

Sounds of the Ironbound

June 18 Quizamba

Quizamba is a musical group that explores and reinterprets the various styles of Brazilian music using the jazz idiom.

June 25 Santi de Briano & Ringshout

Jazz bassist Santi Debriano & Ringshout offer a new take on an old style of music—the pagode style of samba by bringing in some of the best straight jazz players and singers and mixing them in with the best Brazilian jazz musicians.

July 2 Leonardo Suarez Paz Quintet

Argentinian violinist Leonardo Suarez Paz grew up with Astor Piazzolla, has performed with jazz legends in such venues as Birdland and Blue Note, and has written jazz arrangements for Wynton Marsalis and the LCJ Orchestra.

July 9 Vince di Mura & The George Street Project

Jazz pianist and composer Vince di Mura has performed on concert stages throughout the U.S., Canada, and Latin America.

July 16 Swingadelic

Since 1998 Swingadelic has been pleasing audiences with their brand of swingin' blues and jazz.

July 23 Edmar Sextet

Edmar Castaneda, a twenty-five-year-old harpist from Colombia with a highly unique performance style, recently formed his own sextet, in which he is backed by drums, congas, bass, flute and trombone.

July 30 Mississippi Charles Bevel

Vocalist and guitarist Mississippi Charles Bevel, who plays folk, blues and jazz, is a musician who defies easy categorization.

August 6 Mambo Macoco

Mambo Macoco has been playing at Manhattan venues for years, delighting listeners with Latin dance music, Afro-Rican jazz, and sizzling salsa.

August 13 Joanna Nova York

Bossa Nova composer and vocalist Joanna Nova York was born in Rio de Janeiro and has lived in the Ironbound for 8 years.

August 20 Terraplane Blues

Formed in 1996, recording artist Terraplane Blues is the 1999 Lehigh Valley Blues Network competition winner and 2000 International Blues Challenge Finalist, the largest battle of the bands in the world!

IBID Presents Second Annual Summer Concert Series

The Ironbound Business Improvement District (IBID) will present “Sounds of the Ironbound,” a free summer concert series every Wednesday starting June 18th till August 20th from 5 PM to 8 PM at Peter Francisco Park, located on Ferry Street directly behind Newark’s Penn Station.

bcpbank will be the main sponsor of the performances by artists reflecting the diversity of the Ironbound District. Co-sponsors include King Holidays and Seabra’s Group. Mayor Sharpe James and the Newark Municipal Council are also supporting the concert series. Down Neck Rentals is donating a generator for each concert performance.

Steve Yglesias, IBID 1st Vice President and Chairman of the Public Relations & Special Events Committee, notes that the series kicks off with the energetic **Quizamba**, a group dedicated to the exploration and reinterpretation of various styles of Brazilian music. The series continues with the pagode of **Santi de Briano’s Ringshout** and the Latin jazz of **Leonardo Suarez Paz**, adds concert promoter Elisabeth Ssenjovu of Mouse & Elephant Productions.

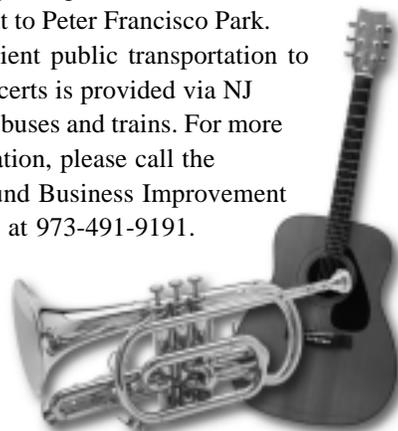
“The Ironbound District has been known for its unique old world ambiance and great restaurants for many years,” said Licinio “Lee” Cruz, President of the Ironbound Business Improvement District. “By presenting this summer concert series, featuring world class musicians performing in a wide range of musical styles, we hope to highlight the Ironbound as an important entertainment center as well.”



Leonardo Suarez Paz

Pedro J. Belo, Chairman and Chief Executive Officer of **bcpbank**, a subsidiary of Portugal’s Banco Comercial Portugues, believes the concert series provides an excellent opportunity to contribute to the continued revitalization of the Ironbound community where the bank is headquartered. “Through our relationship with the IBID, we are helping to build upon the Ironbound’s history and tradition and create an even brighter future for its residents, merchants and visitors.”

Food and beverages will be available for purchase at the performances. Several secure parking facilities are located adjacent to Peter Francisco Park. Convenient public transportation to the concerts is provided via NJ Transit buses and trains. For more information, please call the Ironbound Business Improvement District at 973-491-9191.



President's Message



Licinio "Lee" Cruz

Real estate professionals often say that the best neighborhoods sell themselves. I believe that statement is true about the Ironbound District.

Our friendly people, safe streets, old world ambiance, excellent restaurants and international shopping make this community one of the state's best-kept secrets. However, residents, merchants and visitors will agree that once you have experienced our unique neighborhood, you are sure to return again and again.

To promote our neighborhood, and to encourage people to rediscover the Ironbound or visit for the first time, The Ironbound Business Improvement District (IBID) is presenting a variety of special events.

From our second annual Summer Concert Series at Peter Francisco Park to our recent Mother's Day and upcoming Father's Day Giveaways featuring local restaurants and merchants, we hope to showcase the best of the Ironbound.

Help us welcome old friends and new to the neighborhood. Be an ambassador for the Ironbound. Tell your family, friends, and business colleagues from beyond the Ironbound of all the wonderful things our community has to offer. The Ironbound is a secret that deserves to be shared.

IBID Streetscape Project Moves Forward

An urban planning study by NJIT, sponsored by the Ironbound Business Improvement District (IBID), is providing a comprehensive master plan on which to build a detailed streetscape that will reflect the unique history and character of the community while addressing the functional and experiential needs of Ferry Street.

"Working with the city on the design and implementation, we hope to complete the Request for Qualifications and Request for Proposal process this summer to identify a design firm the IBID will engage to begin preliminary design work this Fall," says Matthew McCracken, a member of the IBID's Architecture and Design Committee. "Additionally, we continue to seek funding from various public and private sources."

A Message from the Executive Director

Often I am asked, "What is the Ironbound Business Improvement District?" Officially, we are a service district established by city ordinance that works to improve the success of business, and provide an organization that promotes the special needs of the Ferry Street business area. On a day-to-day basis, we are the trusted advocates for revitalizing Ferry Street and its adjacent neighborhood, and upgrading it as a first-class community to do business in, invest, and enjoy.

Our Board of Director's consists of 25 dedicated people from all walks of life who believe that our community's uniqueness is also the key to its success. The Ironbound is one of the most interesting commercial zones in New Jersey and the region. We have positive name recognition almost everywhere,

but few people know of our over 172 restaurants with a variety of ethnic cuisines. Over 500,000 people attend the Portuguese Festival in June. Penn Station, which borders our district, has over a million riders per year. It is clear that it is time for people to rediscover the Ironbound and explore what so many of us take for granted.

The Ironbound Business Improvement District (IBID) works closely with City Hall, community groups, and local businesses to promote and improve our area. And, it shows. We are cleaner and safer, and the Ironbound offers more businesses, great shops and excellent restaurants than virtually any community in our region. With special events like the Wednesday Night Summer Concert Series in Peter Francisco Park, a professional dining guide due to come

out in fall, and a partnership with City Hall to improve and rebuild Ferry Street, Market Street, Minisch Park, and Raymond Blvd, the Ironbound is simply emerging as ... the place to be.

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 Mother's Day Giveaway Winners

Congratulations to all of the nine Mother's Day Giveaway winners and thank you to the participating restaurants and merchants. Look for the Father's Day Giveaway winners in the next issue.



Sonia Rodrigues of Kearny receives her espresso maker from Carlos Fonseca of Portugalia Sales.



Sergio Carbo of Carbo Jewelers presents a gift certificate for a pulsar watch to Maria Tavares of Newark.



Dawn Roberts of Newark receives her gift certificate from Suellen Machado Dos Santos of Oba-Oba Boutique.

Restaurant Spotlight: Vila Nova do Sol Mar 263 Ferry Street



Located on East Ferry Street below historic St. Stephan's Church, Sol Mar combines the casual atmosphere of a boisterous marisqueira seafood bar with an elegant dining room modeled after owner Tony Nobre's home village in Portugal. In fact, the Nobre family has combined typical regional architectural accents from homes throughout Portugal to complement the many different regional cuisines featured on the restaurant's diverse menu.

Traditional Portuguese wall tiles and calcada mosaic floor, and a "wall of water" compete for your attention with a mural featuring a street scene of the historic area of Old Lisbon. Greenhouse windows as well as windows typical of a Portuguese villa add to the comfortable and unique ambiance of the restaurant's dining room.

The same Portuguese tiles highlight Sol Mar's marisqueira, which features a convivial stone bar with plenty of seating for guests who prefer to dine more casually. Many different types of fresh seafood are displayed on ice, and are served with pitchers of red or white sangria, an extensive wine list and an extensive selection of portos for connoisseurs.

Colossal whole prawns grilled over charcoal are a specialty of the house, but it's hard to go wrong with any of the seafood, steaks or veal dishes. The restaurant provides free parking in a nearby lot.

IBID Presents Anti-Litter Poster Contest Awards to Local Students

Wilson Avenue School was the top prizewinner in the Ironbound Business Improvement District's anti-litter poster contest for local students. Sponsored by the Independence Community Foundation, the contest promoted the IBID's "Let's Work Together to Keep the Ironbound Clean" campaign, a community initiative to address the litter problem, a key quality of life issue. The winning poster will be mass-produced, distributed and displayed throughout the Ironbound.

Students and educators from Wilson Avenue School, as well as the Oliver Street and Ann Street Schools, the 2nd and 3rd prizewinners, respectively, were honored at a special ceremony, where Wilson

Avenue representatives received a first-place trophy, and all three schools were presented a commemorative plaque. Marshall Cooper and Jose Sousa, aides to Newark Mayor Sharpe James, also presented proclamations from the City, in recognition of their contributions and accomplishments.

The Honorable Augusto Amador, East Ward Councilman, IBID Quality of Life Committee Chair John Peneda, Independence Community Bank's Candida Almeida, Marisa Fontan and Helena Monteiro and Independence Community Foundation representative Stuart Post, also participated in the awards ceremony.



(left to right) Marshall Cooper, Aide to Mayor Sharpe James, Helena Monteiro, Independence Community Bank, John Peneda, Chairman, IBID Quality of Life Committee, Robert D. D'Amico, Principal, Wilson Avenue School, Candida Almeida, Independence Community Bank, Marisa Fontan, Independence Community Bank, Rene Guaman, Student Artist, Wilson Avenue School, Councilman Augusto Amador, Josephine Barreiro, Art Teacher, Wilson Avenue School, Stuart Post, Independence Community Foundation.

Looking Good.



A new tree and flowers planted along East Ferry Street are an example of the IBID's efforts to enhance the streetscape of the Ironbound District. "Over 100 tree wells along Ferry Street have been landscaped and many dead trees replaced with new ones," says John Peneda, Chairman of the IBID's Quality of Life Committee. "We wanted to help the neighborhood look its best when thousands of people visit the Ironbound for Portugal Day, and we will be working hard to keep the tree wells looking good throughout the summer and fall."



56 Congress Street
Newark, NJ 07105

Spotlight: Pedro J. Belo, Chairman and Chief Executive Officer

bcpbank

Q. Why does **bcpbank** support the Ironbound Business Improvement District?

A. **bcpbank** is very community oriented, so we are very aware of the needs of the Ironbound, where the bank is headquartered. We care about our customers, and work hard to provide convenient branch locations and the banking products and services that individuals and businesses require. The IBID is contributing to the revitalization of the Ironbound District by helping the business community succeed and grow while creating a safe, clean and enjoyable local environment. Our support for the IBID reflects a shared commitment to these goals.

Q. What motivated the recent name change to **bcpbank**?

A. Our parent company, Banco Comercial Portugues, is a strong and successful international organization with worldwide resources. In order to support the expansion of the BCP brand image on a global basis, the boards of BCP Portugal and BPABank decided to change our name to **bcpbank**. Our strong values, principles and culture will remain the same. So will our commitment to customers and the communities we support. The only thing that has changed is our name.



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