

## Riverdale LIGHTS!



ARNIE ADLER

**D**ozens of excited community members gathered at KRVC on December 13, 2016 for hot chocolate, apple cider and cookies to kick off the Riverdale Holiday Lights Celebration. The large group that included State Senator Jeff Klein, who funded the lights, other elected officials and local merchants were treated with Holiday Carols performed by Riverdale Music Studio students and entertained by a snowman and stilt walker. The group then took the Holiday Caroling over to Riverdale Avenue and up to 238th Street. Senator Klein gave

out holiday bags with coloring books and other holiday treats and KRVC gave out snowflakes to local businesses to make the block more festive. The group crossed 238th Street and headed down to Yo Burger. The carolers performed more songs and we enjoyed a brief program. KRVC's Executive Director, Tracy Shelton, presented Senator Klein with a large Thank You Card signed by the merchants and Senator Klein flipped the switch to turn on a third strand of Holiday Lights on Riverdale Avenue. It was a great community event!

## Halloween Party

**K**RVC opened the doors of its new offices on 236th Street to host the first ever KRVC Halloween party on October 31st. Trick or Treaters from all over our area came in to decorate pumpkins, make buttons and show off their costumes. Guitarist Steve Oates played for the crowds up and down the street in front of the office. The children and their parents were welcomed by Vampire Adam on stilts and a fortune teller reading palms. The office and outdoor patio looked festive decorated with pumpkins, corn stalks, witches and ghosts. The weather was perfect and Halloween music was playing while kids were busy making scary and fun faces on mini pumpkins generously donated by KRVC's neighbor John's Botany Bay. Halloween tattoos from the professional face painting artist were also a huge hit. Every child was given a goody bag filled with Halloween themed



STACEY NATAL

toys and candy. Over 150 kids and adults attended, including a special appearance by Assemblyman Jeffrey Dinowitz, making this event an overwhelming success and tons of fun! All of us in the office loved greeting all the families and children enjoying the night. Thanks to everyone who came out. We look forward to next year's party.



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## Holiday Party

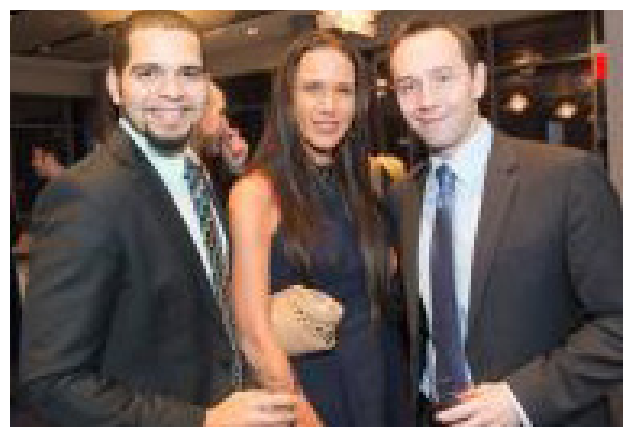
**M**ore than 50 children - and some parents too! - visited Santa at KRVC for our first ever Community Holiday Party on December 18th. The festive event also featured cookies and other holiday goodies, hot chocolate and much more. Kids could get holiday tattoos from Dawn Jones and make holiday buttons with Holly Makin. Thanks so much to our photographer Arnie Adler and to Stacey Natal for all her help. Ho! Ho! Ho!

**LOCAL BUSINESS COUPONS INSIDE!**

# 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



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,  
Bronx, NY 10463.  
(718) 543-7100. [krvdc.org](http://krvdc.org)



STACEY NATAL

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

**H**appy 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 — [krvdc.org](http://krvdc.org) and [riverdaleriverfest.org](http://riverdaleriverfest.org). Both sites feature sponsor logos and other sponsor recognition. [Krvdc.org](http://Krvdc.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. [krvdc.org/coins](http://krvdc.org/coins)

Larger donations can be made online at [krvdc.org/donate](http://krvdc.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](mailto:farrahkrvc@gmail.com) or at 917-570-2339.**

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**THANK YOU TO OUR SPONSORS!**

Contact Farrah Rubin at [farrahkrvc@gmail.com](mailto:farrahkrvc@gmail.com) to find out how your business or organization can support KRVC.

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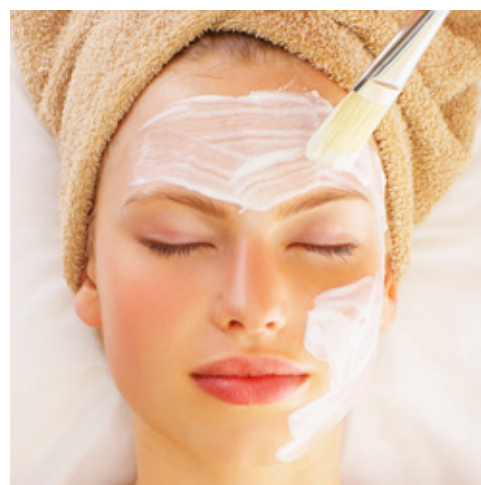
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# Club KRVC



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

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

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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](http://krvdc.org/events).

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

# About KRVC

**F**ounded 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

**H**appy 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!!

