

Upcoming Events

- ◆ **WINTER'S EVE AT LINCOLN SQUARE**
Monday, November 29, 5:30 p.m. – 9:00 p.m.
Free entertainment, food tastings, family fun and more along Broadway from Time Warner Center to 68th Street. Kick-off tree lighting at Dante Park, Broadway at 63rd Street. www.winterseve.org
- ◆ **HOLIDAY MARKET AT COLUMBUS CIRCLE**
December 1 – 24, 10:00 a.m. – 8:00 p.m.
SW entrance to Central Park
www.urbanspacenyc.com/columbus-circle
- ◆ **HOLIDAY UNDER THE STARS AT TIME WARNER CENTER**
November 18 – December 31, starting at 5:00 p.m.
www.shopsatcolumbuscircle.com

On the Street



“My normal lunch spot is the bench in the Broadway mall on the north side of West 68th Street. I love it. The BID is always out watering and tending to the flowers. And, my wife loves to shop at the stores on Broadway.”
— Alan Pinter, Product Specialist, Apple Store



“I love the arts — theatre and opera. I am inspired by the Juilliard School. I want to go there for college!”
— Ariel Cooper, Manhattan Theatre Lab High School at the Martin Luther King, Jr. Educational Campus



“I’ve worked for the BID for eleven years. There used to be lots of garbage and graffiti. Not any more. We clean everything! The benches on the malls, the tables and chairs in the parks, and we keep the streets clean.”
— Eloy Bravo, Lincoln Square BID Clean Team



The Lincoln Square District Management Association, Inc.
1841 Broadway, Suite 1112
New York, NY 10023

LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

lincolnsquarebid.org

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LINCOLN SQUARE

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Fall/Winter 2010

Dance, Dance, Dance at Winter's Eve, November 29th

Put on your dancing shoes for this year's annual **Winter's Eve** bash on **Monday, November 29!** The evening kicks off at 5:30 p.m. with a **Neighborhood Tree Lighting at Dante Park at Broadway and 63rd Street.** Renowned international jazz guitarist, vocalist and bandleader, **John Pizzarelli**, will treat the crowd to a few melodies before lighting the holiday tree with WABC-TV's **Sade Baderinwa.**

New this year is a dance tent on West 62nd Street, just west of Broadway. **Eileen Ivers**, NYC native and the daughter of Irish immigrants, takes center stage with her band **Immigrant Soul.** *The New York Times* hails Ivers as "the Jimi Hendrix of the violin," while *The Washington Post* calls her "the future of the Celtic fiddle." Having played with the likes of the London Symphony Orchestra, The Chieftains, Sting, Patti Smith, Paula Cole and Al Di Meola, Eileen Ivers will provide plenty of music to get your toes tapping.

Anat Cohen, the sublime tenor saxophone player and clarinetist, will perform with her brother **Avishai Cohen** at the American Folk Art Museum's Lincoln Square Branch at Columbus Avenue between 65th and 66th Streets. Her style reflects the influences of modern and traditional jazz, classical music, Brazilian choro, Argentine tango and Afro-Cuban rhythms.

Hear the **Harlem Samba Brazilian Percussion Ensemble**, musicians from the Frederick Douglass Academy in Harlem, present the rich sounds and traditional rhythms of Brazilian Carnival at Richard Tucker Park at Broadway and 66th Street.

From 6:00 – 8:30 p.m., 30 local restaurants will set up under tents at Time Warner Center; along Broadway at 63rd and 64th Streets; and at Richard Tucker Park at 65th Street. Look for tastings (nominal cost \$1-4) from **A Voce, AQ Kafe, Asiate at the Mandarin Oriental, New York, Atlantic Grill, Bar Boulud, Bar Masa, Bouchon Bakery, Café Fiorello, Dizzy's Club Coca-Cola**

and **Great Performances, Europan Bakery Café, Francesco Pizzeria, Gabriel's, Gourmet Garage, Grandaisy Bakery, Josephina, La Boite en Bois, Landmarc, Le Pain Quotidien, Luce Restaurant & Enoteca, Magnolia Bakery, P.J. Clarke's, Picholine, Porter House New York, Rosa Mexicano, Sapphire Indian Cuisine, Screme Gelato Bar, Soutine Bakery, Sushi a-go-go, Telepan, 'wichcraft, and others.**

Up and down Broadway you'll find entertainment venues, including **Kids' Central** at the **American Bible Society** with **KiDROCKERS** and bite sized cupcakes for kids from **Magnolia Bakery; Time Warner Center** with **Big Apple Circus, Jazz at Lincoln Center** and student choruses in **Samsung Experience; the Apple Store** and Lincoln Center's **David Rubenstein Atrium.** Retailers such as **Bed Bath & Beyond, Gracious Home, TD Bank, lululemon athletica** and **Best Buy** will welcome all to enjoy goodies, special events and fun activities.

A portion of restaurant proceeds go to City Harvest. Admission is free, but please bring a canned food donation to Broadway and 63rd Street and help feed the hungry.

Come to Winter's Eve, rain, snow or shine. For more information about this year's entertainment go to **www.WintersEve.org.** ■



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Clean, Safe, Beautiful and Successful!

FROM OUR PRESIDENT

Buzz is building for the 11th Annual Winter's Eve at Lincoln Square — our holiday festival featuring an evening of fun, food and dance. Restaurants are refining their tasting menus, retail shops are planning in-store entertainment and promotions and we're lining up talent to give you another memorable experience in Lincoln Square.

September's debut of Mercedes-Benz Fashion Week in Lincoln Square was a boon for the neighborhood. Using special promotions and our Information Carousels, the BID encouraged attendees to venture beyond the tents and explore the neighborhood's many restaurants and shops.

News flash: audible signals for visually impaired pedestrians were recently installed on West 65th Street at Columbus Avenue and at Central Park West. The BID, in collaboration with the Jewish Guild for the Blind and the Department of Transportation, considers this project a work in progress. We are thrilled with this first step and thank DOT.

In the new year we say a fond goodbye to our friends at Barnes & Noble, a wonderful community gathering place and corporate partner to the BID. At the same time, we welcome the new Century 21 department store to Broadway and West 66th Street. It's "the ultimate high-end designer shopping adventure," offering chic labels at unbelievable prices.

Come visit Lincoln Square's new website at www.lincolnsquarebid.org. The easy to read, fresh design and new navigation gives property owners, businesses, residents, employees and visitors quick access to the most up-to-date information on the neighborhood. New features include an interactive neighborhood events' calendar. You'll also find a new community section with links to "west side" sites. And, stay connected to everything happening in Lincoln Square through Facebook, Twitter, Flickr and You Tube.

As always, our Green Keepers, Clean Team and BID Security will keep Lincoln Square clean, beautiful and safe as the chill in the air turns to winter. See you at Winter's Eve!

MONICA BLUM ♦ PRESIDENT

When asked exactly what the Lincoln Square Business Improvement District does, Monica Blum, its President, answers simply, "Clean, safe and beautiful." She then adds, "and we promote our neighborhood's businesses and wonderful assets."

The BID, as it is called, was established in 1996, when the area was in desperate need of attention. Eloy Bravo, a longtime member of the Clean Team crew, remembers garbage in the streets, graffiti on building walls and desolate parks on Broadway.

Since then, ten security personnel and eleven sanitation crew members work almost 365 days a year to make Lincoln Square the most beautiful neighborhood in the city. At the BID's offices on 60th Street, our hardworking staff is constantly finding ways to improve services and enhance the area for shoppers, diners, and theatergoers. Outdoor information carousels offer brochures and directories, the BID's new Web site is a quick and easy resource and events like Winter's Eve bring together

people, businesses and the arts.

"Only those who were here fourteen years ago know how far we've come and how important these critical services are," said Andrew Pucher, Lincoln Square BID Chairman of the Board and Vice President of Global Operations Management at the Walt Disney Company. "The District is attractive to residents, tourists and shoppers alike, making it a great place to live, work and enjoy the arts."

The clean and safe streets and beautiful parks are a tribute to the men who work day in and day out to sweep, shovel, paint and patrol.

Most of them have

been at the job for more than eight years. They are proud of their work over the years and boast personal successes as well, some starting young families and others sending children off to college.

The Lincoln Square BID is a large, extended family. Whether it's Winter's Eve, parades, snow storms or the heat of summer, the BID works tirelessly to provide its core services and much more. ■



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The Lincoln Square Business Improvement District (BID)

is a not-for-profit tax-exempt organization formed in 1996 by property owners, businesses, and others with a stake in our Upper West Side community. We provide supplemental security, sanitation and beautification services seven days a week, develop and manage a wide variety of programs and projects to improve and promote the area, and coordinate our efforts with appropriate City agencies. The Lincoln Square BID's efforts are supported by an assessment on property owners in the district.

Staff: Monica Blum, President; Ralph Memoli, Chief of Staff/VP of Marketing and Special Projects; Richard Juliano, Vice President of Operations; Tim Devlin, Program Associate; Jennifer Furioli, Sponsorship and Communications Manager

Photo credits: Apple, Atlantic Grill, Elena Olivo, Sonia Estreich, and BID Staff. Photo by Ken Howard of Renée Fleming in the title role of Massenet's "Thaïs," at the Metropolitan Opera in 2008, wearing a gown specially designed for her by Christian Lacroix.

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Apple Store, Upper West Side

◆ Apple Store, Upper West Side

1981 Broadway at 67th Street
212.209.3400, www.apple.com/retail/upperwestside

The vast Apple Store never fails to impress. If you haven't been here, take a look this holiday season. Sample the latest technology with the help of friendly and knowledgeable product specialists. Down the spiral staircase you'll find

accessories galore — Paul Frank, Diesel and Izod laptop cases; dozens of designer phone covers; software; earphones; speaker docks and more! Teenagers get it right away. For the rest of us, training is offered all day long. Sign up for workshops and join the revolution.

◆ Samsung Experience

Time Warner Center, 3rd Floor
212.823.9520, www.samsung.com/nyc

Immerse yourself in everything Samsung at this interactive emporium and event space. Brand specialists are on hand for demonstrations, but you can't buy here. It's all about experiencing life with sleek and intelligent Samsung products: cinema quality 3D theatre systems, ultra slim LED TVs and a full stainless steel kitchen equipped with top of the line appliances.

Entering, you are flanked by gaming systems, PCs, phones, cameras and music. It's a multi-media paradise. Events for adults and kids take place year round.

◆ Best Buy

1880 Broadway at 62nd Street
212.246.9734, www.bestbuy.com

Want the latest in technology, entertainment and goods for the home? With a reputation for expertise in a wide range of product brands, the Broadway location is a great place to shop. One neighborhood resident bought her Panasonic flat screen TV here and was thrilled with the price and service. Another young customer took a trip across town with his parents and walked out with an HP PC that was just right for his budget. Best Buy is also the go-to store for small businesses.



Atlantic Grill

◆ Atlantic Grill

49 West 64th Street, 212.787.4663
www.brguestrestaurants.com

Atlantic Grill is open and the brilliant folks at B.R. Guest have done a superb job remodeling while keeping the elegant, original bar that graced the legendary Mike O'Neals' eatery. Anthony, the charismatic bartender, says the former occupant's regulars are enthusiastic supporters. One look at the

menu says it all. Feast on lobster cocktail and fresh oysters. Experience the exquisite presentation at the stunning marble sushi bar and dine on Atlantic Salmon or Filet Mignon during dinner. Fun cocktails and a first-rate wine list round out the menu.

◆ Josephina Restaurant

1900 Broadway at 63rd Street
212.799.1000, www.josephinanyc.com

As you enter the beautiful space that is Josephina, your eyes are drawn first to the striking tile mosaic on the floor and then to the richly painted mural along the south wall featuring scenes from the Mediterranean and San Francisco. Over the bar is the captivating portrait of owner Louis Lanza's grandmother, for whom the restaurant, featuring eclectic New American cuisine, is named.

◆ Bar Masa

10 Columbus Circle, 212.823.9800
www.masanyc.com

Gentle curtains entice diners to enter the intimate, softly-lit space. Walls lined with light, textured Japanese limestone create a soothing atmosphere. A single, long African Bubbinga plank comprises the full-service bar, where enchanting cocktails and premium Sakes join an extensive list of fine wines and champagnes. Tables line the opposite wall. Seasonal menus offer Hibachi grilled entrees and creative sushi dishes for dinner, lunch Bento Boxes and a la carte Sushi and Sashimi. This is a dining experience not to be missed and a taste of the more exclusive Masa next door that won't break the bank.



Renée Fleming in Met Opera's "Thais"

◆ The New York Public Library for the Performing Arts

40 Lincoln Center Plaza, 917.275.6975
www.nypl.org/lpa

Entertainment and fashion have been intertwined throughout the 20th and 21st centuries. From October 14 — January 22, the exhibition *On Stage In Fashion: Design for Theater, Opera, and Dance*, celebrates

the collaborations of performers with fashion designers. Co-curated with the Museum of the City of New York, the exhibit includes work by Chanel, de la Renta and Mizrahi and costumes from the Metropolitan Opera, New York City Opera and American Ballet Theatre. Admission is free.

◆ George Balanchine's The Nutcracker

20 Lincoln Center Plaza, 212.870.5570
www.nycballet.com.nycb/home

There is no production that so moves theatergoers of all ages than George Balanchine's *The Nutcracker*, and there is no company so closely associated with this classic than the New York City Ballet. The glittering annual holiday tradition runs from November 26 — January 2, at the

majestic David H. Koch Theater. Through June 2011, the Ballet offers a spectacular season, including works by Jerome Robbins set to the music of Johann Sebastian Bach and Peters Martins' choreography to melodies by Leonard Bernstein.

◆ Big Apple Circus

Lincoln Center, 888.541.3750
www.bigapplecircus.org

From October 21 — January 9, Big Apple Circus presents an all-new show, *Dance On!* Under the intimate Big Top, no seat is more than 50 feet from the ring! Save up to \$25 per ticket on select seats and locations. Mention promotional code LINCOLN11 online, by phone or at the Big Top Box Office. Look for the Big Apple Circus at the Time Warner Center during Winter's Eve!

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