

Support KRVC



Message from the Executive Director

Please give as generously as you can to support the great work of the Kingsbridge–Riverdale–Van Cortlandt Development Corp./KRVC. We have a strong history of community service dating back to 1981. Since I took over as Executive Director in 2010, we have been fortunate to receive public and private funding that has enabled us to serve our community at a high level. Our events, programs and initiatives for 2019 are described in this package. Our ability to complete and expand on the enclosed calendar of events in 2019 and to maintain, increase and enhance our programs will depend on the support we receive from this fundraising drive. We look forward to receiving many donations from our neighbors. We are lucky to have an amazing team comprised of local residents dedicated to serving our community. We also have a great office/cultural club located along a busy commercial corridor, which features free WiFi, indoor and outdoor tables for meetings and workspace, a large screen TV, small indoor and outdoor stages, a movie screen, movie equipment and a 10-foot box truck with tables, chairs and tents for off-site events. Please help us use these assets to their full potential again in 2019 with your generous donations!

Tracy McCabe Shelton



- Our annual appeal is targeted to large, private donations from \$1,000–\$10,000 and public and private grants from \$50,000–\$250,000. However, all donations of any amount are needed to support and expand our great work. Make your donation online at krvcdc.org/donate or make checks payable to KRVC Development Corporation and mail them to or drop them off at: KRVC, 505 West 236th Street, Bronx, NY 10463. KRVC is a 501(c)(3) not-for-profit organization, EIN 133097905. All donations are tax-deductible to the extent the law allows.

KRVC

Development
Corporation



505 West 236th Street, Bronx NY, 10463

Kingsbridge Riverdale Van Cortlandt

718-543-7100 krvcdc.org

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KRVC Works is our jobs initiative. The program includes a job and resume online bulletin board, skills workshops and networking events.

The main event of this program is our Jobs Networking Event. These events have been attended

by hundreds of community members. Dozens of local businesses and organizations have set up informational tables with job and volunteer opportunities at these events. We have two Jobs Networking Events planned for 2019.



Beautifying The Bronx block by block is the goal of this project. We have several Community Clean Up and Beautification Days planned for 2019 as part of this ongoing project. Through this project, KRVC works with merchants to keep the commercial corridors clean, plant flowers, install tree rails, research corridor improvement options and more.





Brush the Bronx is KRVC's cultural program. The goal of Brush the Bronx is to connect the Bronx through art, music, film, literature and poetry. We support and cultivate local artists while promoting culture in the Bronx. Brush the Bronx produces cultural events and implements cultural programs throughout the Bronx. KRVC is in the process of spinning off our Brush the Bronx program to form a separate 501(c)(3) not-for-profit corporation.

KRVC's 2019 Calendar includes several large-scale and small-scale cultural events. Three events are described below. We will also produce additional concerts and other cultural events in our office/club in Riverdale and throughout the Bronx, including RiverFestBX.

Jazz at Amalgamated is a special event in Van Cortlandt Village. About a hundred community members attend this event to enjoy world class jazz. Vladeck Hall is a beautiful setting for this event, which also features light refreshments. We are happy to include this event on our 2019 calendar.



Art at Amalgamated is another cultural event produced by KRVC in Van Cortlandt Village. Over the course of the day hundreds of community members attend this art show, which features about 20 local artists. Vladeck Hall is a great space to hold this event, which also features live piano music and light refreshments.

National Night Out Against Crime/Kingsbridge Art & Music Festival is a fun-filled afternoon held annually on the first Tuesday in August. KRVC is proud to work closely with the 50th Police Precinct on this special community event. KRVC brings art, music and other attractions to the festival to make it extra special for the attendees.



Club KRVC events are held at our office at 505 West 236th Street.

Club KRVC events are small-scale events held in the indoor and outdoor spaces of KRVC. They include live music, poetry readings, film screenings and more. We have four Club KRVC events planned in 2019.



This program is supported, in part, by public funds from the New York City Department of Consumer Affairs, in partnership with the City Council.



Truckin' with KRVC are special events held throughout the Bronx. KRVC's 10-foot box truck is a great backdrop for small, pop-up events that can be held anywhere. The events planned for 2019 will be held in front of and near our top sponsors. They include Earth Day at Elliman, Mother's Day Craft Event in front of DJ Drugs and Flowers by Zenda and Pumpkin Decorating in North Riverdale. We look forward to working with our sponsors to plan and produce unique events to promote their businesses and to enrich our community.



More Events, Programs and Initiatives:

Special Events – KRVC produces special events at our office including a Halloween Party, Santa at KRVC, Bingo and more. Our Halloween Party is attended by hundreds of community members and features pumpkin decorating, live music and candy. Our Holiday Party includes Christmas and Hanukkah crafts, hot chocolate and cookies and the chance for children to visit Santa for free and locally. Bingo is played at KRVC for free and the winners receive small prizes. In 2019, we are planning to produce a concert and movie in our backyard. KRVC also produces RiverFestBX, A Celebration of the Hudson River in the Bronx, at the College of Mount Saint Vincent. Visit riverfestbx.org for updates and details on RiverFestBX 2019, which will take place all on the river, only on College Point and be much smaller than previous years.



Merchant Organizing and Support – KRVC has a long history of working with local businesses. We have helped organize merchants into Merchants Associations and assisted them with events and Shop Local Initiatives. With funding from the New York City Department of Small Business Services/SBS, most recently, we have been working closely with the merchants in Marble Hill. The new, professionally designed logo was produced through an SBS grant.



Development Initiatives – KRVC's two major Development Initiatives are the Hudson River Greenway Initiative and the Broadway in the Bronx Initiative. The Hudson River Greenway Initiative recently received a boost with the release of a study by the Metropolitan Transit Authority, which will serve as a blueprint for the Greenway. RiverFestBX will be produced to highlight this initiative. The main focus of our Broadway in the Bronx Initiative in 2019 will likely be to support the Tibbett's Brook Daylighting proposal and to continue to monitor the Empire State Trail plans.



BROADWAY
IN THE BRONX