



neighborhood • news

Spring 2010

Our Best Investment is Our People

At the Lincoln Square BID, our best investment is our people, especially our **Clean Team**, eleven men working two shifts, seven days a week in five zones. They sweep the sidewalks 18 inches to the curbs, wipe down garbage cans, clean and paint street furniture, shovel snow, get rid of graffiti, water shrubs and flowers, and remove debris from the Broadway Malls. They clean Richard Tucker and Dante Parks, maintaining the café tables and chairs year round.

You can easily recognize members of the Team, who wear blue jumpsuits in the cold months and grey and denim uniforms when it's warm outside. Their uniforms are emblazoned with the Lincoln Square BID's logo, as are their barrels, which are outfitted with bottles of cleansers, brooms and other sanitation supplies.

"The best crew I've ever had is the crew I have now," says Tony Stass, the Team's venerable supervisor, who has been with the BID

for 11 years. "It looks easy, but it's a really hard job." In fact, the Team removes nearly 800 tons of garbage each year.

Clean Team members are extremely proud of their work. Pablo Fernandez, with the BID for more

than seven years says, "I like to clean this area. The people who live in the neighborhood are very polite and the BID treats us well and appreciates what we do."

Madou Seck, with the BID for three years, shares a similar sentiment, "I like working for the community, working for the people. They thank us for a beautiful job; they thank us for keeping the streets so clean."

Another tough part of the job, says Tony Stass, is "cleaning up after dogs. It would be nice if people cleaned up after their dogs."

Yes, it would be. But the Clean Team is always proud to be there no matter what the challenges! "The streets of Lincoln Square are impeccably clean and attractive,"

says Monica Blum, the BID's president. "We owe it all to the Clean Team's hard work and dedication. They are part of our family." ■



Tony Stass



Pablo Fernandez



Madou Seck

Hot Topics

◆ LOFT, a division of Ann Taylor, recently opened at Broadway and 69th Street. Women will find luxurious fabrics, fabulous design and great quality in apparel for every occasion. 212.873.7344 / www.anntaylorloft.com

◆ WNET.ORG will open new street-side studios at the corner of West 66th Street and Broadway next to Alice Tully Hall in May. As the country's first publicly visible public broadcasting facilities, street-level and second-floor studios will allow fans and passersby to watch tapings of WNET.ORG shows directly from the sidewalk. WNET.ORG's longtime partnership with Lincoln Center now provides New Yorkers and fans of public television a new source of extraordinary programming from their new flagship studio. 212.560.3022 / www.wnet.org

◆ Attention all fashionistas: BURBERRY will be opening soon on Columbus Avenue between 67th and 68th Streets. Expect this new retail gem to draw a lot of attention, especially when IMG Fashion Week comes to Lincoln Square in September 2010. 800.284.8480 / www.burberry.com

◆ This spring, get information about Lincoln Square on the street when the Lincoln Square BID Information Carts return to Columbus Circle and Richard Tucker Park. The carts, staffed by seniors and students, feature information on local businesses and restaurants as well as neighborhood and citywide cultural events. Call or email the Lincoln Square BID at 212.581.3774 or info@lincolnsquarebid.org for more information.



FROM OUR PRESIDENT

As the weather gets warmer, everyone's spirits rise. The tulips begin to bloom and thoughts turn to enjoying the outdoors. The Lincoln Square BID is no exception. We plan all year for spring and rejoice when our labors result in gorgeous flowers in the Broadway Malls and throughout the district.

The BID congratulates and applauds Lincoln Center for its accomplishments over the past year. The awesome David Rubenstein Atrium, the transformation of Lincoln Center's plaza, Alice Tully Hall and the West 65th Street project all contribute to the revitalization and beautification of Lincoln Square.

While this has been a tough winter, the state of the neighborhood is strong. The vast majority of our businesses are weathering the storm and new ones have opened their doors. Through sales, promotions and sheer will, businesses in the area have kept afloat, and we hope that our efforts to boost neighborhood businesses — the BID's "Map and Guide," our "Where to Eat" directory and the discounts offered in our newsletters — help as well. Here at the BID, we continue to do our part to make sure that residents and visitors alike find Lincoln Square to be a clean, beautiful and safe place to live, play and conduct business.

On a sad note, we mourn the passing of Stephanie Pinder, the executive director of the Lincoln Square Neighborhood Center, who worked closely with residents at the Amsterdam Houses and with neighborhood organizations, including the BID and Lincoln Center, to bring programs and activities to local residents. She was an incredible force and advocate for Lincoln Square, and we will miss her very much.

Don't forget to call 212.581.3774 to RSVP for the BID's 13th Annual Meeting, which will be held at 8 a.m. on Tuesday, May 18th at O'Neals'. It promises to be informative and a great neighborhood networking event.

Happy Spring!

MONICA BLUM ◆ PRESIDENT

Winter's Eve: A Huge Success

There were so many important numbers to track at this year's Winter's Eve: More than 10,000 attendees enjoying the festive spirit; 300 donated children's plates on our holiday tree; over 60 local businesses and cultural organizations offering special promotions/in-store events; 70 volunteers spreading holiday cheer; 29 restaurants serving over 30,000 savory & sweet treats and more than 25 live free music & dance performances.

The evening kicked off with a Neighborhood Holiday Tree Lighting ceremony featuring WABC-TV reporter **Kemberly Richardson** and **Joy Behar**, host of the "The Joy Behar Show" on HLN and featured co-host of ABC's "The View". **Mayor Bloomberg** and WABC-TV's **Bill Ritter** introduced



the 15-member **Antibalas Afrobeat Orchestra**, currently featured on Broadway in **FELA!**, who set the stage on 64th Street for a breathtaking

polyrhythm dance extravaganza! The spirits of the crowd were high as they strolled along Broadway from Time Warner Center to 68th Street and were treated to a top notch evening of food, family fun and music.

Of course, the most important number in 2009 was 10! This was our 10th anniversary of Winter's Eve and we couldn't have pulled off this spectacular celebration without the support of all of our businesses, non-profit and city partners, and our generous sponsors. Thank you and see you on Monday, November 29, 2010! ■

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The Lincoln Square Business Improvement District (BID)

is a not-for-profit tax-exempt organization formed in 1997 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.

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shopping IN LINCOLN SQUARE

one of a kind experiences



◆ American Folk Art Museum Gift Shop

Columbus Avenue at 66th Street, 212.595.9533, www.folkartmuseum.org
The American Folk Art Museum Gift Shop features works by artists who use materials at hand in the folk art tradition.

"What we sell is so unique and clever, and there are so many one or two-of-a-kind items," says Marie DiManno, the Museum Shop's Director. You'll find wonderful gifts in a wide range of prices, such as Lee Neary's humorous wood carvings and fabulous coil bracelets for \$1 each. Bring this newsletter for a 10% discount on one item.

◆ The Store at Museum of Arts and Design

2 Columbus Circle, 212.299.7700, www.madmuseum.org
Preserved "lollipop" framed windows line two walls of the street level MAD Store, allowing the *objets d'art* on display to become part of the ever-moving city landscape. A beautiful and delightful

array of craft and design items are for sale: jewelry, ceramic vases, glass and metal works, sculpture and more. Look for the Jason Miller "Seconds" dishware series or Terri Cody's colorful Woman's Figure Vases. Bring this newsletter for a 10% discount on one item.

◆ Metropolitan Opera Gift Shop

Opera House Lobby, Lincoln Center, 212.501.3482, www.metoperashop.com
The fun of the Met Opera Gift Shop lies in its superb and ever-expanding collection of opera CDs and DVDs, stationery, décor, jewelry and apparel. Be sure to admire the intricate workmanship of costumes on display and imagine the Opera's great performers parading across the Met Opera stage.



◆ Asiate

80 Columbus Circle at 60th Street, 35th Floor, 212.805.8881, www.mandarinoriental.com/newyork
The magnificent view, the exquisite contemporary cuisine with Asian influences, and the award-winning wine list make Asiate the perfect place to dine in the sky. The soothing, neutral colors of

the Tony Chi-designed interior make way for the awesome floor-to-ceiling Central Park views. Specialties include butter poached lobster and Wagyu beef. Asiate highlights include a spectacular weekend brunch and a \$45 seasonal *prix-fixe* menu.

◆ Sushi a-go-go

1900 Broadway near 63rd Street, 212.724.7340, www.sushiagony.com
Sushi a-go-go manager Glen Young says, "It gets sexy here at night when the orange lighting creates a sunset feel that glistens off the sparkle wall," made of thousands of mylar disks. Not your typical Japanese eatery, Sushi a-go-go serves samurai burgers, go-go guacamole with rice crackers and mushroom miso soup in addition to the more traditional fare. Bring this newsletter for a 10% discount.

◆ Gabriel's Bar and Restaurant

11 West 60th Street, 212.956.4600, www.gabrielsbarandrest.com
Join the likes of Katie Couric, Anderson Cooper, Robin Williams and even General David Petraeus at Gabriel's, a fixture in Lincoln Square serving fine Northern Italian Cuisine. Featuring homemade bread, pasta and desserts, its specialties include wood-grilled wild game, octopus carpaccio and risotto with zucchini blossoms. In the spring, Gabriel's is famous for its blueberry bellinis and red apple martinis. The extensive wine list includes very reasonably priced house wines by the glass. Now open Saturdays for lunch. Bring this newsletter for a complimentary glass of *Moscato D'Asti*, a dessert wine.



◆ Dizzy's Club Coca-Cola

Broadway at 60th Street, 212.258.9595, www.jalc.org/dccc
Tony Bennett calls Dizzy's the best jazz room in New York City. The acoustically designed, swerving bamboo panels set the mood for great music and fine food provided by Great Performances. Don't

miss the Sing Into Spring Festival, the George Coleman Quintet, Samba Jazz & The Music of Jobim, and more. Take advantage of student rates and "555 After Hours," \$5 cover, \$5 drinks and \$5 appetizers after 11:00 p.m.!

◆ MTA Arts for Transit

www.mta.info
The passing of the artist Nancy Spero invites another look at the subway art presented by the MTA Arts for Transit program. Spero's mosaic installation at the West 66th Street subway station is called "Artemis, Acrobats, Divas and Dancers." Twenty-two panels of glass and ceramic tiles seem to move with riders as they traverse the subway platform. The late Sol Lewitt's "Whirls and Twirls (MTA)," was

recently installed at the 59th Street/Columbus Circle subway station. The wall drawing, executed in porcelain tile, is 53 feet wide by 11 feet high and is made up of 250 porcelain tiles in six vibrant colors.

◆ New York City Ballet and the American Ballet Theatre

**212.870.5570, www.nycballet.com
212.477.3030, www.abt.org**
Ballet lovers will be able to enjoy their favorite art form May — July at Lincoln Center, where both the New York City Ballet and the American Ballet Theatre are offering engaging performances. ABT's 2010 Spring Season also happens to be the Company's 70th Anniversary, which will be celebrated with a tribute to legendary ballerina Alicia Alonso.

dining IN LINCOLN SQUARE

for the gourmand in all of us

culture IN LINCOLN SQUARE

clever...creative...inspired

Upcoming Events

- ◆ **Lincoln Square Business Improvement District 13th Annual Meeting**
Date: Tuesday, May 18th at 8:00 a.m.
O'Neals', 50 West 65th Street
Guest Speaker: Rebecca Campbell,
President and General Manager, WABC-TV
Open to the public, the Lincoln Square BID's annual meeting welcomes neighborhood property owners, cultural organizations, businesses and residents. RSVP required: Tim Devlin at 212.581.3774 or tdevlin@lincolnsquarebid.org.
- ◆ **Summer Concert Series in Richard Tucker Park**
Broadway & 66th Street
Wednesdays, July 7 – September 1, 2010, Noon – 2:00 p.m.
Bring your lunch and enjoy free music in the heart of Lincoln Square.

On the Street



"I love the David Rubenstein Atrium at Lincoln Center. It's a beautiful space, especially on Thursday nights, when my wife and I come to listen to the music – jazz, the blues and classical music!"
— Pawel Kotowicz, Brooklyn, NY



"We're long-time sellers at the Greenmarket - cherries come in the spring, then apricots, plums and peaches... the BID's Clean Team does a great job keeping Richard Tucker Park clean!" — Nicolas Lacoste, Prospect Hills Orchards and Hudson Baking Company, Milton, NY



"We take part in book fairs to benefit local schools, host free events, like signings and discussion groups, and cultural institutions use our public spaces. We're happy to be part of Lincoln Square." — Shannon Noecker, Community Relations Manager, Barnes & Noble



The Lincoln Square District Management Association, Inc.
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