

Broadway SMASH!

Our first Broadway Bash was held on Sunday, November 13, 2016 at the Raymond Kelly Student Commons at Manhattan College. The annual gala featured a celebration of one of KRVC's newest initiatives, Broadway in the Bronx, and was a fun-filled evening of food, drink, entertainment and dance. In addition to bringing attention and funds to this important project, KRVC was thrilled to honor three beloved and respected Broadway merchants, Betty Campbell-Adams, owner of Lloyd's Carrot Cake, Orlando Kross, owner of Flowers by Zenda and Andy R. Williams, President of the Kingsbridge BID and owner of Williams Funeral Home. KRVC is committed to working with these amazing individuals and all of the merchants along the 40 fabulous blocks on Broadway that span the Bronx to make the commercial corridor an attractive, vibrant destination. The project would not be possible without the support we receive from our wonderful elected officials. KRVC was honored to have Congressman Eliot Engel, State Senator Jeff Klein, Assemblyman Jeffrey Dinowitz, and Councilmember Andrew Cohen at the Bash.

Many of our friends gathered to congratulate our honorees and all the work that we've accomplished

Continued on page 3



ALL PHOTOS: ARNIE ADLER

LOCAL BUSINESS COUPONS INSIDE!

Kingsbridge Community Walk

Dozens of community leaders, business owners and elected officials participated in our Kingsbridge Community Walk on November 17, 2016 to brainstorm suggestions for street amenities, garbage receptacles, tree pits, store fronts and more.

Everyone met in front of Councilmember Andrew Cohen's office at 277 West 231st Street. The walk route proceeded east on West 231st Street to Broadway continuing to West 238th Street and then towards Bailey Avenue.

Attendees were given "Brush the Bronx" kits with pens and pads to note their observations along the way. Afterwards there was a small reception at the Bronx Ale House with an informal discussion led by KRVC Executive Director Tracy Shelton. Comments included identifying problem areas and suggestions for improvement along the corridor. Highlighted findings included that all gates should be open mesh style, install



additional tree pits/barriers, place trash and recycling bins on all four corners of intersections, request an earlier paint job date for the elevated train/subway, all sidewalks should be power washed, bringing art into the neighborhood and holding a street festival.

This is just the start of our community plan and the next step is to execute a comprehensive survey we developed to evaluate each corridor and a separate one for merchants to identify their areas of concern. After that, we will develop and seek to implement a proposal to improve the corridor.

KRVC is very grateful to Councilmember Cohen for attending the walk and sponsoring the project. The Councilmember has generously allocated close to \$40,000 to KRVC through two City Council grants; the NYC Clean-up Initiative and the Neighborhood Development Grant Initiative.

In 2015, Borough President Rubin Diaz Jr. in collaboration with Assemblyman Jeffrey Dinowitz, Councilmember Cohen and community organizations released the Broadway Beautification Report which supports the development of Kingsbridge/Broadway as a destination for shoppers. This walk and project is a follow-up to the study's recommendations.



Holiday Trolley a Rolling Barrel of Community Fun!



PHOTOS: ARNIE ADLER

It was chilly but still a great community day on Saturday, December 10th in Marble Hill for KRVC's second annual Holiday Trolley of Fun event. 300 community members took a ride on the trolley to visit Santa and the Grinch. Community members waited to board the Trolley in front of Planet Fitness where they could receive a goody bag. They stood on a red carpet to wait sipping free hot chocolate from Applebee's and coffee from Starbucks. While they waited, community members were entertained by a stiltwalker and a magician. They were dropped off on Broadway where they were greeted by another stiltwalker, got their faces painted at Drug Mart and Marble Hill Dental, did holiday crafts at My Optician My Dental, received candy and balloons at Flowers by Zenda, got cookies from Rosarino Bakery and cotton candy and popcorn from Dental Oral Surgery. Wow!!!





STACEY NATAL

LIGHT UP OUR WHOLE COMMUNITY: SUPPORT KRVC IN A BIG WAY

Happy 2017 everyone and please celebrate it with KRVC. Your KRVC sponsor dollars go straight back into our community programs and events. Our just released 2017 top sponsor packages feature numerous components to build your business profile in our community. Our print and online promotion reaches tens of thousands of community members and our events are attended by thousands each year. Top Sponsor Packages feature sponsor logos in eblasts, social networking, website, bus shelter ads, every door bulk mailers, newsletters, event programs, signage and much more. Top RiverFest Sponsor package includes 2 boat ride tickets.

Here are the details:

- **Bus Shelter Ads** — Top sponsor logos will be featured on ten giant 6' X 4' bus shelter ads we are running this year on Riverdale Avenue and on Broadway.
- **"KRVC News" Newsletters** — Four issues produced in 2017 to be distributed in red newsrack boxes near the bus shelter ads — top sponsors logos on back. Top sponsors can also provide coupons for the issue and feature articles with photos!
- **Every Door Bulk Mailers** — Postcards will be mailed out in May to many households in the 10463 and 10471 zip codes to promote RiverFest. Postcards will feature the logos of top RiverFest Sponsors.
- **Facebook Ads** — KRVC maintains seven facebook pages— KRVC, Broadway in the Bronx, Hudson River Greenway and Riverdale RiverFest, Brush the Bronx, Club KRVC and KRVC Works. We regularly run ads for all our pages to boost the pages and posts. The pages feature sponsor logos for our events.
- **Eblasts** — Thousands receive snazzy KRVC event emails featuring sponsor logos.
- **Website Upgrades** — KRVC maintains two websites — krvcdc.org and riverdaleriverfest.org. Both sites feature sponsor logos and other sponsor recognition. Krvcdc.org features a Community Calendar of Events that sponsors can send us info to post on. Plus the business/neighborhood directory entry for each sponsor can be upgraded to include photos, feature profiles and more.
- **New KRVC Office** — Our new office, a small store front located on a commercial corridor, is providing KRVC with more opportunities to further promote our sponsors. The office features an electronic bulletin board in the front window with a slide show thanking sponsors. Printed materials inside the office promote our sponsors as well. KRVC also produces "Club KRVC" events with local performers, a variety of workshops and small events to further drive traffic to the space.
- **Store Signs** — Proud Sponsor sign for business.
- **Flyers** — Thousands produced and circulated with sponsor logos.
- **Banners** — Event, Stage and Screen Banners featuring sponsor logos.

KRVC's top sponsor packages for 2017 range from \$5000-\$15,000. KRVC will release smaller event-specific packages for RiverFest, our two block festivals, our gala and our holiday lights fund. All sponsor contributions are important to us and we look forward to working with many businesses and organizations throughout 2017. Our sponsors make all our great work possible!

In 2017, KRVC plans a big push for individual donations to offset the increasing costs of our free community events and programs. The centerpiece of this fundraising drive will be our "Coins for KRVC" campaign. Look for our red donation buckets or bring coins and \$1 bills to our office or events. krvcdc.org/coins

Larger donations can be made online at krvcdc.org/donate or via check made payable to KRVC Development Corp. Mail to or drop checks off at: KRVC * 505 West 236th Street * Bronx, NY 10463

Contact KRVC's Development Director Farrah Rubin at farrahkrvc@gmail.com or at 917-570-2339.

this year. Guests who arrived early for the cocktail hour walked the blue carpet and were treated to scrumptious hors d'oeuvres and the evening's signature cocktail, "The Broadway." Guests registered with veteran volunteers - Jodi Kirschbaum, and Edan Segal, and our own Holly Makin and Shannon Goodson. Attendees wearing blue received a KRVC flash drive as a special gift in addition to the KRVC swell drinking bottle located at the tables.

Attendees placed bids on fabulous auction items. Special thanks to our generous donors and to KRVC's Development Director Farrah Rubin for putting together a beautiful auction display.

Live music was provided by Red Hot Swing while people mingled. Band members Vanessa Trouble, lead vocals; Michael Hashim, tenor saxophone; Marty Bound, trumpet; Stefan Schatz, drums; George Delancy, acoustic bass; and Mark McCarron, guitar and arrangements swung the crowd with jazz, jump blues, originals and swing. Many thanks to KRVC's Event Planner Linda Manning for finding such talented performers.

The second part of the evening featured dinner, award presentations, videography and comments from our elected officials emceed by the very talented Master of Ceremonies, Shauna Hicks. Ms. Hicks, a Riverdale resident, has starred on Broadway in "Blood Brothers" opposite David and Shaun Cassidy with Petula Clarke, Carole King and Helen Reddy. She played Rosemary in the Broadway tour of "How to Succeed in Business Without Really Trying." Shauna thrilled the audience with a witty reworking of "Downtown" as a tribute to our Broadway "Uptown."

A highlight of the evening was the live auction of our most valuable donations by Assemblyman Dinowitz, who did a spectacular job as auctioneer, helping to raise much needed funds for KRVC. Special thanks also to District Leader Eric Dinowitz for introducing his father and to KRVC's Board Chair Paul Moore for the top auction donations. The ceremonies would not have been complete without the presentation by Shari Hall, KRVC Chief Financial Officer and Broadway in the Bronx Coordinator of a video demonstration of all the great work being done on Broadway and the goals for the future. Special thanks to Ari Oshinsky for producing the video.

We are truly grateful to all our sponsors and supporters. Thank you to Manhattan College for a gorgeous venue and to Arnie Adler for photos of the Bash. We look forward to another productive year.

KRVC Development Corporation,
505 West 236th Street,
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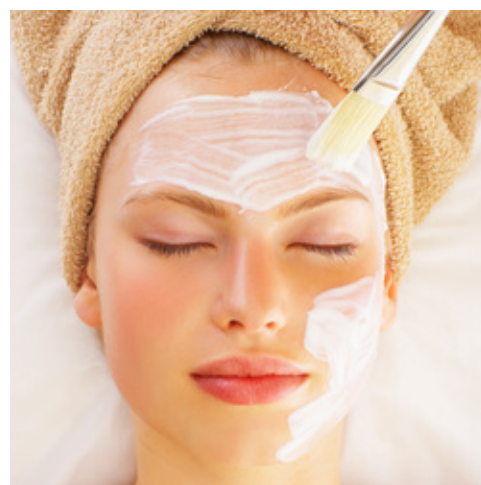
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Club KRVC



On November 29 at KRVC, Stacey Natal — professional photographer and blogger, and Linda Manning — playwright, screenwriter and actor, led a workshop called “Visualize to Materialize,” a vision board party for creative business women. “It felt so rewarding to create an opportunity for local creatives to come together to connect, establish new relationships and start to intentionally put into place what they’d like to create in their life and work for the upcoming new year,” Stacey shared with us after the workshop. Stacey and Linda worked well together — balancing their unique perspectives and interests to create a cohesive inspiring workshop for all that attended.

Stacey and Linda frequently meet up with other creatives in the city and felt there was a need to bring that same energy and comradery to Riverdale. As a coach, Stacey is working with mothers to help them think bigger for their lives and businesses. Since Stacey and Linda are both mothers, as well as pursuing creative endeavors, they wanted to share the techniques they both use to stay inspired and break through limiting beliefs. It opened up a conversation with the group and allowed for a safe space to share thoughts and ideas.

More workshops are planned in the coming year.

KRVC also had a Club KRVC night on December 8th with guitarist Mark the Harper. It was a lovely evening of original songs and covers. We look forward to the next Club night on Thursday, January 19, 2017 with Suzanne and Richard Hockstein.



2017 EVENT CALENDAR

Thursday, January 19, 2017

Club KRVC Cultural Event,
Suzanne & Richard Hockstein
7pm, 505 W 236th St, Bronx, NY

Thursday, February 16, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Thursday, March 23, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Thursday, March 30, 2017

Jazz at Amalgamated
7pm, Vladeck Hall, 74 Van Cortlandt Park South,
Bronx, NY

Thursday, April 20, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Sunday, May 7, 2017

North Riverdale Block Festival 2017
Featuring live music and other fun attractions!
1-5pm, North Riverdale Ave, 258th-259th St,
Bronx, NY

Thursday, May 18, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Sunday, June 11, 2017

Riverdale RiverFest 2017
Boat Rides on Tall Ships! Live Music All Day!
So Much More!
www.riverdaleriverfest.org
12-6pm, College of Mount Saint Vincent,
Bronx, NY

Thursday, July 20, 2017

Movie in the Park
Dusk, Vinmont Park, 255th St and
Mosholu Avenue, Bronx, NY

Thursday, July 27, 2017

Movie in the Park
Dusk, Bailey Park, Bailey Ave and 234th St,
Bronx, NY

Saturday, September 9, 2017

Movie in the Park
Dusk, Seton Park, 232nd St and
Independence Ave, Bronx, NY

Sunday, September 17, 2017

South Riverdale Block Festival 2017
Featuring live music and other fun attractions!
1-5pm, South Riverdale Ave, 236th-238th St,
Bronx, NY

Thursday, September 28, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Thursday, October 19, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Thursday, October 26, 2017

Greenway Gala
Cocktails, Dinner, Dancing, Presentations & More
5-8pm, Hebrew Home at Riverdale, Bronx, NY

Tuesday, October 31, 2017

Halloween Party
4-8pm, 505 West 236th St, Bronx, NY

Thursday, November 16, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Saturday, December 9, 2017

Marble Hill Holiday Trolley of Fun
1-4pm, 225th St and Broadway, Bronx, NY

Thursday, December 14, 2017

Club KRVC Cultural Event, Details TBA
7pm, 505 W 236th St, Bronx, NY

Sunday, December 17, 2017

Holiday Party
2-5pm, 505 W 236th St, Bronx, NY

Club KRVC Cultural events feature live music and other performances by local community artists!

Our 2017 Calendar will grow beyond the listed 20 events! KRVC also uses our office space to host workshops, networking meetings, play and poetry readings and much more. We plan to hold Bingo and Karaoke nights as well. In 2017, we hope to use our outdoor space for more events and we plan to purchase a KRVC Truck, which we will use to produce “Truckin’ with KRVC” events throughout the Bronx and greater Bronx communities we serve. Check krvdc.org/events.

KRVC also maintains an online community calendar. Check it out at krvdc.org/community-events/calendar. Contact Ana Gonzalez Ribeiro at anagrkrvc@gmail.com to post an event.

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, Entertainment Coordinator
Cliff Stanton, Greenway Coordinator
Shannon Goodson, Administrator
Martin DeBenedictis, Webmaster
Holly Makin, Jobs Program Coordinator
Edan Segal, Special Events Coordinator
Stacey Natal, Photographer
Arnie Adler, Photographer
Ari Oshinsky, Videographer
Jonathan Eiger, Event Assistant
Ty Cumbie, Newsletter Graphic Designer
Ana Gonzalez Ribeiro, Development Assistant

2017 Office Hours

Monday 10am-6:30pm
Tuesday 11am-2pm
Wednesday 10am-6:30pm
Thursday 11am-2pm
Friday 1-4pm

Closed Major Holidays

2017 Club Hours

Selected Tuesdays & Thursdays 4-9pm
Selected Sundays 1-6pm



KRVC Team Members Tracy Shelton, Stacey Natal and Holly Makin with Santa at KRVC on December 18th.

Message from the Executive Director

Happy 2017! Please enjoy this newsletter and it's coverage of our very successful Broadway Bash. The Kingsbridge/Van Cortlandt edition features coverage of our Kingsbridge Community Walk and our Marble Hill Holiday Trolley of Fun. The Riverdale edition features coverage of our Community Halloween and Holiday parties and the Holiday Lights. Both editions include coverage of our fabulous Gala 2016 - our Broadway Bash!

2016 was a year of extraordinary growth and change for KRVC. We opened a new office and club, doubled the size of our team, released the first editions of this newsletter, added our new jobs program and we made Riverdale shine with beautiful holiday lights. Wow what a year!

2017 promises to be great for KRVC as well. We are increasing our club hours and developing a full schedule of FREE cultural events, community fun nights, workshops, lectures and more to be held right at KRVC. Our 2017 calendar also includes larger events like RiverFest, Block Festivals, a Jazz Concert, Outdoor Movies and a Gala. We also hope to expand the holiday lights in 2017.

We are most excited about the imminent purchase of our KRVC truck!!! The vehicle will serve as a mobile office and be used to produce "Truckin' with KRVC" events in communities outside Riverdale. The truck will also be invaluable to us to transport our event equipment and it will provide us with a new platform to promote KRVC and all our sponsors.

Senator Jeff Klein allocated the funds for KRVC to purchase the truck and he generously supports all of our work. KRVC is fortunate to enjoy the support of our elected officials, Community Board 8, the 50th police precinct and dozens of businesses and organizations in our community. Thank you so much everyone!

—Tracy McCabe Shelton



KRVC's Tracy Shelton at the Broadway Bash with Councilmember Andrew Cohen, RiverFest founder Yael Levy and Josh Needleman.

Thank you to our 2016 Sponsors. Please support KRVC in 2017!!

