



Ironbound update

**BUSINESS
IMPROVEMENT
DISTRICT**

Grant from Newark Urban Enterprise Zone Program Supports IBID Capital Improvements

A \$325,000 grant from the City of Newark's Urban Enterprise Zone Program (UEZ) is supporting two capital improvement efforts spearheaded by the IBID's Quality of Life, Architecture/Design and Business Recruitment Committees. Raphael Zabala, the UEZ's Program Coordinator, was instrumental in providing the guidance necessary to make this financial support possible. (continued on page 3)

Around the Corner

New Ironbound Businesses Include:

Keep in Touch Wireless

177 Ferry Street

Pão de Açúcar

244 Ferry Street

Prestige Fine Men's Wear

164 Ferry Street

Quiznos

179 Ferry Street

Roberto's Pizza Café

165 Ferry Street

The Children's Place

181 Ferry Street

If you have a new or expanding Ironbound business, we'd like to know. Send your information to the Ironbound Business Improvement District
56 Congress Street
Newark, NJ 07105
973-491-9191

IBID Developing Streetscape Cost Analysis To Support Quest For Funding

The Ironbound Business Improvement District (IBID), under the direction of the organization's Architecture and Design Committee, has commissioned a cost analysis to support fundraising efforts for the District's ambitious streetscape improvement program. Schoor DePalma, one of New Jersey's premier engineering and planning firms, has been retained to develop the cost estimate based on a review of aerial mapping surveys and other data, and has photographed areas of the district to assist in the analysis of existing conditions and proposed capital improvements. In addition to assessing costs associated with the streetscape plan, the firm will develop preliminary sketches, along with a PowerPoint Presentation to be used when presenting funding requests to potential revenue sources.

“
...we are organized and prepared to aggressively pursue funding for the streetscape program
”

Based on costs associated with other comparable redevelopment projects in other Special Improvement Districts, expectations are for cost estimates to run in the \$25 million range.

East Ward Councilman Augusto Amador has been working closely with the IBID to identify potential funding sources including the City of Newark, the New Jersey Department of Transportation,

Federal transportation and development programs and private sources. While none of these funds are currently earmarked to support the streetscape redevelopment plan, IBID representatives are confident that with the help of Schoor DePalma, the organization will be well-prepared to meet competitive standards and earn consideration.

“Simply put, we are aware of these potential sources, we have a plan, we are organized and we are prepared to aggressively pursue funding for the streetscape program,” says IBID Executive Director Seth Grossman. “Win or lose, we must make our best attempt to define this worthy project and acquire the appropriate funding to move this project forward.”



President's Message



Licinio "Lee" Cruz

For many people, a walk down Ferry Street evokes memories of the Ironbound's past. As the IBID moves ahead with the planning and design of streetscape

improvements in the District, it is more important than ever to focus on the future. The IBID's decision to enlist the professional services of Schoor DePalma, one of New Jersey's most

respected engineering and consulting firms, to develop a cost analysis for the streetscape project is another step in the process towards implementation of these capital improvements.

The IBID has demonstrated tangible examples of our commitment towards creating an enhanced environment for merchants, residents and visitors through quality of life initiatives like our anti-litter and street-cleaning programs. However, the time has come to take our vision for a new and improved Ferry Street to the next level. To that end, we are working closely with East Ward Councilman Augusto

Amador to identify potential funding sources on the local, state and federal levels necessary to generate the tens of millions of dollars needed to make this central goal of the IBID a reality.

The hard work and dedication of IBID members and the organization's professional staff have positioned the Ironbound as a community with a well-articulated plan and ongoing mission to be the leader in the City's continuing rebirth and renewal. With each passing day, our shared dream for a new and improved Ferry Street comes closer to reality.

A Message from the Executive Director

2004 is the year that the IBID, having established itself as a primary community development agency, takes on and accomplishes major infrastructure projects, an articulated marketing strategy, and supports investment in the community. The job of the IBID is to understand and build on the economic assets of the community, and communicate clearly what these assets are, and how to maximize their potential. There are four items the IBID is set to accomplish this year:

- 1) Design and fund the streetscape improvement plan developed by the community and NJIT.
- 2) Market the Ironbound for its tourist potential as a cultural, shopping, dining, and entertainment destination.
- 3) Upgrade existing clean up and quality of life programs.
- 4) Develop and implement a business recruitment strategy and upgrade businesses and business potential.

The success of these four items will determine the success of the community and the IBID. All our efforts are focused

on them. However, our number one priority is obtaining the funds to implement the streetscape improvement program.

Additionally, the IBID is working to include the Blue Cross/ Blue Shield buildings (currently assigned to the Newark Downtown District) into the IBID, where they can support neighborhood efforts and receive more targeted benefits. We are also looking to support a summer series with the Portuguese Arts Council in Independence Park, place new modern trashcans in the district and add additional graffiti and litter removal services. The trashcans were funded through a UEZ Program grant to the IBID, designed by the IBID, and manufactured in the Ironbound by Versatile Metal Fabricators on Herbert Street. We are proud to work with Ironbound business in revitalizing our community.

The IBID obtained a \$235,000 grant from the UEZ Program for façade improvements and has leveraged \$1,000,000 more in committed funds from local banks for this program. This summer, we will begin the façade

improvement loan program to assist 13 – 20 businesses on Ferry Street improve signage, security gates, and the fronts of their buildings. This April, Ironbound elementary students again competed in our Anti-Litter Poster Contest creating over 30 posters, twice as many as last year. Like these students, working with the community to keep it clean, safe, and enjoyable is our goal.

Sincerely,

Seth Grossman,
Executive Director



*Vamos Trabalhar Juntos Para Manter
O Ironbound Limpo*

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

*Vamos A Trabajar Juntos Para Mantener
Ironbound Limpio*

IBID Sponsors Anti-Litter Poster Contest in Ironbound

The Ironbound's Oliver Street School has been selected as the 2004 "Good Citizens Award Cup" winner in the IBID's Anti-Litter Poster Contest. Ann Street School won second prize and Wilson Avenue School, the 2003 Cup winner, earned third prize. Independence Community Bank, and the Bank's Independence Community Foundation, have once again provided their financial support to help promote the theme, "Let's Work Together to Keep the Ironbound Clean" by contributing \$7000 for the program.

Eight of the Ironbound's public and private schools contributed over 30 contest entries, doubling the total from the previous year. Each school selected a team of students including at least one representative from grades 1 through 8, who created unique posters with a positive anti-litter message. Members of the IBID's Board of Directors served as judges for the contest.

The IBID will honor this year's winners at a special awards ceremony in May.

IBID Celebrates Mother's & Father's Day With Second Annual Promotions

Eighteen local organizations and merchants have donated a wide array of prizes to make the IBID's second annual Mother's and Father's Day promotions even bigger and better than last year! Under the direction of IBID Office Manager Adelia Rodrigues, prizes include everything from jewelry and sports equipment, to fine dining opportunities and tickets to sporting events.

Merchants throughout the Ironbound District will display signs in their store windows to indicate that they can provide entry forms and boxes. Entries for the Mother's Day giveaway must be submitted by May 10th. Father's Day entry forms are due by June 21st.

Ironbound merchants and other local organizations who have generously donated prizes for the promotion include A Nossa Terra Boutique, Diversity Integrated Publishing, Ferry Wines & Liquors, Iberia Restaurant, Leslie Furniture, Lorzack's Gift Shop, Meiga Boutique, MetroStars, Newark Bears, Newark Hardware, Oba-Oba Boutique, Pegasus Soccercave, Portugalia Sales, Prestige Men's Clothing, Sagres Bar & Grill, Spanish Tavern, Titanic Restaurant and Vinhas Jewelers.

UEZ GRANT *(continued)*

Versatile Metals, an Ironbound-based company, has been commissioned to produce a prototype of a stainless steel trash can that will aid the IBID's anti-litter program. Fifty of the distinct and functional trash cans will be distributed at key locations throughout the Ferry Street corridor in the months ahead.

The UEZ grant will also provide financial assistance for the IBID's Façade Improvement Program, designed to promote the revitalization of the Ironbound Business Improvement District through financial aid to owners and tenants of commercial property.

The program is applicable to all non-governmental properties located in the Ironbound Business Improvement District area, but will begin with a Phase One program designed to improve properties on Ferry Street. Phase Two will include properties on Market Street, Lafayette Street and other IBID areas.

The IBID has developed a pamphlet that explains eligible expenditures and improvements, selection of applicants, procedural steps, design guidelines and an application form. Loans to assist in the renovation of buildings may be available from local banks. The IBID will provide a loan at 1% simple interest up to \$25,000. This loan can be used to match a loan from one of the IBID's bank partners at a minimum 3:1 dollar ratio (Bank:IBID). Applicants should inquire with the IBID staff for more details.



Restaurant Spotlight: Sagres Bar & Grill 44-50 Prospect St.



Named for a town in the Algarve region of southern Portugal, Sagres Bar & Grill has become the Ironbound's entertainment hot spot featuring fine dining, a wide selection of wine and spirits plus live music and karaoke.

The town of Sagres is known for its School for Navigators, where Christopher Columbus was a student. That maritime past is celebrated in a mural of traditional sailing ships that adorns one wall of the restaurant, complementing the rich mahogany wood interior, handsome bar and beautiful French doors.

Américo Caracitas, who owns Sagres along with his wife, Ines, was a bartender at the restaurant in 1979, and purchased the business from its former owners with his brother in 1986. Caracitas bought out his brother in 1988, and proceeded to move the restaurant around the corner from its original Ferry Street location in 2000. The new location on Prospect Street was perfect for the outdoor café experience Caracitas envisioned for Sagres to attract the young professional crowd moving into the Ironbound area. Today, the restaurant's outdoor tables are packed with a lively crowd in the evenings from April 15th till October 30th, weather permitting.

The cuisine at Sagres is best described as European inspired, featuring dishes that include French, Italian, Brazilian and Russian influences in addition to traditional Portuguese and Spanish favorites. Excellent versions of codfish (bacalhau) and pork and clams (alentejana) are standouts on the menu.

For a truly unique and inviting choice for great food, warm hospitality and excellent entertainment, Sagres Bar & Grill is sure to please.

2003/2004 SID ASSESSMENT

A mistake was made with the 2003 IBID assessment billing. Original members of the IBID were charged for the entire amount of the 2003 budget, while new IBID members on Lafayette St., Market St. and streets below Jackson St. were not charged at all. Even though it was not our mistake, we apologize for any inconvenience you have had. IBID representatives met with the City Administration and worked out a credit for overpayments, which will be applied to our 2004 IBID bill. New members who were not charged in 2003 should expect to make up for those charges in their 2004 IBID bills. Our budget in 2004 is the same as 2003, \$403,950.

We assure you that you will get credit in 2003 and will not pay more than your fair share 2004. We thank you for your patience and cooperation regarding this difficult problem.

Retail Spotlight: Carbo Jewelers Sergio Carbo

Q. What makes Ferry Street a great place for business?

A. Ferry Street is symbolic of the American melting pot. The Ironbound is a multi-cultural community, and that diversity contributes to the energy and vitality of the retail environment. There's a little bit of everything on Ferry Street. In addition to fine dining, people can shop for jewelry, clothing and so much more. That combination of great shopping and great restaurants brings people to the Ironbound. And that's good for business.



56 Congress Street
Newark, NJ 07105

First-Class Mail
U.S. Postage
PAID
A&E Mailers