

RIVERDALE RIVERFEST!

JUNE 4-5, 2016 AT THE COLLEGE OF MOUNT SAINT VINCENT

As our 7th Annual Riverdale RiverFest quickly approaches, it makes sense to take stock of what we know now that we didn't know then ... those simpler times when an annual celebration of our majestic Hudson River was first conceived.

For example, when co-founder Yael Levy first introduced the concept nearly eight years ago, more than a few organizers-to-be believed that such a festival would attract several hundred people. Actual attendance over the years has been estimated at an average of 5,000.

We also know from surveys taken at RiverFest that the vast majority of attendees strongly favor the creation of an all-waterfront Greenway along the Hudson; as does the general public as evidenced by the thousands of petition postcards signed since the creation of KRVC's Build It Now campaign.

Finally, we now know that our local elected officials are not only supportive of the project, but willing to put taxpayer money where their mouths are (see Greenway News below).

This year's RiverFest will be bigger, better and continue to go further in accentuating the connection between our River, our community and the Greenway we now have every right to view as an inevitability.

Please join us at the College of Mount Saint Vincent on June 5th for our lucky 7th Annual Riverdale Riverfest and stay tuned for some big announcements over the coming weeks. riverdaleriverfest.org



"She has that quality, does the Hudson, as I imagine all great rivers do: the deep, abiding sense that those activities that take place on shore among human beings are of the moment, passing, and aren't the stories by way of which the greater tale of this planet will, in the end, be told."

Caleb Carr, historian



GREENWAY NEWS – FUNDING FOR A GREENWAY STUDY SECURED, CITY COUNCIL RESOLUTION INTRODUCED & MORE!



The Hudson River Greenway in the Bronx moved a few steps closer to reality with several important developments.

During last year's State budget negotiations, Senator Jeffrey Klein secured \$250,000 to fund a feasibility study for an all-waterfront Hudson River Greenway in the Bronx.

The MTA which will oversee the study is expected to hold a community meeting in May to discuss the parameters of the Request for Proposals (RFP) from qualified design consultants and to issue the RFP in July. Once the feasibility of several design alternatives can be studied and one selected, the engineering phase of the project can commence.

In February, Councilman Andrew Cohen introduced a resolution in New York City Council calling for the creation of the Hudson River Greenway in the Bronx. While largely symbolic, the resolution demonstrates the Councilman's commitment to the Greenway and puts it on the citywide radar.

On April 17th, KRVC held its 2nd Annual Greenway Day at Riverdale Station Park. Over 300 people came out to enjoy the beautiful spring weather and send another clear message that the time has come to Build It Now!

The event was covered by News 12 and on the frontpage of the Living Section of the Riverdale Press. krvcdc.org/greenway



Somewhere Over The Train Tracks

By Cliff Stanton

"If we walk far enough," says Dorothy, "we shall sometime come to someplace." Certainly L. Frank Baum, author of *The Wonderful Wizard of Oz*, understood what we in the Bronx have come to learn about the creation of the Hudson River Greenway.

We have walked far since the New York State Legislature mandated the creation of the Hudson River Greenway in 1991. In the Bronx, an effort that began over 30 years ago followed its own Yellow Brick Road only to have a \$1 million federally funded report soundly rejected by our community a few years ago. During that time, we whose communities have been alienated from our River for over 150 years, have watched longingly as Greenways were created with hundreds of millions in taxpayer dollars north of us in the Hudson River Valley and south of us along the entire stretch of the West side of Manhattan. New projects have been recently announced along the Brooklyn waterfront and for the High Line-esque QueensWay.

Yet, the forces of the undeterred trudge on. And there is renewed reason for hope, if not anticipation. In 2014, Community Board 8 passed a resolution supporting an all-river multi-use path and formed a Special Committee on the Greenway. The MTA, proprietor of the Metro North tracks along which the Greenway will run, recently expressed its willingness to work with the community. One of its top priorities in the wake of Superstorm Sandy is to fortify its shoreline infrastructure. This will require public funds, which may now reside in a reported \$5 billion State surplus.

Last year, Riverdale's own State Senator Jeff Klein secured \$250,000 for the MTA to conduct a new feasibility study, and this year, Councilman Andrew Cohen introduced a resolution in City Council calling for an all-waterfront Hudson River Greenway in the Bronx. Our Assemblyman Jeffrey Dinowitz and US Representative Eliot Engel have also declared their support for the project. Two major waterfront stakeholders, The Hebrew Home of Riverdale and the College of Mount St. Vincent have made substantive commitments to the future Greenway. Political realities, seemingly competing interests, and public demand finally appear to be aligning where the water meets the shore.

One need only take a walk or a ride along the West side of Manhattan to appreciate what our community stands to gain from the Greenway. A cultural, economic and recreational renaissance is within our reach.

Now that our own Emerald City appears to be morphing from fictional dream to inevitable reality, it's time for us as a community to use our brains, heart and courage to continue along this road. We will need the smarts to navigate the complexities of the design process and to address the concerns of the myriad of special interests that stand opposed to change. We will need heart and fortitude to keep our eyes on the prize for a community that through resolutions, petitions, and an iconic festival (RiverFest), has resoundingly demonstrated its wishes. Above all, we will need courage. Courage to not give in to the pessimism that says this community simply cannot agree upon something with so many moving parts. Courage to confront our own fears about sharing a beautiful and grand community project with the outside world. And courage to respectfully but firmly partner with a behemoth like the MTA that may seek to unilaterally impose its own considerable footprint on the project, or worse, block it altogether.

If we can do these things, we will have our Greenway and a real opportunity to actually get "someplace" ... someplace truly special.

Cliff Stanton is the Greenway Coordinator for The Kingsbridge-Riverdale-Van Cortlandt Development Corp. and a member of the Board of Directors of the Friends of the Hudson River Greenway



Sponsor Spotlight NewYork Presbyterian/The Allen Hospital



NewYork-Presbyterian/The Allen Hospital is a full-service hospital serving Northern Manhattan, Riverdale and Kingsbridge. All of our physicians and surgeons are faculty members of Columbia University College of Physicians and Surgeons and part of NewYork-Presbyterian. Located at 220th & Broadway in Inwood, NewYork-Presbyterian/Allen offers patients the most advanced care for general obstetrics; gastrointestinal disorders; orthopedics; imaging and diagnostics; emergency medicine and spinal disorders, through The Spine Hospital - all in a warm, family-friendly environment.

NewYork-Presbyterian/Allen has been a top sponsor of KRVC for the last two years. They support all our programs and events. We need many more sponsors for all our events, especially for Riverdale RiverFest. Interested businesses and organizations should contact Farrah Rubin, our Development Director, at farrahrkvc@gmail.com or visit krvcdc.org/sponsorships.

WORK LOCAL! HIRE LOCAL!

Kingsbridge Riverdale Van Cortlandt
Development
Corporation

krvcdc.org/work

KRVC's new jobs program is underway! The program will include job training workshops, events to connect local business owners and local job seekers and a listing of local job and resume postings. The program also includes a Local Consulting Gigs component where KRVC has hired several community members on a part-time, short-term basis. Meet a few of our local community members who are interested in working LOCAL!



New York corporate photographer **Arnie Adler** has been capturing images with a sense of honesty and creativity for more than 30 years. He has a successful photography business with a rich variety of corporate, non-profit, editorial and private clients. That success is built on a dynamic, natural and spontaneous approach to photography. Arnie's approach reflects his belief that the most captivating images in life are captured only when a subject is free, relaxed, and living in the moment...whether that moment is posed or spontaneous. In 1984, Arnie Adler was named the first staff photographer for the New York office of Crain Communications. Today, his subjects include jittery wedding couples, to assured Fortune 500 executives, and famous/infamous faces, such as Hillary Clinton, Bernie Madoff, Bette Midler, Donald Trump, and Jerry Garcia. Arnie is based in Riverdale, NY, serving the tri-state area and the national media marketplace. You can see Arnie's Wedding Portfolio go to: www.adlerevents.com. You can see his editorial and corporate work at: www.arnoldadler.com



Ari Oshinsky is the owner and manager of River Videos LLC. After working at NBC News for nearly 10 years, Ari formed River Videos to help local businesses and organizations tell their unique stories through professionally produced videos. You can learn more by visiting www.rivervideos.com or by sending an email to ari@rivervideos.com



Cheryl Green has helped businesses of all sizes build their brand through effective creative direction, presentation design and strategic graphic solutions ensuring a clear and consistent brand voice. Her clients include luxury lifestyle brands, corporations, ad agencies, broadcast media companies, pharmaceutical companies, real estate agencies and international beauty brands. Cheryl sat on the Board of Governors of the National Academy of Television Arts & Sciences (NY Emmys®) and sat on the Board of Directors for the Uptown Dance Academy in NYC. Cheryl majored in Communications Design at Parsons. She got her professional start at the Madison Ave. ad agency, Lord, Geller, Federico, Einstein Inc., through the Executive H.S. Internship Program at the age of 17, while attending the High School of Art & Design in NYC.



A graduate with a 3.4 GPA in Strategic Communications from Seton Hall University, **Priscilla F. Aybar** is an organization design enthusiast and an accomplished communicator and leader. In addition to taking the required courses offered, Priscilla completed professional certificates in Organizational Communication and Strategic Communication Planning. During her last semester at graduate school, Priscilla interned at DonorsChoose.org where she applied her creativity and research expertise to develop presentations for clients in the education sector. Throughout graduate school, Priscilla used her relationship building and problem solving skills and desire to make a difference among classmates by improving collaborative efforts and reducing miscommunications during teamwork. To establish a career in the public sector. A global affairs enthusiast; Insanely passionate about law, justice and helping others. Priscilla's interest in law stems from a fascination with resolving conflict & the important contribution it makes to our society. Highly inquisitive - which expands her knowledge in all things of this world. Also, contributing to the non-profit society - through volunteer activities. A true leader and avid researcher, Priscilla spends her free time expanding her knowledge on all things, international issues and leadership strategies and catching up on world events through her favorite periodical, The Economist.

GREENWAY GALA

NOVEMBER 22, 2015



Photos by Arnie Adler

MARBLE HILL HOLIDAY EVENT

DECEMBER 12, 2015



JAZZ CONCERT

MARCH 31, 2016



Photos by Amy Kerwin

GREENWAY DAY

APRIL 17, 2016



Photos by
Arnie Adler

NEW OFFICE RIBBON CUTTING EVENT

APRIL 21, 2016

Photos by Stacey Natal



KRVC Opens New Office! Join us for our upcoming Grand Opening – Open House Event, Thursday, May 5, 2016, 6–9pm , 505 West 236th Street, Bronx, NY 10463.

We are thrilled that we will now have a centrally located, visible office accessible to the public along the South Riverdale commercial corridor and steps away from the 231st Street and Johnson Avenue commercial corridors and just about a mile away from the Broadway and North Riverdale commercial corridors we serve. Office will feature free WiFi and space for about a dozen or so community members to work during the day. The space is small but it features a tiny platform "stage!" We will use the stage to produce "club" events such as small cultural performances including live music, poetry, comedy, play readings, karaoke and children's performances and entertainment. In addition, we will use our small stage to host lectures, workshops and presentations for small businesses and for our new Work Local! Hire Local! Jobs Program. There is also space outside in the back where we may host small events. krvcdc.org/office. krvcdc.org/club

Commercial Corridor Beautification Programs – Plantings and Planning.

KRVC is committed to supporting projects aimed to beautify our shopping corridors. KRVC has coordinated tree pit clean-up and beautification programs, graffiti prevention and removal programs, researched ways to beautify Broadway, proposed a new Plaza for South Riverdale Avenue, supported the North Riverdale Merchants Association proposal to beautify the North Riverdale Avenue shopping area and more.

KRVC is pleased to be working with John's Botany Bay this spring to beautify the South Riverdale commercial corridors with tree pit plantings. We are also excited about our new Broadway in the Bronx beautification proposals, which include a Green Elevated Train proposal, an Albany Crescent Plaza proposal and so much more. krvcdc.org/broadway



Green Elevated Train Proposal

Go Green the Bronx!

KRVC is thrilled to offer our Go Green Energy Efficiency Program for small businesses with funding and support from Senator Jeff Klein and Con Edison! Free Energy Efficiency surveys offered by Con Edison recommend potential energy-saving upgrades for lighting and refrigeration. Retrofits are the implementation of the measures and upgrades suggested in the surveys to make the business more energy efficient. Con Edison's program provides a contractor to perform the retrofit work and pays for up to 70% toward the cost of the work directly to the contractor. KRVC's "Go Green" Retrofit Grant Program provides additional funding to pay the contractor directly so that, in the end, the businesses can take advantage of this great program and operate more efficiently at no or very little cost to the business.

Please note that there is a limited amount of funding for the KRVC "Go Green" Retrofit Grant Program so this is a limited time offer. krvcdc.org/greenbiz

Message from the Executive Director

The Kingsbridge–Riverdale–Van Cortlandt Development Corporation/KRVC, is enthusiastically releasing our new newsletter in red boxes located near bus shelters where we are also promoting our events in our community. We are happy to use these vehicles to let everyone know what we are up to!

Each year, KRVC produces several cultural events including block festivals, outdoor movies, indoor concerts and more. KRVC is also a strong advocate of the community initiative to construct a link to the Hudson River Greenway here in the Bronx, which will enable our community to enjoy river access. To that end, KRVC now produces Riverdale RiverFest—a huge community event that features boat rides, live music all day, children’s activities, food, bounce castles, great exhibits, craft vendors and so much more—all overlooking the beautiful Hudson River! In addition to those high profile events, KRVC does block beautification, offers go green retrofit grants for businesses and our Work Local! Hire Local! Jobs Initiative. KRVC also does merchant organizing in Marble Hill through a grant from the NYC Small Business Services. Our major development initiatives include the Hudson River Greenway Initiative, Broadway in the Bronx and the North Riverdale Merchants Association’s Beautification Proposal. Please visit www.krvcdc.org regularly to keep up with all the latest KRVC News!

This spring, KRVC is opening a small office located at 505 West 236th Street. We hope to do BIG things in the tiny space that is centrally located along a commercial corridor smack in the middle of the business communities we serve—steps away from the South Riverdale, Johnson Avenue and 231st Street commercial corridors and about a mile away from the North Riverdale and Broadway commercial corridors. It is the perfect spot for us!

We are grateful to all our funders and supporters for making all our work possible, especially State Senator Jeff Klein who has provided a record amount of funding to KRVC over the past few years.

Tracy McCabe Shelton

About KRVC

Founded in 1981, the Kingsbridge–Riverdale–Van Cortlandt Development Corporation (KRVC), a not-for-profit organization, aims to encourage and support local initiatives that will build and enrich our community through social, cultural, environmental, health, housing, educational and business enterprises. Our target area is the business and residential community comprised of Kingsbridge, Kingsbridge Heights, Marble Hill, Riverdale, Spuyten Duyvil, Fieldston, Woodlawn and Van Cortlandt Village. KRVC expands our work to other programs and communities when appropriate.

Team KRVC.

Tracy McCabe Shelton, Executive Director.
Paul Moore, President, Board of Directors.
Shari Hall, Chief Financial Officer.
Farrah Rubin, Development Director.
Linda Manning, Special Events Planner.
Cliff Stanton, Greenway Coordinator.
Shannon Goodson, Administrator.
Martin DeBenedictis, Webmaster.
Rosie Kennedy, Marble Hill Merchant Organizer.
Holly Maikin, Community Outreach.
Stacey Natal, Photographer.
Jonathan Eiger, Event Assistant.
See page three of this newsletter for more team members!



Calendar of Upcoming KRVC Events

Thursday, May 5

Grand Opening Event – Open House, 6–9pm
505 West 236th Street

Saturday, June 4

Boat Rides, Schedule TBA
& Movie on the River, 8pm
College of Mount Saint Vincent

Sunday, June 5

Riverdale RiverFest 12–6pm,
College of Mount Saint Vincent

Saturday, July 23

Movie in Seton Park 7–10 pm,
232nd St. and Riverdale Ave.

Saturday, September 10

Movie in Vinmont Park 7–10pm,
255th St. and Mosholu Ave.

Sunday, September 18

Johnson Avenue Festival 1–5pm,
Johnson Ave., 235th–236th St.

Please note that we plan to add more events to this calendar in the Kingsbridge, Van Cortlandt Village and Marble Hill communities as part of our new Broadway in the Bronx Initiative. We also hope to work again in Woodlawn in 2016.
krvcdc.org/events

Thank you to our sponsors!

