

Upcoming Events

◆ 14TH ANNUAL MEETING

Wednesday, May 25th at 8:00 am
Lincoln Center's David Rubenstein Atrium
Broadway between 62nd and 63rd Streets

Speakers:

CY VANCE, JR., District Attorney, New York County
NEAL SHAPIRO, President & CEO, WNET
ROSE KUO, Executive Director, Film Society of Lincoln Center

Open to the public, the Lincoln Square BID's annual meeting welcomes neighborhood property owners, residents, businesses and others. Continental breakfast by 'wichcraft. Space is limited. RSVPs are required to Tim Devlin at 212.581.3774 or tdevlin@lincolnsquarebid.org.

◆ SUMMER CONCERT SERIES AT

RICHARD TUCKER PARK (Broadway and 66th Street)
Every Wednesday, July 6th – August 31st, Noon – 2:00 pm
Bring your lunch and enjoy free music in the heart of Lincoln Square.

On the Street



"I'm new to the BID - started in December. I'm a friendly person and interact with people all the time. I don't mind being on my feet all day, but warm days make a big difference!"

— Jasmine Knox, Lincoln Square BID Security Officer



"I'm a day player on a movie crew, working on "Tower Heist" starring Ben Stiller and Eddie Murphy. I work in Lincoln Square a lot. We buy food at the local sandwich shops and take plenty of trips to Starbucks."

— Mike W., New Jersey



"I'm working on promotions for Fashion Week. It's beautiful here. I love Trump Tower and the movie theatres. You can tell who the fashion industry people are - they're always in a big rush!"

— Yulia Machalaba, Moscow, recently moved to Brooklyn



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

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BUSINESS IMPROVEMENT DISTRICT

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Spring 2011

BID Beats Back the Blizzards... And the Neighbors Cheer

"I put on some boots and thanks to your guys I got to the Food Emporium."

So began a voice mail message left for **Monica Blum**, president of the Lincoln Square Business Improvement District, by **Marion Stone**, an older adult living in our district.

The BID's Clean Team, 14 men who share the work of making sure Lincoln Square is clean and attractive, has a difficult job in the winter. And especially this winter! Suffering some of the worst blizzards in city history - snow, ice and strong winds made a tough job even tougher. Conditions were so bad, Mayor Bloomberg declared a snow emergency twice this season.

With shovels in hand and a snow blower obtained in January, the Clean Team faced each storm with determination and vigor. And businesses and residents in the district were grateful.

"Thanks for the excellent work, both on a daily basis and during the recent snowstorms. Great job," e-mailed **Joseph Thomas**, Resident Manager at 165 West 66th Street.

Gary Schutz, Director of Facilities for the American Bible Society and an LSBID Board Member, wrote, "...I cannot say enough about how great the street team has been over the past few

storms. They have done a tremendous job keeping sidewalks and crossing corners clean."

In a gracious letter individually addressed to each member of the Clean Team, **Commissioner Robert Walsh** of the Department of Small Business Services thanked them "for your tireless work to keep New York City's sidewalks and crosswalks cleared of snow and safe for pedestrians during last month's blizzard. Your teamwork and dedication made it possible for residents, visitors and business owners to get around, enjoy, and do business in the city's neighborhoods during the holiday season despite the significant snowfall."

The Board and staff are very pleased that members of the Clean Team are getting the recognition they deserve. "The Clean Team takes great pride in the work they do," says **Monica Blum**. "Neighborhood residents often go up

to them and thank them. It makes a difference when you know you are appreciated."

The accolades get to the heart of the Clean Team's mission - to provide the best supplemental services for all and to keep conditions in the BID clean and safe so businesses and cultural institutions will thrive and people can live, work and play. ■



Marion Stone and the Clean Team



Clean Team hard at work

NYC's Largest Holiday Festival

The streets were alive with thousands of revelers last November 29th as we kicked off the season with **Winter's Eve at Lincoln Square** - New York City's largest holiday festival presented by the BID and presenting sponsor **Time Warner**. The weather was perfect - cool and just a bit breezy. The BID's Neighborhood Tree Lighting Ceremony at Dante Park featured WABC-TV's **Sade Baderinwa** and musical guests **John Pizzarelli**, **Eileen Ivers** and **Chia's Dance Party**, the Colombian jazz band.

From hot chocolate and cider with star anise to an old fashioned bowl of chili, Maine lobster bisque and wild mushroom ravioli with cognac sauce, 32 restaurants offered over 30,000 food tastings. Once again, part of the proceeds from the food tastings were donated to City Harvest.

Headliners, introduced by WABC-TV's **Bill Ritter**, included Irish fiddler **Eileen Ivers** and **Immigrant Soul** at the Winter's Eve Dance Tent on 62nd Street and the **Anat Cohen Quartet** with **John Pizzarelli** and **Avishai Cohen** at the American Folk Art Museum.

Music filled the air as **Harlem Samba** played at Richard Tucker Park and a parade of characters from **Arm-of-the-Sea Theater** danced down Broadway. Jazz at Lincoln Center's **Rose Rutledge Trio**, **Big Apple Circus** performers and the cast of **Billy Elliot** performed at **Time Warner Center** while the **David Rubenstein Atrium** hosted **Red Baraat**.

KIDROCKERS rocked the **American Bible Society** aka Kids' Central thanks in part to **Time Out New York Kids**. **MOBIA**, **DOROT**, **TD Bank**, the **West Side Y** and **New York Society for Ethical Culture** entertained little ones with fun activities.

Many traditional Winter's Eve
(continued inside)



FROM OUR PRESIDENT

One look at the tulips in the Broadway Malls reveals that the Lincoln Square BID is welcoming the arrival of spring.

To ensure that our gardens remain a model for other New York City communities, the BID has signed a new three-year contract, after issuing an RFP, with Frank Bulfamante & Sons, Inc. to provide horticultural services for our beautification program. Keep an eye out for blooming flowers and creative design in the Broadway Malls and at Richard Tucker and Dante Parks.

We also recently entered into a new three-year contract with Atlantic Maintenance, the company that staffs our Clean Team and we extended our contract with ACSS, which provides our Security Team.

We congratulate Mercedes-Benz Fashion Week on another successful event at Lincoln Center. To boost local business, we offered two very successful promotions: Lincoln Square 'Fashion Plate' Prix Fixe, featured 21 restaurants offering specially priced menus to the public, and Lincoln Square 'Crew Cuts', offered affordable choices at ten quick serve establishments for production crew members.

This spring, we will welcome Daniel Boulud's Boulud Sud and Epic rie Boulud (www.danielnyc.com), opening at the south-east corner of Broadway and 64th Street adjacent to Bar Boulud. We also welcome Leicht Kitchens by My Home, My Planet (www.myhomemyplanet.com), a kitchen and bath renovation shop located at 2003 Broadway between 68th and 69th Streets.

Join us at 8:00 am on Wednesday, May 25th at Lincoln Center's David Rubenstein Atrium for our 14th Annual Meeting, with guest speakers the Honorable Cy Vance, Jr., New York County District Attorney; Neal Shapiro, President & CEO of WNET and Rose Kuo, Executive Director of the Film Society of Lincoln Center. Space is limited and reservations are required; email tdevlin@lincolnsquarebid.org or call 212.581.3774 to RSVP.

Mon Bl

MONICA BLUM • PRESIDENT

(continued from front page)
favorites such as student choruses in **Samsung Experience**, the **Hungry March Band**, and ice-sculpting demonstrations in two locations in the district by **Okamoto Studio** made the evening perfect.

The extraordinary event coverage of Winter's Eve included **WABC-TV's** significant live coverage; online and print advertising courtesy of **Time Out New York Kids** and **MVP | NY**; and live radio announcements. **WNET**, Channel 13 and **WLIW21** produced a wonderful Winter's Eve television commercial that aired multiple



times. One of our many new sponsors, **Zagat Survey**, listed Winter's Eve on both its website and in its popular e-newsletter, **Zagat Buzz**.

It feels good to know that we provide New Yorkers an extraordinary evening of free entertainment and great food. A special thanks to neighborhood businesses and nonprofits, city partners, volunteers, and the many generous sponsors listed below who make Winter's Eve at Lincoln Square NYC's premier outdoor holiday festival possible. See you next year! ■

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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; Elizabeth Grant, ReServist

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shopping IN LINCOLN SQUARE

one of a kind experiences



Brooks Brothers

◆ Brooks Brothers

1934 Broadway at 65th Street, 212.362.2374, www.brooksbrothers.com
Step into the grand entrance hall and experience timeless style and elegance. Smart shirts and ties in a multitude of colors lead to refined umbrellas with wood crook handles and a lively collection of silk bow ties, the hottest accessory for men on the international runways. Take

the elevator upstairs to find women's and men's fashions in the finest fabrics and a complement of accessories, such as jewelry and leather goods. The most fun is the new Girls' Collection with a sea of navy and splashes of color – red, pink and crisp white.

◆ BCBG Max Azria

2005 Broadway btw 68th and 69th Streets 212.496.1853, www.bcbg.com
Assistant Manager Diana Gilbert points out a white, itty-bitty, lacy skirt that's a smash hit with the 20s crowd. Yet, "We serve all ages and body types from casual to career to cocktail, and we outfit head-to-toe." So true... sunglasses, jewelry, scarves, belts, shoes and handbags splendidly accessorize the muted, layered patterns of spring. This summer, look for bright reds and tangerines and lots of

prints. BCBG kicked off the first official day of New York Fashion Week when models in Fall 2011 neutrals, mixed with prints and bursts of color, paraded down the runway.

◆ New York Look

1886 Broadway at 62nd Street / 2030 Broadway btw 69th and 70th Streets 212.245.6511 / 212.362.8650
Get the latest styles in shoes and accessories and the hottest designer and fashion trends in these stores, two flanking Lincoln Plaza Cinemas and one further north on Broadway between 69th and 70th Streets. Al McIntyre, the store's enthusiastic stylist, reports what's up for spring and summer. "Midnight blue is the new black!," referring to the hot trends in jackets and blazers.

Bouchon Bakery



◆ Bouchon Bakery

Time Warner Center, 3rd Floor 212.823.9366, www.bouchonbakery.com
For those on-the-go, don't let the long line at the retail counter deter you - it moves quickly and it's a testament to the delicious sandwiches and sublime pastries. Try the flaky croissants or the crumbly muffins for breakfast, or the comfort-inducing tomato soup and grilled

cheese sandwich for lunch. Be on your way or park at one of the tall café tables and enjoy the view of Columbus Circle. For a broader menu and table service, experience Bouchon Café, adjacent to the bakery.

◆ Melissa's Gourmet Deli

1875 Broadway btw 61st and 62nd Streets, 212.265.9393
Right in the middle of the block on the west side of Broadway, a typical lunch hour at Melissa's involves seven red-shirted staff members moving briskly behind the counter serving up sandwiches and steaming hot dishes. Bobby, the manager, says best sellers are chicken wings and the beef stew, which is so popular, "we have to offer it every day or customers ask what's the problem!" As you walk in

the front door, you can scoop a variety of candies from the bins on the left or be good and head straight to the salads further in.

◆ Lincoln Café

1886 Broadway btw 62nd and 63rd Streets, 212.245.7812
Across Broadway from Lincoln Center and the Empire Hotel is the Lincoln Café, a pint-sized place boasting lots of flavor! Easily overlooked by harried pedestrians, but loved by neighborhood regulars and sharp-eyed tourists, this ice cream shop also serves up delicious power smoothies, frozen yogurt, juices and baked goods. It's easy to stop in and take out or, if you have a few minutes, take a seat at one of the outdoor café tables in warm weather.

The Juilliard Orchestra



◆ The Juilliard Orchestra

60 Lincoln Center Plaza 212.799.5000, www.juilliard.edu
The elite performing arts conservatory offers mostly free events through May at Alice Tully, Avery Fisher Halls and The Peter Jay Sharp Theater. Enjoy the annual Composers Concert on April 1; Mahler's *Symphony No. 9* on April 15; two one-act

operas, Ravel's *L'heure Espagnole* and Puccini's *Gianni Schicci*, on April 27 and 29 and a matinee on May 1. Juilliard's Commencement Concert on May 19, features Brahms' *Violin Concerto* and Saint-Saëns' *Symphony No. 3 "Organ."* Performances begin at 8:00 pm.

◆ Senior Weekday Rush Tickets at the Metropolitan Opera

Lincoln Center, 212.362.6000 www.metopera.org
Of the 200 discount orchestra seats available for Monday through Thursday performances (\$20, and excluding galas, special events and opening nights), 50 are set aside for seniors (65+), who can reserve tickets by phone or online beginning at noon on the day of perfor-

mance. Two tickets per order and proof of age required when picking up tickets at the box office. Weekend rush tickets are also available to the general public for \$25 through a weekly drawing every Tuesday.

◆ NY Public Library-Riverside Branch

127 Amsterdam Avenue at 65th Street 212.870.1810, www.nypl.org
Join the free Stay Well exercise sessions for older adults. Every Tuesday at 2:00 pm, Stay Well volunteers certified by the NYC Department for the Aging lead ten participants in a well-balanced series of exercises for all ability levels. Wear loose comfortable clothing. Pre-registration is required. In addition, free use of the library's computers are available to all library card holders.

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for the gourmand in all of us

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