an ongoing dialogue with law enforcement to work together against crime. We have a longstanding relationship with the 20th Precinct, keep in close contact with our neighborhood coordination officers (NCOs) and community affairs officers, and regularly attend monthly community council meetings. We also participated in National Night Out and hosted two “Build the Block” meetings for our NCOs, in a space graciously provided by one of our property owners, Milstein Properties.

Together with the Manhattan Chamber of Commerce and a number of our BID colleagues, we co-sponsored an Anti-Crime Summit to discuss public safety solutions



as the city emerges from the pandemic. Speakers included Mayor Adams, Manhattan District Attorney Alvin Bragg, and NYPD Chief of Department Jeffrey Maddrey. We are also part of D.A. Bragg’s Small Business Alliance, which brings together BIDs and small business leaders to reduce shoplifting and commercial robberies.

STREETScape AND BEAUTIFICATION

We take pride in our ambitious beautification program, which we started in 1999. This year, we extended our contract with A. Bulfamante Landscaping,



to ensure that our neighborhood's urban gardens remain lush and weed-free all year long.

Our work in the Broadway Malls from 60th Street to 70th Street—as well as in Richard Tucker and Dante parks—is a year-round effort and a labor of love. We create four seasonal displays filling dozens of planters, urns, and end beds with thousands of colorful annuals. We replace spent shrubs in the interiors, and add mulch and ground cover, as needed. This year, we plan to further improve mall interiors with many new evergreens and perennial shrubs. We are grateful that we receive

support from individuals, local organizations, some residential buildings, Greenacre Foundation, and, of course, the New York City Department of Parks and Recreation (NYC Parks) to keep the neighborhood green and colorful. Visit www.lincolnsquarebid.org/supporters to see a list of donors.

Over the past year, there has been an increase in incidents of graffiti, trash cans being knocked over, signage being damaged, chairs and umbrellas going missing, and plants being uprooted. While disheartening, the actions of a few bad actors will not deter us. We remove graffiti nearly instantly, replant flowers, and replace street furniture as needed.

In addition to our year-round horticultural program, our streetscape program ensures that our sidewalks and public spaces are inviting and well managed. We provide movable tables and chairs, information and wayfinding kiosks, and bright red umbrellas for the public's use, and also maintain all the benches around Dante Park and in the Broadway Mall pedestrian crossings.

Creating a Sense of Community



This year, we brought back popular events and introduced new, exciting programming—which would not be possible without the support of our sponsors and the New York City Council—to celebrate a return to “normalcy,” as well as encourage foot traffic to businesses in the area.

SUMMERTIME JAZZ

For the first time since the pandemic, we brought back our free summer lunchtime concert series, Summer Jazz Sensations. Every Wednesday in July and August, we featured different genres of jazz in Dante Park, a more spacious venue than the previous location. This allowed



us to accommodate more listeners and bring in local eateries to sell drinks and treats at a nominal cost. In June 2023, we are looking to build on this successful format—which supported dozens of local artists, brought a unique cultural experience to the neighborhood, and garnered millions of media impressions.

LIGHTING UP LINCOLN SQUARE

We were glad to bring back a holiday tree lighting this year, which was well-attended by the community, joined by several elected officials, and broadcast on WABC-TV. The 20-foot Fraser fir from Bliss, NY, was installed in Dante Park by NYC Parks and decorated with ornaments from Color Me Mine and thousands of LED lights. We hosted a slate of ten family-friendly, outdoor performances that employed 50 artists and

showcased everything from klezmer to mariachi to Jewish a cappella. For the first time since 2019, we also wrapped two large trees per mall along Broadway with festive LED lights and added 15 Tumbling Brights figures from Columbus Circle to 70th Street. We also installed an immersive, interactive display at Dante Park: urban art designer Félix Marzell's Big Apple, Musical Tree, and Music Box created a picturesque setting for people to share with their friends and loved ones.





WINTERAMBLE

We celebrated the winter solstice with an illuminated procession of Frost Giant puppets and icicle lanterns led by Processional Arts Workshop. A multigenerational crowd participated in a mini-lantern workshop at TD Bank and joined hundreds of revelers as they meandered through the neighborhood to the ethereal sounds of J.C. King's Kalimbascope, building a true sense of community.



PROMOTIONAL EFFORTS

To support our local businesses, we published 10,000 copies of the pamphlet *Where to Shop and Where to Eat in Lincoln Square*, which flew off the shelves of our three information carts. We are updating the guide and again making it available at the information carts, where visitors can also find promotional materials from Lincoln Square's businesses and cultural institutions, as well as other major NYC tourist destinations and attractions.

DIGITAL PUBLIC OUTREACH

We consistently broadcast timely information about what is happening in Lincoln Square through social media and our e-newsletter. In 2022,

we reached more than 5,000 subscribers with these biweekly messages. In a sign that we are delivering relevant information, our open rate is 39%, up 13 percentage points from the year prior, and above the industry standard of 35%.

Our website also serves as the hub for everything you need to know about Lincoln Square. Over the past year, we have posted more than 1,000 events, updates about new businesses and cultural organizations, and pertinent government information, and have maintained a robust Neighborhood Guide and digital map. Nearly 100,000 people visited the site last year with traffic peaking in December, coinciding with our holiday programming.

Retail and New Development



The retail climate in Lincoln Square is strong and continues to be bolstered by Deutsche Bank Center and the Shops at Columbus Circle. Our district's retail availability rate is approximately 15%—slightly more than last year.

In 2022, 11 businesses debuted in Lincoln Square. New dining options include bakeries Maman and Rosetta and the neighborhood's first Afro-Caribbean restaurant, Tatiana, which received three stars from the *New York Times* and was rated as *the* number one restaurant in NYC.

Health clinics, salons, and other retail businesses also opened their doors, including JustFoodForDogs, Ladurée, Le French Wine Shop, Less&more Nail Lab, Summit Health, Sunglass Hut, Venus et Fleur, and Wilson Sporting Goods.





This year is also off to a strong start, with many businesses opening or reopening in the first quarter of 2023: Quality Branded's Bad Roman and David Chang's Bāng Bar at the Shops at Columbus Circle; Café Paradiso, by the owner of Fiorello's, located in Film at Lincoln Center; Wonder; El Fish Marisqueria; Brown Harris Stevens; and Sephora. The reopening of the TKTS booth at Lincoln Center's Rubenstein Atrium, where the new Independent Cafe has opened, is also helping usher in the return to theater with discounted tickets.

A key to driving foot traffic in the latter part of 2022 was the reopening of Lincoln Center's David Geffen Hall in October. We are pleased that the renovated Hall was not only opened two years ahead of schedule but also

features a welcoming living-room-like atmosphere in the lobby, which is accessible to everyone and provides many drinking and dining options.

E-commerce and the pandemic have changed the way people shop and resulted in the closure of several large retail establishments. In response, property owners in our district are exploring adaptive reuse of their vacant spaces. For example, a school and an ambulatory care facility will both soon open in former retail spaces, and highly anticipated openings in FY 2024 are already in the pipeline, including an expanded Breads Bakery; a Morton Williams supermarket; restaurants Rampoldi and ZIZI; URvet Care, a veterinary office; the Shefa School; a Lady M Bakery; and Capital One Cafe.

RESIDENTIAL DEVELOPMENT

We are proactively planning for the departure of ABC and the Walt Disney Company from Lincoln Square, which will reshape our neighborhood. Disney has over one million square feet of commercial space that is used by thousands of employees. When Disney moves to Hudson Square, its current site, which is owned by Extell Development, will likely be developed into apartments, strengthening the residential foundation of our neighborhood. To help us navigate these and other changes, we hired HR&A Advisors to develop a strategic plan to enable us to meet the changing needs of the community in the coming years.



Notable new buildings are taking shape in Lincoln Square. One West 60th Street, a new luxury rental building called Anagram developed by Global Holdings, is under construction on Broadway. The building will be home to three new retail stores and more residents, helping to transform the corner. Farther north, Extell Development is progressing on 50 West 66th Street, which will also be the new home of Congregation Habonim.

Lincoln Square District Composition

	IN SQUARE FEET
COMMERCIAL SPACE	3.38 M
RETAIL SPACE	1.45 M
GARAGE SPACE	561,000
NOT-FOR-PROFIT SPACE	2.7 M
RESIDENTIAL SPACE	9.9 M

Partnerships and Community Support



Our district consists of many stakeholders, organizations, property owners, businesses, residents, and elected officials, all part of our successful 27-year public-private partnership. During the pandemic, we strengthened relationships with nearby security directors and property managers, and

almost daily disseminated important information on crime, demonstrations, and street closures. We work round-the-clock with our partners and alongside many City agencies to make sure that Lincoln Square remains one of the city's cleanest, safest, and most beautiful neighborhoods.

WORKING ON RECOVERY

We work closely with the Mayor's Office and participate in the NYC Department of Small Business Services' (SBS's) Commercial Corridor Recovery Task Force, which brings BIDs together with relevant City agencies and other community-based organizations to address issues affecting our neighborhoods.

We also work with NYC Council Member Gale Brewer, Manhattan Borough President Mark Levine and other elected officials; Manhattan Community Boards 7 and 4 as well as the many organizations who share our interests: NYC BID Association, Lincoln Square Neighborhood Center, Goddard Riverside Community Center, block associations, and



GrowNYC, which hosts the highly successful Greenmarket at Richard Tucker Park. These relationships, as well as our interactions with many other City agencies, including NYC Parks, DOT, DSNY, SBS, CECM, the Department of Health and Mental Hygiene, and the Department of Homeless Services, are essential to our ability to fulfill our mission, and we thank them for daily support.

We also extend a special thank you to Ogden CAP Properties, Fordham University, and Lincoln Center for the Performing Arts for their additional support throughout the year. We simply could not do our work without our partners.



The Future

Our mission includes acting as a catalyst for positive change, and toward that end we have focused our efforts on helping our neighborhood and our city recover from the aftereffects of the pandemic. We continue to address critical issues such as vendor reform, coordinated streetscape improvements, small business recovery, pedestrian safety, homeless outreach, and public safety.

Since the boundary for proposed congestion pricing is at 60th Street, we are following this policy closely. We have asked DOT to carefully examine these issues prior to implementation. We fear that implementing it without a comprehensive review of traffic patterns will cause more gridlock, particularly in the lower portion of Lincoln Square.

As we continue to navigate the aftereffects of the pandemic, we are confident that the future is bright in Lincoln Square. We are working hard to ensure our quality of life services are delivered 365 days per year and that the

neighborhood and the BID are prepared for the changes to come.

Our great relationships with City officials and local stakeholders will remain vital to our shared progress. We applaud the Mayor's efforts to move vending enforcement to DSNY and are especially pleased that he has committed to working with BIDs to strengthen the city's commercial corridors.

We will continue to collaborate with our peers and partners to tackle homelessness and public safety concerns, and to support the city's tourism efforts to show the world that New York City is thriving and Lincoln Square is open for everyone's business.

In the months ahead, we look forward to welcoming new businesses to the neighborhood, strengthening our core safety and sanitation services, and finding new ways to add value for our stakeholders and neighbors—making Lincoln Square even better for everyone. We hope to see you around the neighborhood!



FINANCIALS

	UNAUDITED March 2023*	AUDITED June 2022	AUDITED June 2021
<i>STATEMENTS OF FINANCIAL POSITION</i>			
ASSETS			
Cash	\$3,539,616	\$2,632,644	\$2,249,209
Property and equipment	\$143,121	\$112,741	\$112,743
Prepaid and other assets	\$50,353	\$63,721	\$34,544
TOTAL	\$3,733,090	\$2,809,106	\$2,396,496
LIABILITIES/NET ASSETS			
Liabilities	\$934,456	\$311,013	\$264,697
Net assets	\$2,798,634	\$2,498,093	\$2,131,799
TOTAL	\$3,733,090	\$2,809,106	\$2,396,496
<i>STATEMENTS OF ACTIVITIES</i>			
SUPPORT AND REVENUES			
Assessment revenue	\$2,137,500	\$2,850,000	\$2,850,000
Contributions/grants	\$205,790	\$307,278	\$275,150
TOTAL	\$2,343,290	\$3,157,278	\$3,125,150
EXPENSES			
Marketing/development	\$406,047	\$530,910	\$465,670
Safety	\$357,823	\$536,509	\$639,172
Sanitation	\$708,731	\$899,456	\$795,705
Public improvements	\$215,495	\$320,873	\$342,412
Administration	\$354,653	\$503,236	\$399,786
TOTAL	\$2,042,749	\$2,790,984	\$2,642,745
Increase in net assets	\$300,541	\$366,294	\$482,405

Summary of Financial Statements dated December 11, 2022, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request or at www.lincolnsquarebid.org.

*March 2023 represents 9 months of operations.

OPERATING BUDGET—FISCAL YEAR JUNE 30, 2024

	<i>TOTAL</i>	<i>BUSINESS SUPPORT/ MARKETING</i>
SUPPORT AND REVENUE		
Assessment revenue	\$2,850,000	
Contributions/grants	\$188,000	
TOTAL	\$3,038,000	
EXPENSES		
Salaries	\$898,020	\$211,500
Payroll taxes/benefits	\$177,800	\$31,800
Outside contractors	\$1,579,500	\$59,000
Equipment	\$11,000	
Supplies	\$22,000	\$8,000
Rent	\$197,000	
Project expenses	\$194,500	\$192,000
Insurance	\$17,000	
Professional fees	\$60,000	
Contingency	\$30,000	\$5,000
Other	\$50,910	
TOTAL	\$3,237,730	\$507,300
Increase in net assets	\$(199,730)	

FINANCIALS

<i>SAFETY</i>	<i>SANITATION</i>	<i>CAPITAL</i>	<i>DEVELOPMENT</i>	<i>ADMINISTRATION</i>
\$152,950	\$169,830	\$161,280	\$91,740	\$110,720
\$32,100	\$33,750	\$31,850	\$23,200	\$25,100
\$550,000	\$820,000	\$150,000	\$500	
\$1,000	\$5,000	\$5,000		
\$1,000	\$1,000	\$2,500	\$500	\$9,000
				\$197,000
		\$2,500		
				\$17,000
				\$60,000
\$10,000	\$10,000	\$5,000		
				\$50,910
\$747,050	\$1,039,580	\$358,130	\$115,940	\$469,730

BOARD OF DIRECTORS

CATEGORY A: A1 AND A2

**Owners of non-residential,
mixed-use, or residential
real property**

Daniel Bettinardi
Mandarin Oriental,
New York

Gregg Carlovich
SECRETARY
15 Central Park West

David Cvijic
VICE CHAIR OF AUDIT
Millennium Partners

Suzanne Davis
Residential Property
Owner

Abigail Black Elbaum
Ogden CAP Properties,
LLC
Lester Schwalb

Scott Fishbone
AvalonBay Communities

Maura Hayes
TREASURER
The Walt Disney
Company

Gary Jacob
CHAIRMAN
Glenwood Management

Meredith Keeler
Related Companies
Dan Truchan

Alan Locker
VICE CHAIR OF FINANCE
Bonafide Estates, Inc.

Tony Mannarino
Extell Development
Yehuda Gordon

Suzie Mills
Trump International
Hotel & Tower
Gabi Soanca

Wendy Mosler
ASSISTANT TREASURER
Global Holdings
Management Group

Steve Rossi
Milstein Properties

CATEGORY B Commercial tenants

Claudia Martinez Azzara
Color Me Mine

Rachel Duncan
Deutsche Bank

Bobbie Lloyd
Magnolia Bakery
(non-voting member)

Leo Mavrovitis
The Emporium Ltd.

Alan Nossen
TD Bank
Christine Modafferi

Sebastien Silvestri
The Dinex Group/Daniel
Boulud Restaurants
Dan Boyce

CATEGORY C Tenants who are occupants pursuant to a lease of a dwelling unit

Gerry Creamer
Residential Tenant

CATEGORY D Ex officio

Hon. Eric Adams
Mayor of the City of New
York; represented by:

Kevin Kim
Commissioner, New
York City Department
of Small Business
Services

Hon. Gale Brewer
New York City Council
Member, District 6

Hon. Brad Lander
New York City
Comptroller

Hon. Mark Levine
Manhattan Borough
President

CATEGORY E Community boards (non- voting members)

Pete Diaz
Community Board 4

Seema Reddy
Community Board 7

CATEGORY F Owners of real property exempt by law from real property taxation

Hank Foley
New York Institute of
Technology
Patrick Minson

Kate Sheeran
Kaufman Music Center

Marco Valera
Fordham University

Henry Timms
Lincoln Center for the
Performing Arts, Inc.
Eleni DeSiervo

*Alternate directors
listed in italics*



STAFF

Monica Blum

PRESIDENT

Ralph Memoli

EXECUTIVE VICE PRESIDENT

Phil Gordon

DIRECTOR OF OPERATIONS

Ariana Geller

PROGRAM AND COMMUNICATIONS
ASSOCIATE

Carlos Valladares

FIELD OPERATIONS ASSISTANT

Elizabeth Grant

OUTREACH AND VISITOR SERVICES
COORDINATOR

Credits:

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As the Crow Walks

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Photography

BID Staff

Carlos Ayala

Christine Butler

Elena Olivo

The mission of the Lincoln Square Business Improvement District (BID) 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 are designed to foster tourism and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.



**LINCOLN
SQUARE**
BID

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#LincolnSquareNY

CLEAN

SAFE

WELCOMING

VIBRANT