



Annual Report 2018

505 West 236th Street
Bronx, NY 10463
718.543.7100
krvdc.org

Message from the Executive Director



This annual report covers our programs, events, news and initiatives from July 1, 2017 – June 30, 2018. Compiling this report with the core staff members of Team KRVC is a special time for me. It gives all of us a chance to reflect on our great work over the past year and to showcase that work in this beautiful report.

Highlights of the last year include the addition of four new board members, a Community Beautification Director, the start of a KRVC Backyard Beautification and Improvement project and the award of more resources to support our work in Marble Hill from the New York City Department of Small Business Services.

We also produced RiverFestBX – a two-day festival on the river, a Greenway Gala and a Jobs Networking Event. For the first time, our extensive cultural program of festivals, concerts, art shows and more was supported by a grant from the New York City Department of Cultural Affairs.

We are grateful for all the support we have received over the last year from all our elected officials, community leaders and businesses. Our team is strong and dedicated but we cannot serve the community without a great deal of assistance and valuable support.



Ms. Shelton with KRVC team at the Spring 2018 Jazz at Amalgamated event.

Tracy McCabe Shelton

Message from the President of the Board of Directors



As Board President of KRVC and Manager of Douglas Elliman Real Estate in Riverdale, seeing our community prosper is important to me. I began working with KRVC in 2017 when Tracy Shelton offered me the opportunity to become Board President. Over the years, I have noticed the great effort that KRVC has put into improving the community of Riverdale, and I wanted to help and give back to the community which has given me and my family so much. I am very proud of KRVC and how much it has helped advance the Kingsbridge, Riverdale, Van Cortlandt and surrounding communities. I look forward and anticipate even more success to come in the future.

Terhi Edwards

Message from the Chief Financial Officer



I joined the KRVC staff in the fall of 2016. As a retired attorney, I have volunteered in Riverdale for years serving on the boards of South Riverdale Little League and the Parent's Associations of PS 24 and Riverdale Kingsbridge Academy. Having grown up in Riverdale, and after raising my family here, I was excited to continue serving this community that means so much to me. Working at KRVC has been truly inspiring. After working here for more than a year, I transitioned to Chief Financial Officer and my responsibilities now include managing our accounting operations and financial matters and securing funding through the grants we receive. I am so happy and proud to be a part of Team KRVC.

Edan Segal

Message from the Development Director

Working at KRVC since 2008, I have been fortunate to be involved in many facets of this dynamic organization. We are always inventive because every year brings new opportunities and being a development director my goal is to engage the merchants and work on keeping them interested and supportive of KRVC. We strive to create our niche and enrich our community by bringing people together through our extensive calendar of cultural events and programs agenda. Looking ahead I hope the next year is as rewarding as this year and that KRVC continues its efforts to entertain and inform throughout the various communities of the Bronx. I feel very lucky to be a key member of Team KRVC.

Shari Hall



Message from the Cultural Program Director



It has been such a vibrant year for KRVC culturally. We had our first art show with 20 Bronx artists displaying and selling their work, two fabulous jazz concerts, and numerous Club KRVC nights. Also this year, we explored the possibility of spinning off a new exclusively cultural organization, Brush the Bronx. To that end, we met with various community leaders around the Bronx about producing cultural events in their neighborhoods. It means so much to me personally to be helping to enrich the cultural life of the Bronx and to be providing local artists with opportunities to share their work. I began working with KRVC as a volunteer in 2011. My passion has always been making connections and creating opportunities for the people of our community to come together. I find that art is one of the most profound ways to do that. I am proud to be part of KRVC's effort to make great art more available to everyone in the Bronx.

Linda Manning

Message from the Jobs Program Director

This year has seen the expansion of KRVC's Work Local! Hire Local! Program, reaching more job seekers and local businesses at the 2017 Jobs Networking Event, at free job-related and business-focused workshops held throughout the year and by matching local job seekers with local employers. It has been a pleasure to coordinate KRVC's Jobs Program to benefit our community's residents, businesses and nonprofit organizations and I look forward to the program's continued growth.

Holly Makin



Message from the Beautification Director



I'm one of the newest additions to the KRVC team and for the past year I have greatly enjoyed my role as the newly created Beautification Director. I am primarily responsible for helping to organize clean up efforts in our communities and add those special touches to enhance our neighborhoods natural aesthetics. I am so grateful for the kind and caring welcome I have received from the KRVC team, local merchants, and residents. I look forward to another great year!

Nancy Moukas

Message from the Greenway Director

I've had a great year leading KRVC's Greenway initiative and organizing our 9th annual River-FestBX. This year was particularly rewarding as we added a "BX" to our name and a 2nd day of music, sails and activities to an already iconic Bronx festival. It was also a year in which we made great progress toward realizing our community's dream of an all waterfront Greenway.

Having been both a board member (2007-2013) and a part of the team (since 2014) has afforded me the unique perspective of watching KRVC evolve from primarily a housing management corporation to a dynamic and integral community development organization.

Cliff Stanton



Arnold Adler
Photographer



Ana Gonzalez Ribeiro
Development Assistant



Ari Oshinsky
Videographer



Stacey Natal
Webmaster

Team KRVC



Board Members Not Pictured Above:



Betty Campbell-Adams



Petr Stand

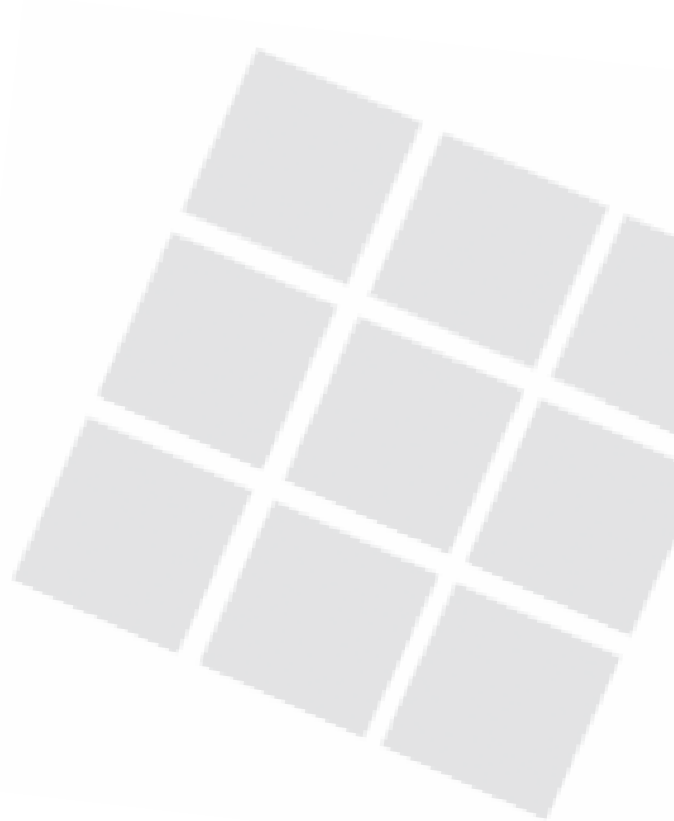
Team KRVC:

STAFF MEMBERS

Tracy McCabe Shelton, Executive Director
Edan Segal, Chief Financial Officer
Shari Hall, Development Director
Linda Manning, Cultural Program Director
Holly Makin, Jobs Program Director
Nancy Moukas, Beautification Director
Cliff Stanton, Greenway Director
Ana Gonzalez Ribeiro, Development Assistant
Stacey Natal, Webmaster
Arnie Adler, Photographer
Ari Oshinsky, Videographer

BOARD OF DIRECTORS

Terhi Edwards
Paul Moore
Petr Stand
Jerald Kreppel
Betty Campbell-Adams
Orlando Kross
Mego Gojka



Mission

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.

Culture at KRVC



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.



Jazz Concerts

On March 14, 2018 we held our annual jazz concert at Amalgamated Housing's Vladeck Hall in the Bronx. It was an amazing night. The room was full, the band was incredible, the food was delicious, and everyone had a great time. We are so lucky to have such talented artists in our community, and we are thrilled to create opportunities like this for artists to share their work and for lasting connections to be made. Eric Alexander, Bronx resident and KRVC supporter, led the band which also featured Alexis Cole on vocals, John DiMartino on piano, Bronx resident John Webber on bass, and Jason Tiemann on drums.



On April 26, 2018 we held our first concert on the stunning rooftop location at The Allen Hospital. We were very excited to produce this event in collaboration with The Allen Hospital as they have been KRVC's top sponsor since 2015. This concert was a celebration of The Allen's newly designed Rooftop Garden, which is a gorgeous and relaxing community space. Jazz vocalist Emily Braden led her band including Misha Piatigorsky on piano, Barry Stephenson on bass and Henry Conerway on drums. The nearly 100 guests included hospital staff, KRVC support-



ers, small business owners, community leaders, jazz lovers, and people from the area who were excited to see the rooftop.

We had perfect weather, delicious food, and a warm and inviting atmosphere.

Art at Amalgamated



We held our first art show at Amalgamated Housing's Vladeck Hall on November 19, 2017. It was a wonderful success. We hosted

twenty artists displaying and selling their fine art including paintings, sculpture, mixed media, print work, quilting, and photography. Hundreds of community members came out and had the opportunity to connect with the artists and discover their work. Our curator, Suzanne Hockstein, gathered the artists from all over the Bronx including Suzanne Axelbank, Sandra Ayala, Brenda Bergman, Ivan Braun, Carmen Corrigan, Rio Davies, Valerie Deas, Anne Gibbons, Deborah Grinberg, Daniel Hauben, Amy Kerwin, Theresa La Marca, Keith McDermott, Ira Merritt, Jay Moss, Jordan Moss, Ayde Rayas, Aija Sears and Ardina Seward.

Jazz pianist Nitzan Gavrieli provided a gorgeous atmosphere all afternoon.



Festivals

KRVC produces festivals to provide our community members with the chance to be outdoors in a fun environment and spend time with their friends and neighbors and acquaintances. It is these kinds of events that afford people the opportunity to make the personal connections that knit communities together and give individuals a profound sense of belonging and identity. We held two festivals in the 2017-2018 fiscal year.

On Tuesday, August 1, 2017, KRVC co-produced a festival in Kingsbridge with the 50th Police Precinct to celebrate their National Night Out Against Crime. A local rock and blues band Dragonfly 13 performed on our stage, as well as guitarist Steve Oates. Bronx fine artists Rio Davies, Valerie Deas, Deborah Grinberg and Kristina Thorstensen brought their work to display and sell. It was a beautiful day on 234th Street near Bailey Avenue in the Bronx. Hundreds of people came out and enjoyed the food, music, art, and activities.



We produced our South Riverdale Block Festival on Sunday, September 17, 2017. Riverdale Avenue was packed that day from 236th to 238th Street with families enjoying the last moments of summer on a fun, steamy day. There were many children's

activities, great live music and lots of sponsor exhibits. Riverdale Children's Theatre came out and gave us a stellar performance of show tunes from their recent productions. Adair Gilliam, a singer/songwriter, who works with the children at Bedrock Preschool entertained the little ones. And then the Francisco Mela jazz trio gave us a provocative set of free jazz and standards. Francisco lives in Marble Hill and was very happy to be part of this event in his own neighborhood. The Robert Mitchell Quartet was next, a mix of blues and rock, playing their original songs and covers. The stores and restaurants all along the Avenue participated with fun activities and delicious food. We were so pleased to have our local elected officials, Community Board 8 and the 50th Police Precinct there to enjoy the day with us. The event received media attention and coverage from the Riverdale Press, News 12 and BronxNet. It was a terrific closing to all our outdoor summer events.



Outdoor Movie Series

KRVC's outdoor movies provide our community with a special evening on a beautiful summer night, sitting with friends and family and enjoying a great movie.

On July 26, 2017 we hosted a movie on the lawn of the Van Cortlandt House Museum. Before the movie started kids enjoyed miniature golf, face painting, art projects and lawn art, and everyone enjoyed beautiful music from acoustic guitarist Steve Oates. We showed a short film before the feature. Mark Cabaroy, a Bronx filmmaker, shared with us his short "The Invaders." Then Broadway Producer Larry Ragowsky led us in a sing-a-long to "The Sound of Music" under the stars.

On September 9, 2017 we had a tremendous turn out for our end of summer movie night at Seton Park. The kids enjoyed miniature golf and the bouncy house before the movie. Before the feature we showed two student films from RKA students Sophia Kline and Jackson Van Horn. It was the first time for these young filmmakers to have their work screened on a large movie screen. Everyone loved our feature film "Moana."

On June 21, 2018, we produced a movie night in Bailey Playground at West 234th Street and Bailey Avenue. There was miniature golf and a bounce house for the kids before the movie. Many excited families attended to watch the feature presentation of "Akeelah and the Bee." The Auxiliary Police from the 50th Precinct also came by to help out. It was a good time for all!



KRVC has produced numerous Club KRVC events that we hold in our office/club at 505 West 236th Street in the Bronx. We have a small stage where the performers can feel comfortable, we provide light refreshments, and our audiences have the opportunity to mingle with the artists and enjoy the evening in a casual, cozy atmosphere. We use the space to produce small cultural performances including live music from numerous genres, poetry readings, film screenings, children's performances, entertainment, and celebrations.

Club KRVC

Our season for this fiscal year ran from September 2017 through May 2018 and included 10 events. There were seven wonderful live music performances featuring Irish singer/songwriter/guitarist Mary Courtney who is now a staple in the Bronx music scene; pop artist and powerhouse singer/songwriter Michelle DeAngelis; jazz singer Tamuz Nissim and jazz guitarist George Nazos performed a beautiful set of jazz standards and covers; Bronx resident John Webber brought his jazz quartet and was the first full band on our small stage with vocalist Ilya Lushtak; vocalist Kat Vokes and pianist Nitzan Gavrieli who are both teachers at the Riverdale Music Studio gave us a beautiful set of standards; acclaimed jazz pianist and Bronx resident Sarah J. Cion performed with bassist Marty Kenney; and Robert Mitchell and Bill Weisbach played a gorgeous set of original world music tunes and rock/blues covers.

We hosted two film screenings including our first "Docs in the Bronx" documentary film "BROTHERHOOD: America's First Muslim Fraternity," by Wheeler Sparks and Dylan Hollingsworth.

The second screening was a family-friendly web series "The Invaders" with Bronx filmmaker Mark Cabaroy. We had a poetry reading by award-winning poet and Bronx resident Sarah Stern as she read from her book "But Today is Different."

These Club nights, which are free and open to the public, are such a special way to bring our community together with the enormous resource of local, professional talent we have in the Bronx.



NYC Cultural Affairs

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

Special Events Held In The KRVC Offices

KRVC hosts a Community Halloween and Holiday Party in our space. On Halloween Day in 2017, our party featured candy, crafts, music and more. Hundreds of children in adorable costumes came through the office that day and enjoyed trick-or-treating and making fun Halloween crafts. In December 2017, we produced holiday events at our KRVC office to celebrate the holiday lights and the holidays featuring carolers, Santa and more. We served hot chocolate and cookies and dozens of children got to visit with Santa, receive a small toy and tell him what they wanted for the Holidays. We also had Christmas and Hanukkah tattoos and crafts for the children. We are proud to share our beautiful office space and produce these special, free events for the community.



Beautification Program

KRVC has a longstanding community beautification program. In the 2017-2018 fiscal year we were able to hire a Community Beautification Director for the first time. Nancy Moukas is working with local businesses and elected officials to assess the commercial corridors, organize community clean ups, mulch the tree pits, install tree rails and plant flowers. Businesses who are willing to water the flowers themselves receive a KRVC watering can. Other businesses just have mulched tree pits.

Specifically we did clean ups on Johnson Avenue in Fall 2017 and on North Riverdale and Johnson Avenue in Spring 2018.

In the coming weeks and months, Nancy will continue to expand our community beautification program, reach out to stakeholders and agencies and focus on more ways to make our commercial corridors more attractive and inviting.

Nancy has also been hard at work beautifying KRVC's backyard space. The KRVC patio is already being used for meetings and as a workspace. It has also been used for crafts during our Halloween Party and for other smaller events.

KRVC's beautification program also includes Holiday Lights along the commercial corridors. In 2017, with public and private funds, KRVC was able to install 10 strands of lights throughout the commercial corridors of Riverdale.



Celebrating The Hudson River In The Bronx

The RiverFest event is the centerpiece of KRVC's Hudson River Greenway Initiative. On June 9-10, 2018, KRVC produced its fourth RiverFest.

Despite some challenging weather on Sunday, the festival was a major success. KRVC tweaked the name this year - now RiverFestBX - in an effort to fully embrace its Bronx roots. Executive Director Tracy Shelton declared, "it was our intent to supply art, music and food that were 100% BX."



KRVC also shifted the festival grounds slightly to a more river-centric location on the campus of the College of Mount Saint Vincent. KRVC's lead RiverFestBX organizer Cliff Stanton had this to say about the move, "the Hudson River has always been the focal point of the festival, but this year, we moved the main stage to the river's edge so that more people could enjoy the view and feel the gentle breeze coming off the water as they listened to the music."



And with new acts like the Cynthia Soriano Quartet and Salsa Unlimited joining RiverFest veterans like Mary Courtney and Seeing Voices, the main stage became the "main event" for the festival's land based activities.

While the music is the most salient sound of RiverFest, it's the tall ships that create the iconic image. The South Street Seaport-based Pioneer carried over 300 passengers aboard eight sails over the course of the weekend. Long-time RiverFest volunteer Linda Hirlehy described the experience of being aboard the Pioneer. "Being out on the water was so calming, the city seemed a thousand miles away. It was like a mini-vacation, a chance to relax, connect with friends and experience the incredible natural beauty of the Hudson up close."



But the weekend wasn't just about music and the river. Renowned Bronx artist Daniel Hauben curated an art show - another RiverFest first - featuring 13 other Bronx artists. "Art is important because we are all creative creatures," said Hauben to thisisthebronx.info website at the festival. "We're here to express something, to process our multi-faceted experience of living, and to share some inspiration. It's the human spirit." Finally, for the history buffs, each day wrapped up with a Greenway Talk on the Marillac athletic field by Bronx historian Lloyd Ultan.



The 2017-2018 fiscal year saw the completion of the Hudson River Greenway feasibility study by the Metropolitan Transit Authority. The plan is most notable for the fact that it is an actual blueprint to build what our community has clearly said it wants...an all waterfront greenway.



Broadway In The Bronx

Our Broadway in the Bronx Initiative is one of KRVC's top priorities. The goal of the project is to draw attention to the corridor and make the 40 fabulous blocks of Broadway in the Bronx a shopping, dining and entertainment destination. KRVC is actively working with all the stakeholders to explore ways to make the commercial corridor more attractive, vibrant and fun for everyone.

Our Broadway in the Bronx focus in the 2017-2018 fiscal year was Marble Hill. Since 2014, KRVC has been able to expand our programming to serve Marble Hill. We developed and implemented many programs, including supporting revitalization of the commercial corridor along Broadway, producing cultural and artistic events, merchant organizing, children's entertainment activities, community roundtables, cleaning and beautification events to benefit the community.



Marble Hill Merchant Organizing Initiative

In the 2017-18 fiscal year, we continued to work with the businesses along the Broadway commercial corridor in Marble Hill to create an active Merchants Organization for the business owners and other stakeholders to work together and to make the Marble Hill a local shopping destination. KRVC received considerable resources from the New York City Department of Small Business Services in 2017-18 to support commercial revitalization, beautification and branding initiatives on the corridor. Specifically, we received an Avenue NYC Grant, a Neighborhood Design Lab Program Grant and a Neighborhood 360° Fellow Grant. The Avenue NYC Grant was used to produce events and implement all our programs to support the merchants. Through the Neighborhood Design Lab Program, KRVC worked with the World Studio Foundation, the merchants of Marble Hill and other stakeholders to develop a logo and branding strategy for the Marble Hill Merchants Association. Our NYC Department of Small Business Services Neighborhood 360° Fellow is Camelia Tepelus. The bold, new Merchant's Association logo was released and Camelia starting working with us in June 2018, at the very end of the fiscal year. This makes Camelia KRVC's newest member and she is our Marble Hill Project Director. She hit the ground running developing relationships, doing research, collecting data, making observations and performing interviews to compile a comprehensive Marble Hill Community District Needs Assessment document (CDNA), which will be completed and released in the 2018-19 fiscal year. Orlando Kross, owner of Flowers By Zenda and KRVC board member, has been instrumental in leading the merchants and supporting all the work that we do.



Marble Hill Holiday Trolley of Fun



Our annual Holiday Trolley of Fun is our signature event in Marble Hill and very popular with merchants, parents and kids. On December 9, 2017, even though it was snowing outside dozens of excited children rode the trolley and had a visit with Santa and the Grinch. They all received a present on the short ride to Flowers By Zenda on Broadway where they were entertained by a clown and stiltwalker and were given other goodies.

Truckin' with KRVC Events

KRVC travels all over with our fun and functional 10 foot box truck we purchased in 2017. We are very excited about the enthusiastic response to these Truckin' events and are thrilled to continue to bring our Culture-on-the-Go events to the Kingsbridge/Marble Hill areas. We have produced several exciting events throughout the year. Eventually we plan on bringing our projects to all communities throughout the Bronx with our "mobile office."



On November 25, 2017 we held a Truckin' with KRVC event to celebrate Small Business Saturday in front of Flowers By Zenda with the Merchants of Marble Hill featuring special shopping promotions and fun activities for kids. On May 11, 2018 we held a Truckin' with KRVC Card & Corsage Mother's Day event in Marble Hill where dozens of kids happily created their masterpieces for mom. We were pleased to welcome our NYC SBS Program Manager Sean Dennihy-Bailey to the event. To celebrate the end of the school year we held a Shop Local & Save Truckin' with KRVC event on June 26, 2018. The kids enjoyed arts and crafts and free face painting. We received a visit from the NYC SBS 360° Program Manager La-Toya Niles. After the Truckin' event was a celebratory dinner meeting and discussion with Marble Hill merchants and community leaders at Montezuma Restaurant on Kingsbridge Road.



KRVC Jobs Program



This past year has been an exciting year for the Jobs Program in terms of outreach and expanding the program. The Jobs Networking Event held in October 2017 was a successful event which attracted approximately 200 community members seeking employment and 14 local businesses and organizations wishing to showcase employment opportunities. This event built upon the previous year's Jobs Networking event which welcomed approximately 50 job seekers. The workshops that have been held this year have been well attended and beneficial to both job seekers and businesses, including two that featured in-depth discussion of the use of LinkedIn to promote an individual's employment prospects and market a business.

This year has seen four local job seekers find full and part time employment in the Riverdale area as a direct result of their interactions with KRVC's Jobs Program. One person found their job by attending October's Jobs Networking Event and the other three by contacting the Jobs Program, talking through their interests and being matched with local employers looking for employees with the relevant skills and employment background. These individuals are currently employed at Right at Home, Midtown Physical Therapy, Kidville and The Riverdale Y. Many resumes and local positions have been posted on KRVC's online Resume and Jobs Bulletin Boards, which has been helpful to job seekers and local businesses. Job seekers are diverse in their ages, educational qualifications and work experiences.

We are pleased to highlight a partnership with the New York Public Library that will come into fruition in the coming fiscal year but which has been developed during the present year – KRVC will partner with Kingsbridge Library to present various workshops, in English and Spanish, addressing many financial topics including Credit and Credit Repair, Investing, Retirement, Kids and Money and Wills. The first of the free workshops will take place in September, 2018, and will be presented by Ana Gonzalez Ribeiro, KRVC's Development Assistant and a Personal Finance Coach.

KRVC's Jobs Networking Event

October 17, 2017

KRVC's Jobs Networking Event welcomed approximately 200 job seekers over the course of the evening to meet with representatives from 14 local businesses and organizations about current available jobs and future positions. The Jobs Networking Event took place at The Riverdale Y where there was plenty of room for job seekers to talk with representatives about their skills and employment backgrounds and present their resumes. The event afforded the businesses and organizations present the opportunity to recruit skilled local residents and to network. The following companies and nonprofit organizations attended the Jobs Networking Event, offering a wide range of current open positions: Prudential; Wells Fargo; St. Patrick's Home for the Aged and Infirm; Studio 360; Premier Residences of Yonkers; Kingsbridge Heights Community Center; Montefiore; Right at Home; The Riverdale Y; Avon; H&R Block; Hebrew Home at Riverdale; Delaj Hair Salon; New York-Presbyterian, The Allen Hospital.



Some of the positions these businesses and organizations were looking to recruit for were: CNAs; Early Childhood After Care Teacher; Office Manager; Part Time Architect; Receptionist; LPNs; Salon Assistant; RPNs; Home Health Aides; Tax Preparers; Financial Advisors; ICU Technician; Social Media Specialist; Human Resources Coordinator; Dining Room Servers; Food Service Workers; Housekeepers; Maintenance Workers; Bank Tellers; After School Counselor. One job seeker expressed her appreciation for the Event by outlining the reasons she was pleased to attend – 'I met so many nice people and got inspired about places/careers/jobs I had not thought of. What a terrific, valuable event! Thank you, thank you.' Of the evening, the attending businesses and organizations were very positive, for example: 'This was a very nice event! We met wonderful people from the community,' Elaine Garcia, Human Resources Director, Premier Residence of Yonkers.

Work Local! Hire Local!

KRVC WORKSHOP SERIES

January 23, 2018 - Visualize to Materialize an Amazing 2018

At January's Workshop, 'Visualize to Materialize an Amazing 2018,' nine women participated in a celebratory and enjoyable workshop focusing on their professional and personal goals for 2018, with the specific focus on achievable goals for the new year. Each attendee created a Vision Board using inspirational quotes, photos, words and images from magazines and other media. The workshop presented the opportunity for sharing goals and hopes for the year in a comfortable and supportive space. The Vision Board is a powerful and creative medium through which to think through goals and ambitions and the steps needed to take to reach them.

Stacey Natal, professional photographer, blogger, teaching artist and mentor, hosted the workshop. Ms. Natal is the owner of Total City Girl, Photography and Design, and has committed to a follow up workshop in the Fall to see how participants have progressed in reaching their stated goals on January 23rd. All who attended January's workshop will look forward to meeting up and sharing their progress.

February 6, 2018 - Linking to Opportunity to Grow Your Visibility and Business via LinkedIn.

Lavie Margolin, BS in Marketing and MA in Adult Learning, talked about Growing Business Visibility and Opportunity via LinkedIn to a group of Riverdale business owners on February 6th. Business owners were invited to think about ways to increase their presence in a meaningful and targeted manner on LinkedIn and how to develop relationships and share resources to benefit clients and others in related businesses. The business owners were invited to learn about ways to search constructively for other professionals and prospective employees through LinkedIn. Additionally, tips were given to businesses about how to connect with a number of different groups that might be of benefit to promoting their business and increasing their exposure to relevant audiences. The Workshop was well received and the opportunity for businesses to network was appreciated.

Mr. Margolin has authored several books, including *The LinkedIn Butterfly Effect* and *From Linked Out to LinkedIn*. As a consultant, Mr. Margolin has provided LinkedIn marketing strategies and best-use practices to clients in a variety of business sectors.



May 1, 2018 - From Linked Out to LinkedIn - Maximizing Your Use of LinkedIn for Networking

KRVC's workshop for Job Seekers was well attended by people interested in deepening their understanding of the purpose of LinkedIn, the benefits of using LinkedIn and the best way to build an effective profile on LinkedIn. Lavie Margolin offered a lively and interesting presentation on the scope of LinkedIn and maximizing the benefits of being on LinkedIn. Mr. Margolin began by highlighting that 92% of recruiters google potential employees and that LinkedIn is likely to be the first result in that search. LinkedIn is the world's largest database of professionals so a profile on LinkedIn is both important and valuable. A profile should include a professional photo, a title that reflects one's expertise and abilities and information that you want a prospective employer to know. Relevant, detailed experience that brings value to your profile should be included. It is vital to be an active participant in LinkedIn, by checking messages, sharing professional updates, viewing others' updates and inviting and connecting with others. When reaching out to others, messages should be genuine and personalized. Finally, LinkedIn Groups may be a way to grow one's visibility so joining a relevant group can be effective.



Greenway Gala



Our 2017 Greenway Gala was held on October 26th. Many of our community members turned out to support KRVC and the work we are doing, and to honor three of our community leaders. The evening began with a cocktail hour in the solarium at the Hebrew Home at Riverdale where the guests were treated to a beautiful sunset over the Hudson River.

The dinner included a program that started with introductions and opening remarks by Dan Reingold, the Executive Director of the Hebrew Home and State Senator Jeff Klein. Assemblyman Jeffrey Dinowitz presented an award to our honoree Robert Rubinstein. Councilman Andrew Cohen presented an award to Mindy Ramos with the 50th Precinct. And Eliot Engel presented our award to Terhi Edwards of Douglas Elliman Real Estate. Our master of ceremonies Eric Dinowitz did an amazing job. Cliff Stanton, our Greenway Director, spoke about

the progress of our Greenway Initiative. We welcomed four new Board members, Terhi Edwards, Mego Gojka, Betty Campbell-Adams and Orlando Kross. The program also featured two videos produced by Ari Oshinsky that showcased the work of KRVC and documented our Greenway Initiative over the past year. The Eric Alexander Quartet entertained us all evening. We are tremendously grateful to all our sponsors who attended, and very proud to be a part of this community.

Thank you to the Hebrew Home for helping us to make this such a special evening and to Arnie Adler for taking the beautiful photographs featured on this page.





Corporate Assets

KRVC has built up a capacity to serve our community at a high level. One of our major community resources is our storefront office. The office is small, but it is located along an accessible, commercial corridor in the center of the community we serve. The office features free WiFi, indoor and outdoor tables for workspace and meetings, a large screen TV for film screenings and presentations and small indoor and outdoor stages for performances. We use the space for an annual Halloween Party, an annual Holiday Party and for small performances and workshops.

KRVC also has a 10-foot box truck which is a perfect backdrop for a mobile office and small event. We also own umbrellas, tents, tables, chairs, a projector, audio visual movie equipment, speakers and speaker stands, a video camera and other event equipment that we can use for small and large scale events around the community.



Grants

The main funding source for KRVC in the 2017-2018 fiscal year was a New York State Grant Contract allocated by State Senator Jeff Klein. KRVC received discretionary funding from New York City allocated by Councilmember Andrew Cohen. KRVC was also awarded grants in the 2017-2018 fiscal year by the New York City Department of Small Business Services and the New York City Department of Cultural Affairs.

Sponsors & Donors

KRVC received the following donations and sponsorships from July 1, 2017 - June 30, 2018

\$10,000

New York Presbyterian/The Allen Hospital

\$5,000-\$9,999

Douglas Elliman Real Estate
TD Bank

\$1,000-\$4,999

Apple Bank
C.A.L.F.
Con Edison
Corner Cafe
DJ Drugs
International Leadership Charter School
Kiwani's Club of Riverdale
Manhattan College
Montefiore Medical Center
Riverdale Oral Surgery
Ridgewood Savings Bank
Riverdale Family Orthodontics
Robert J. Rubenstein & Associates
Sotheby's International Realty

\$500-\$999

Blackstone Bar & Grill
Cafe Buunni
Chestnut Financial LLC
Country Bank
Delaj Hair
Fauzia's Food Trucks
Greek Express
Green Mountain Energy
Halstead Real Estate
Heart & Beat Music
Jack Bendheim Foundation
John's Botany Bay
Jonathan Brandt
Kai Fan Asian Cuisine
Kids in the Game
Larry the Locksmith
Methodist Home for Nursing and Rehabilitation

Moda Realty
North Riverdale Merchants Association
PM&R Center
Riverdale Comprehensive Dentistry
Robert Bender
Rolen Bagels
Roxanne and Henry Brandt Foundation
Salvatore's of Soho
Sunrun
The Geoffrey Gund Foundation
Tin Marin
Uptown Sports Complex
Yo-Burger

Under \$500

A Gift For You
Alan & Lioudmila Wherry
Andrew Williams Funeral Home
Ann Marie Gilligan
Beauty & The Beads
BedRock Preschool
Bobby Budh
Brian M. Gillette
Brown's Jewelers
Candace Rubinoff-Hirschberg
Chen Skin Care & Spa
Cliff Stanton
Cocina Chente
Cora Housewares
Dale S. Wolff
Dan Padernacht
David Bliven Law Firm
David & Michelle Gevanter
David Lerner Associates
Deputy Inspector Terence O'Toole
Designer's Corner
Donald T. Kirby
Dr. Sara Sigli Family Dentist
Drew Fleming Music
Eccentricities, Inc.
Edan Segal
Elizabeth Begley
Elizabeth Schulz

Fidelity Charitable
Five Star Premier Residences of Yonkers
Frances Segan
Georgietta Viggiani
H&R Block
Hanson & Hanson Island Specialties
Helen Morik
Imperial Pharmacy
Jack Lehnert
Jade USA
Jodi Kirschbaum
John Ciorra State Farm Insurance
Juan Campeiro
Judith Kramer
Julie Hyman
Karen Green
Karen Pesce
Katherine & John Dearie
Keith DeCandido
Kidville
Kingbridge BID
Kinnert Day School
Kizzy Gonzalez
La Escuelita De Sofia Inc.
Linda Hirlehey
Lloyd's Carrot Cake
Lourdes Santacruz
Madison's Restaurant
Mandy's Hair & Spa
Marjorie Schustack
Mathnasium
Metro Urgicare
Mike Pinney
M & N Sports
Nadine Andre
Nan Siegmund
New Visions Kitchen & Bath, Inc.
New York Life
New York Outrigger
Nia Mensah
Nizamettin Daykara
Nuts 4 Nuts
One Hope Foundation

Petr Stand
 Prudential
 RE/MAX
 Rhea Dornbush
 Rita Lowe
 Riverdale Children's Theatre
 Riverdale Mental Health/Mosaic
 Mental Health
 Riverdale Nature Preservancy
 Riverdale Presbyterian Church Nursery
 School
 Riverdale Senior Services
 Riverdale Steak House
 Riverdale Veterinary Group
 Riverdale-Yonkers Society For Ethical
 Culture
 Rosemarie Gratz
 Sarah Baglio
 Sergio Villaverde
 Skyview - Susan Goldy
 Stephane & Allegra Lubicz
 Susan Goldy
 Taller Dental
 Tennis Club of Riverdale
 Thomas & Rosemary DeJulio
 Vacuum World
 Van Cortlandt Jewish Center
 Verizon (United Telecom USA
 Riverdale Ave.)
 Vicki Auerbach
 Woodlawn Cemetery
 Wyndham Resorts
 Yael Levy
 Yonit Fitness

Financial Report of the Kingsbridge-Riverdale- Van Cortlandt Development Corporation/KRVC July 1, 2017 - June 30, 2018

INCOME

New York State Contract Grant Funds - \$222,000
 New York City Contract Grant Funds - \$59,000
 Sponsor and Donor Funds - \$82,000
 Other Income - \$1,000
Total Income - \$364,000

EXPENSES

Salary - \$77,000
 Operations - \$47,000
 Program and Event Expenses - \$233,000
 Other Expenses - \$19,000
Total Expenses - \$376,000

PROGRAM AND EVENT EXPENSE BREAKDOWN

Cultural Events - \$47,000
 RiverFest - \$55,000
 Broadway in the Bronx - \$35,000
 Beautification - \$43,000
 Jobs Program - \$53,000

KRVC is a 501(c)3 not-for-profit. EIN 13-3097905. As such, our 990 and other charities filings are public documents posted on our website. krvcdc.org. Please note that the figures listed in our financial report are estimates as of September 12, 2018. We are still finalizing our fiscal year-end report and filings, which are due on November 15, 2018.

A LOOK AHEAD

The 2019 fiscal year started on July 1, 2018 and we hit the ground running with a Marble Hill Clean Up and Beautification Day, a summer movie, Bingo, the Kingsbridge Art and Music Festival, a Club KRVC event and workshops. We are now gearing up for our Job Networking event, more Club KRVC events, our Halloween Party, Art at Amalgamated and more. We are already working on our 2019 calendar. We also have plans to continue to upgrade and use the space behind our office where we plan to produce small concerts, performances and movies during the summer of 2019.

