

Broadway in the Bronx

Dare to Dream!

This is an exciting time for Broadway in the Bronx with new initiatives, plans and developments popping up from one end of the commercial corridor to the other. This makes it the perfect time for KRVC to announce our new “Broadway in the Bronx” initiative.

Broadway in the Bronx is a three-pronged Initiative:



The centerpiece of KRVC’s Broadway in the Bronx proposal is our green elevated train proposal. Imagine a beautified structure, partially enclosed with an acoustic barrier and lights. Imagine the portion of the Bronx under the elevated train more attractive, less noisy and better lit. Imagine a green roof/highline above the train with benches, trees and grass from 225th Street through 242nd Street. Imagine an elevated park at the north end of the platform at 242nd Street connecting the elevated train to our cherished Van Cortlandt Park. This proposed project would transform our already bustling Broadway in the Bronx into a destination for shopping, dining, entertainment and recreation by making the elevated train a functional attraction.



Since the construction of the Deegan Expressway in the middle of the 20th century, the Albany Crescent overlook has been an under-utilized strip of refuse-strewn pavement and overgrowth. In an effort to reimagine our urban landscape, KRVC developed a concept to turn the overlook south of W. 231st St into a temporary children's soccer arena replete with protective netting, seating and possibly even mobile food trucks.

KRVC has produced dozens of block festivals along commercial corridors in Riverdale. If we could obtain a permit for one block under the elevated on a Sunday afternoon then KRVC could produce a “Party Under the El.” A “Party Under the El” would be a great vehicle to generate energy and momentum around what currently exists and is possible in the future for the commercial corridor. Other events may include a “Broadway in the Bronx Bash” and a “Broadway in the Bronx Breakfast.” Any and all events we produce would feature our renderings and a giant ideas box and board for community members to offer anonymous or public suggestions for what they envision for “Broadway in the Bronx.”



BROADWAY
IN THE BRONX

Marble Hill Merchants Update



Our biggest event in Marble Hill was the Marble Hill Holiday Trolley of Fun Event we produced in December 2015. This event was attended by hundreds of community members. More than a dozen businesses participated and the event featured a Trolley with Santa, the Grinch and a Snowman and other fun attractions. State Senator Adrianno Espaillat and Assemblyman Jeffrey Dinowitz attended and have expressed an interest in working with the merchants.

With funding from the NYC Small Business Services, KRVC has been organizing merchants in Marble Hill since 2014. During that time, we have organized a core group of active merchants who are committed to the betterment of their commercial corridor and the community. KRVC has sponsored a local resident discount program and maintains an online Marble Hill business directory.



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



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



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 Hudson River Greenway Initiative. We hope to see real progress on this development proposal that would bring so much to our community. Get us to the river NOW! krvcdc.org/greenway



Hudson River Greenway Proposal for the Bronx

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!

