

Riverdale RiverFest



dedicated community leaders, and the role KRVC has played in fueling the momentum for the Greenway, significant progress has taken place this year” according to KRVC team member Cliff Stanton. And this success will continue. As reported in a prior newsletter, State Senator Jeff Klein has funded a feasibility study of

This past June we celebrated our seventh annual Riverdale RiverFest. Despite the inclement weather this year there was a fantastic turnout. There were performances from local bands like Seeing Voices and The Traveling Jewberrys as well as from the internationally known group Orleans. There were tons of exhibitions from local artists, businesses, schools, and not-for-profits, and great food and drinks from local restaurants. Riverdale RiverFest continues to be very important to the initiative to Build it Now!, the slogan adopted to refer to the push to build and create waterfront access in the Northwest Bronx. It is thanks to the “advocacy of so many

several design alternatives with the MTA, a first and important step in the building of the Greenway. Earlier in 2016 Councilmember Andrew Cohen presented a resolution to the New York City Council, advocating for the creation of the Hudson River Greenway in the Bronx. This year’s RiverFest continued to represent the communities growing desire for waterfront access. It is thanks to the hard work of so many volunteers that have made RiverFest an iconic annual celebration of our river, the Hudson River Greenway will happen. It’s merely a question of how and when. For more information or to get involved in next year’s RiverFest celebration visit the website at: riverdaleriverfest.org.



**Local Business
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Seton Park Movies

In July, KRVC held our sixth annual outdoor movie in Seton Park. Once again, the park was jam-packed with community members gathered to see a great family movie. We showed Minions. The event also featured yoga, a spinner attraction and a climbing wall. Something for “children” of all ages. Thanks to a generous funding allocation from State Senator Jeff Klein, KRVC owns a giant movie screen and movie equipment and we, along with his office, have now produced dozens of outdoor movie events all over the Bronx area. •



KRVC's 2016 Gala to be a Broadway Bash!

For the last two years, KRVC has held Greenway Galas to showcase and promote our Bronx Hudson River Greenway Project and to raise funds primarily for Riverdale RiverFest. This year, our gala will be a Broadway Bash that will showcase our new Broadway in the Bronx Initiative.

Funds raised at the Gala 2016 will be used primarily to produce events and implement programs in the Kingsbridge/Van Cortlandt communities. KRVC's Broadway in the Bronx Coordinator, Shari Hall, will be on hand to discuss upcoming plans for the community. KRVC is excited to focus on areas outside Riverdale again.

For nearly three decades, KRVC's work was primarily focused in the Kingsbridge/Van Cortlandt communities. Many people in Riverdale had not heard of KRVC in 2010 when Tracy Shelton took over

as KRVC's Executive Director. One of the organization's goals at that time was to expand their programming in Riverdale.

Today, just over six years later, KRVC is well-known in Riverdale where we produce numerous events each year. Much of our program work is also now centered in Riverdale.

Our new goal is to expand our new work back into the communities of Kingsbridge/Van Cortlandt through our new Broadway in the Bronx Initiative.

We are thrilled to launch this program in a BIG way! Please try to attend our Broadway Bash to learn more. Our invitations are included on this page and you can find out more about the event at krvcdc.org/gala16 and about our Broadway in the Bronx Initiative at krvcdc.org/broadway.

Marble Hill Update



We look forward to holding more meetings with the merchants this fall and holding another Marble Hill Trolley of Fun event on Saturday, December 10, 2016.

As of May of this year the Marble Hill Merchants have received three more years of funding from NYC Small Business Services to continue our work with small businesses in the area. KRVC has been working with the businesses on Marble Hill since 2014, and in that time we have been able to bring together a group of merchants who are very invested and committed to bettering the community, as well as organize fun holiday events, and sponsored discount programs.

Broadway Bash

Dinner, cocktails, dancing, presentations on KRVC's Broadway in the Bronx initiative, awards and more!

Sunday, November 13, 2016, 5-8 pm

Raymond W. Kelly '63 Student Commons
Great Room, Manhattan College, Bronx, NY 10463

krvcdc.org/gala16

Buy Your Tickets and Journal Ads Today!
This Gala is a Fundraiser for KRVC's Broadway in the Bronx Initiative

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KRVC, 505 West 236th Street, Bronx, NY 10463
or
Buy tickets online and purchase ads at krvcdc.org/gala16
RSVP by November 1st, 2016

North Riverdale Merchants Streetscape

Earlier this month KRVC had the pleasure of having local lawyer and activist Chris Rizzo give a presentation on the North Riverdale Merchants Association's plan to beautify the streetscapes of Riverdale. This includes North Riverdale, South Riverdale, Mosholu Avenue, and Broadway (from West 242nd St. to the City Line.)

It's called "The Smart Growth Plan," and it aims to push forward changes in street geometry; meaning crosswalk safety improvements, turn lane modification, raised landscape medians in some areas, and loading zones and bus lanes. As well as pocket parks, better street lights, landscaping, and pedestrian accessibility to Metro North Railway's Riverdale Station and the NYC Subway. The Association is also proposing signage to better indicate private property and storefronts in the local business districts.

The goal is to make the streets of Riverdale safer, more aesthetically pleasing, and to encourage private property owners to improve their businesses, buildings and homes.

KRVC Launches new Hire Local! Work Local! Initiative

With unemployment rates continuously falling, State Senator Jeff Klein has partnered with the Kingsbridge-Riverdale-Van Cortlandt Development Corporation (KRVC) to launch a new "Hire Local! Work Local!" program, to help everyone in the community find work.

The result of funding from Senator Klein, KRVC has already helped local residents with securing work in the short-term and part-time ranges, and even as consultants on various KRVC events and special projects.

"For many years, we wanted to offer a jobs program for our community, but we did not have the funding for it. Now because of Senator Klein we can," said Tracy Shelton, KRVC's Executive Director. • From *Riverdale Record*, reprinted by permission

The result will be a better shopping district, more stable property values, and, hopefully, a stronger sense of community and pride in Riverdale.

To make this happen the Association needs the help of the community. Easy ways to get involved: contacting elected officials, submitting comments to and/or attending meetings of the North Riverdale Merchants Association, and Community Board 8. For more information visit the "Riverdale, Smart Growth Plan" website at: riverdalebronx.nyc. KRVC encourages everyone to get involved for the good and betterment of our homes and community. •



A bus shelter ad at 256th St. and Riverdale Ave.

We will miss our AWESOME summer interns! Thank you to Gaby Brown, Sophia Pinney and Marianna Sternfeld. Best of luck in college ladies!



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THANK YOU TO OUR SPONSORS!

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at farrahkrvc@gmail.com
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Club KRVC

Club KRVC Events

On selected Thursday evenings and Sunday afternoons, the public is invited to join KRVC for Club KRVC events. Summer events included a performance from Michelle DeAngelis, a wonderful singer; a great magic show with Adam Auslander; an interesting and eye-opening documentary, "And Then The Climate Changed;" and a VIP Photo Gallery event.

These events are intended to raise awareness for KRVC's message, which is bettering the community and helping to build and support small businesses in Riverdale. Each event is open to the public. To come all you have to do is stop by the KRVC office, located at 505 West 236th St., to pick up a "Club KRVC" card for the event you would like to attend. All events are free and catered by restaurants in the area.



EVENT CALENDAR

September 10, 2016

Movie in Vinmont Park 2016

Fun Back-to-School and End-of-Summer evening for the whole family!

7:00 pm-9:30 pm, Vinmont Park, Bronx, NY, 10471, Free

September 18, 2016

Johnson Avenue Block Festival 2016

Our favorite block for a festival in Riverdale! Join us for a fun day of live music, children's activities, great food and shopping at all our local businesses.

1:00 pm-5:00 pm, Johnson Avenue, Bronx, NY, 10463, Free

September 22, 2016

Club KRVC Cultural Event

A fabulous community evening featuring food, mingling and great music performed by Alma Micic - local resident and internationally acclaimed vocalist. This event is free but you do need a Club KRVC card to attend.

6:00 pm-8:00 pm, Club KRVC, Bronx, NY, 10463, Free

September 29, 2016

Mix 'N Match Job Mixer

Bring your resume, bring your experience, bring your business and organization opportunities and meet and discuss!!

7:00 pm-9:00 pm, Club KRVC, Bronx, NY, 10463, Free

October 20, 2016

Johnson Avenue "Fill It Up" Meeting

Join us to discuss ideas and strategies for filling the empty spaces on Johnson Avenue.

7:00 pm-9:00 pm, KRVC, Bronx, NY, 10463, Free

October 31, 2016

Halloween Party

Be sure to make KRVC a stop on your Halloween Night. We will have a party featuring all sorts of fun attractions. Join us!!

3:00 pm-9:00 pm, Club KRVC, Bronx, NY, 10463, Free

November 13, 2016

Broadway Bash-Gala 2016

5:00 pm-9:00 pm, Manhattan College, Bronx, NY, 10463, \$100

December 10, 2016

Holiday Trolley Event

Marble Hill Holiday Trolley of Fun event.

1:00 pm-4:00 pm, 225th St. & Broadway

May 7, 2017

North Riverdale Block Festival 2017

Block festival featuring live music and other fun attractions!

1:00 pm-5:00 pm, North Riverdale Avenue, Bronx, NY, 10471, Free

June 11, 2017

Riverdale RiverFest 2017

Boat Rides on Tall Ships! Live Music All Day! So Much More!
www.riverdaleriverfest.org

12:00 pm-6:00 pm, College of Mount Saint Vincent, Bronx, NY, 10471, Free

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.
Holly Makin, Community Outreach.
Stacey Natal, Photographer.
Arnie Adler, Photographer.
Ari Oshinsky, Videographer.
Priscilla Aybar, Administrative Assistant.
Jonathan Eiger, Event Assistant.
Ty Cumbie, Newsletter Graphic Designer.
Ana Gonzalez Ribeiro, Development Assistant.

Office Hours

Monday-Wednesday, 11am-6pm
Thursday, 11am-2pm
Friday, 1-4pm

Closed Major Holidays

Club Hours

Selected Thursday Evenings and Sunday Afternoons

Message from the Executive Director

The Kingsbridge-Riverdale-Van Cortlandt Development Corporation (KRVC), is enthusiastically releasing our second 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!

Please read all about our events and programs and save the dates for our upcoming events. Find out more about all our initiatives at krvcdc.org.

Earlier this year, KRVC opened a small office located at 505 West 236th Street. We are already doing 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! So far, we have held several Club KRVC events in the space and we have many more planned. Please try to attend!

We are grateful to all our funders and supporters for making all our work possible. Please see the back page of this issue for our sponsor logos and please support those great businesses and organizations. Also check out their coupons in the centerfold of this newsletter. We urge you to support our sponsors!

State Senator Jeff Klein, who has provided a record amount of funding to KRVC over the past few years, gets a special thank you for all his support.

—Tracy McCabe Shelton

KRVC Development Corporation
505 West 236th Street, Bronx, NY 10463.
(718) 543-7100. krvcdc.org



Thank you to our sponsors!

