



Ironbound
BUSINESS
IMPROVEMENT
DISTRICT

update

IBID To Sponsor Holiday Carolers and Christmas Tree Lighting

For the second consecutive year, the IBID will sponsor carolers in the Ironbound to help make the holiday season festive and inviting to residents and visitors.

The Ironbound Theatre Group and the Presbyterian Christian Community, both local Ironbound groups, will sing traditional carols along Ferry Street in English, Portuguese and Spanish.

The schedule for the carolers is as follows:

Friday, Dec. 5 @ 6:30-8:30pm

Saturday, Dec. 6 @ 5:00-7:00pm

Friday, Dec. 12 @ 6:30-8:30pm

Saturday, Dec. 13 @ 5:00-7:00pm

Friday, Dec. 19 @ 7:00-8:30pm

Saturday, Dec. 20 @ 5:00-7:00pm

Saturday, Dec. 20 @ 6:30-8:30pm

Sunday, Dec. 21 @ 3:00pm-5:00pm

Sunday, Dec. 21 @ 6:00-8:00pm

The IBID will also sponsor a Christmas Tree Lighting at Peter Francisco Park for the holiday season. Details will be announced in December.

IBID Begins Design Phase of Streetscape Plan

The Ironbound Business Improvement District (IBID) has developed a Request for Proposal to help identify design firms to be considered for the Ferry Street redevelopment program. Once a firm has been selected architectural drawings will be developed to provide a concrete vision of what the streetscape will look like when it is completed. "We need to know what we want before we can begin the process of seeking bids for the actual construction," notes Matthew McCracken, an architect at the Hillier Group and a member of the IBID's Architecture and Design Committee.

The drawings will serve several purposes. They will be used to

solicit community input, as the IBID continues its inclusive process designed to capture the spirit of the neighborhood and incorporate that energy into the vision for a revitalized Ferry Street. They will also be used by engineering firms to develop construction documents, and (continued on page 2)

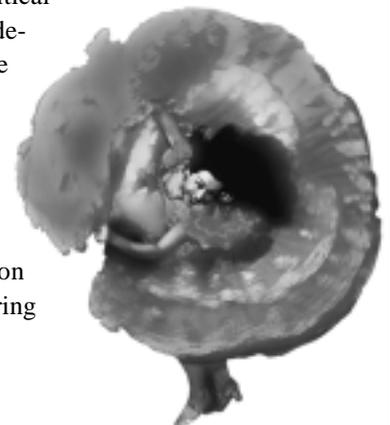


IBID's Explorer's Guide Invites People to Rediscover the Ironbound

The IBID has produced a comprehensive "Explorer's Guide" to the Ironbound, a keystone of the organization's enhanced marketing efforts, that will be distributed this Fall as an insert to the New York Times to more than 60,000 people in select communities throughout northern New Jersey. It will also be distributed as an insert to Luso-Americano and at Newark area hotels as well as cultural landmarks in the city, including the New Jersey Performing Arts Center and the Newark Museum.

The colorful piece provides valuable information on everything from shopping and dining, to directions and parking and

includes complete listings of the Ironbound Business Improvement District's restaurants and businesses. Ansoerge Unlimited, whose work in other business improvement districts like Red Bank and Bayonne has earned critical acclaim, designed the guide. A second edition is planned for distribution in the Spring of 2004.



President's Message



Licinio "Lee" Cruz

Since its founding three years ago, a revitalized Ferry Street has been the centerpiece of the efforts of the Ironbound Business Improvement District's

members. Through effective partnerships forged between the IBID, City officials and other local businesses and community organizations, we have advanced into the design and planning phases of the project. The hard work done at this critical stage will help ensure an enhanced streetscape that exceeds the expectations of Ironbound merchants and residents alike.

At the same time, the IBID is promoting the best interests of the District's business community through special promotions and marketing support designed to invite longtime patrons to rediscover the Ironbound and attract new visitors to experience our great restaurants, excellent shopping, courteous service and welcoming atmosphere. Attention to key quality of life concerns has also been an integral part of our mission.

Much has been accomplished, yet much remains to be done. Continued cooperation between everyone involved in this important process is vital to our success. Our shared focus on the needs of the Ironbound community above all other concerns will help us achieve our common goal.

(IBID Begins Design Phase)

ultimately by construction companies that will bid on the work. The drawings will also support fundraising efforts by the IBID, by visually demonstrating the intent and purpose of the organization in creating a new and enhanced Ferry Street.

As a blueprint for the major work that lies ahead, the drawings can help the IBID effectively plan ways to minimize the social and economic impact of the construction process, as work proceeds through the district in an orderly block by block, street by street progression. Issues like parking and traffic flow can also be addressed by mapping out ways to direct vehicles to existing parking facilities and increase their utilization.

A Message from the Executive Director

As the IBID wraps up its third year of operations, the community has improved significantly and held its own through a tough economic downturn. Our most important successes are:

- Building a foundation of cleanliness and safety in the Ironbound
- Marketing the Ironbound as a multi-cultural dining and shopping destination
- Completing a comprehensive plan with wide community input
- Building partnerships with government and private institutions that will allow us to design and pay for capital projects like streetscape improvements

Our greatest challenges are ahead of us. Putting the comprehensive plan into action will cost millions of dollars and cooperation from numerous city, county

and state agencies. We have begun the process with City Hall to determine the engineering design and specifications for a renovation of Ferry Street, and have already worked on improvement plans for Market Street and Raymond Blvd. We should see improvements on Market Street starting next year (2004). Ferry Street and Raymond Blvd. improvements may not start until 2005 as it will take almost all of 2004 to complete the necessary construction specifications. In the meantime, we are working with the Newark Urban Enterprise Zone Program to improve trash collection, landscaping, and façade improvements.

We are ready to begin the long process towards improving the physical landscape of the IBID's Ferry Street business area. We have built a foundation of trust, communicating our assets effectively, and establishing a profes-

sional management team. On this foundation, we are prepared to move forward, meet the challenges, and in each case improve our community and business opportunity.

Sincerely,

Seth Grossman,
Executive Director



*Vamos Traballar Juntos Para Manter
O Ironbound Limpo*

*Let's Work Together to Keep
the Ironbound Clean*

*Vamos A Trabajar Juntos Para Mantener
Ironbound Limpio*

IBID Contributes to a Happy and Safe Halloween

The Ironbound Business Improvement District, in partnership with the Portuguese-American Police Association and Newark Public Schools, sponsored a parade and trick or treat on Halloween Day. The event included a kick-off at Peter Francisco Park, a parade and a Halloween party at the Wilson Avenue School.

The Portuguese-American Police Association provided extra policemen throughout the Ferry Street area to help ensure a safe and fun holiday celebration for local families and their children. Ironbound merchants were asked to stay open until 8 PM, and provide treats for children who visit their stores.

East Ward Councilman Augusto Amador also joined in supporting this special holiday celebration. His advocacy for the Ironbound community helped ensure cooperation between the City and the other participating organizations to make this a Halloween to remember.

“The IBID is dedicated to promoting our community, maintaining traditions and providing a safe and clean environment that is good for Ironbound visitors, residents and merchants alike,” says Licinio “Lee” Cruz, IBID President. “We joined with Chief Anthony Campos and the Portuguese-American Police Association along with the Newark Public Schools to invite families to celebrate Halloween in the Ironbound.”



Trick or Treat!—Captain Arthur Sanhudo of the Newark Fire Department, Councilman Augusto Amador and Captain Anthony Campos of the Newark Police Department greeted trick-or-treaters at Peter Francisco Park.

Banco Popular Opens Ironbound Branch Office

This summer, Banco Popular, the country’s leading Hispanic-owned bank, celebrated the Grand Opening of its new Ironbound office, located at 148 Ferry Street. The branch office is Banco Popular’s third Newark location and its 12th branch in New Jersey.

Attending the Grand Opening were (left to right) Banco Popular’s Anastasi Orfanos, Vice President, Marketing Manager, Michele Imbasciani, Regional Executive, NY/NJ, Matilde Santos-Mendes, Ferry Street Branch Manager and Edwin Hernandez, Vice President, Retail Regional Manager.



IBID Announces Father’s Day Giveaway Winners

NEWARK, N.J., July 18, 2003 — Julio C. Silva and David Telias of Newark were two of the top prizewinners in the Ironbound Business Improvement District’s (IBID) Father’s Day Giveaway.

Silva received a \$100 gift certificate from Vinhas Jewelers and Telias won a DVD/VCR Player from Blanquita Electronics. A total of eight prizes were awarded.

Other local merchants who donated prizes included Carbo International Jewelers, Sol-Mar Restaurant, Brasilia Grill, the Metrostars, the Newark Bears and Ferry Wine & Liquors.

(above) Julio C. Silva received a \$100 gift certificate from Helena Vinhas of Vinhas Jewelers. (below) David Telias of Newark won a DVD/VCR Player from Blanquita Electronics, presented by Antonio Brandao.



Restaurant Spotlight: Titanic ***486 Market Street***



For many people, the name Titanic conjures up images of the ill-fated passenger ship that sank in the cold and stormy waters of the Atlantic Ocean. However, in the Ironbound District, people who appreciate excellent food, warm and friendly service plus unique décor know Titanic is the place to go for Portuguese, Spanish and Italian cuisine. Fernando Sousa, Jose Mendes and Lucy Bartolomeu purchased the restaurant, formerly the Captain’s Quarters, in 1999. Its intricate wood paneled interior recreated the look of a stately passenger ship. They considered several nautical themed names for the restaurant before settling on Titanic. Sousa and his partners envisioned smooth sailing for this ship, and knew their restaurant would rise above all expectations, as opposed to being sunk by the competition.

Titanic features a wide range of seafood, plus chicken and steak dishes sure to please the most discerning palates. In addition to traditional Portuguese and Spanish favorites, the restaurant also offers many Italian classics, providing diners with a multitude of delicious options from which to choose.

Titanic’s inviting bar has become a favorite gathering place for locals and Ironbound visitors alike and offers a selection of fine wine, beer and cocktails that complement the restaurant’s cuisine.

A warm inviting atmosphere, excellent service plus great food and spirits contribute to a great restaurant experience.

Spotlight: Leslie Furniture Manuel Guerra, Jack Guerra

Q. What is the history of Leslie Furniture?

A. Our family started the company in 1975, offering a diversified product line that includes everything from the low-end up to high-end items from most famous brands. We cover the tri-state area with our own fleet of delivery trucks and crew. We now have three Ironbound locations. Our main store is located at 206 Ferry Street, our warehouse/showroom is at 93 Ferguson Street, and our exclusive appointment only showroom is at 108 Polk Street. Leslie Furniture was named as the New Jersey Retailer of the Year in 1996 by the Metropolitan Furniture Association, which is considered a great honor and a very prestigious award in the furniture industry. There have also been numerous local and city awards given for our dedication to the Ironbound neighborhood. Apart from the sale of furniture, we offer a variety of other services such as importing exclusive items from Portugal, Italy and Brazil, accessories for the home, carpet, vertical and mini blinds, reupholster-

ing, plastic slip covers, and vacuum sales and repairs. We take pride in providing a great variety of product lines, expert and personalized service, and a continuing relationship with our customers. They continue to return back to us even when they move out of the area due to the exceptional service provided.

Q. Why have you remained in the Ironbound?

A. We have remained in the Ironbound for several reasons. There is a loyalty to the Ironbound due to the Portuguese influence, and because it gave us the opportunity for our business to grow and expand. Over the years we have seen the Ironbound go through many changes. With the redevelopment plans of the IBID, we know there will be more to come. There are very few places as diversified as the Ironbound, which enables us to associate with many different kinds of people. This has created retail opportunities for us. As a business district, we need to make the Ironbound better than ever, and provide

reasons for people to come here to shop. I believe the IBID's vision for a revitalized Ferry Street will help make that possible. It will help build a reputation for the Ironbound as a great place to eat and shop.



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