



Ironbound

BUSINESS
IMPROVEMENT
DISTRICT

update

IBID Summer Concert Series Features Free Performances by Local Brazilian and Portuguese Bands

Performances by Márcio Mendes and Mix Brazil Band, OneWord and Got Shotz??? are the highlights of a free summer concert series presented by the

Ironbound Business Improvement District (IBID) with the support of Mayor Sharpe James and the Newark Municipal Council at Peter Francisco Park, located on Ferry Street directly behind Newark's Penn Station. Down-Neck Equipment Rentals, Inc. is also supporting the concerts by donating a generator for each performance.

Mendes and his band will perform on July 30th, August 6th, 13th and 20th. On Friday, August 27th, two local Ironbound bands, One Word and Got Shotz???, will take the stage for the finale of the summer concert series.

Márcio Mendes, who owns the Brazilian Music Arts Center, a music school in Newark, has been a professional musician for 25 years. He has recorded two CD's, "Fotonovela" and "Friends Brazil-USA" and has performed up and down the East Coast at venues that include the Ritz and Roseland in New York City and at the Brazilian and Portuguese

(continued on page 4)



Márcio Mendes

IBID Moves Forward with Façade Improvement Program

Exterior building improvements have a significant impact on the appearance and marketability of commercial properties and areas. And the Ironbound Business Improvement District (IBID) is promoting the continued revitalization of the Ironbound with a Façade Improvement Program funded through a grant from the City of Newark's Urban Enterprise Zone Program (UEZ).

"We encourage all eligible commercial property owners in the District to take advantage of this special initiative to improve their businesses and contribute to a more attractive and inviting Ironbound," says Seth Grossman, IBID Executive Director.

The Façade Improvement Program is applicable to all nongovernmental properties located in the Ironbound Business Improvement District area. The first phase of the program will focus on properties located on Ferry Street. Phase two will include properties on Market Street, Lafayette Street and other IBID areas.

Expenditures and improvements that qualify for funding under the Façade Improvement Program include complete façade renovations, outdoor lighting, removal of aluminum and vinyl siding, replacement of window systems, new signs, and awnings fronting on a public space (i.e. public streets, parking lots or parks.)

Tuck pointing and other major maintenance items may also be funded, provided that they are included with other façade renovation work. Landscaping, trash corrals, parking lot improvements and other site improvements may also be

eligible if undertaken as part of a comprehensive façade improvement project and when visible from a street.

Financial Terms and Conditions

The program offers 1%/5 year loans from \$10,000 to \$25,000 for the cost of an approved façade improvement matched by private bank funds at a minimum 4:1 required match. That means for every dollar borrowed at 1%, \$4 must be obtained as a match. The IBID has negotiated a loan agreement with Independence Bank and bcpbank that will allow participants to borrow the required matching funds at 3% interest.

All proposed improvements must conform to the IBID's Design Standards and Guidelines as well as all municipal codes and ordinances. Exterior building modifications will be subject to review and approval by the IBID and the City of Newark, if applicable. Projects must support the goals of the program to enhance the attractiveness of the District's commercial property and must be consistent with the District's design standards. (continued on page 3)



President's Message



Licinio "Lee" Cruz

Over the past four years, the Ironbound Business Improvement District has worked hard to create and advance a redevelopment plan that will

inspire people to discover the Ironbound's special ambiance, excellent restaurants and international shopping opportunities. At the same time, our efforts have helped focus attention on

Newark as New Jersey's leading business, cultural and academic center and encouraged people from throughout the state, the region and around the world to rediscover our City, the third oldest in the nation.

We could not have achieved this without the help and support of other entities that share our desire to return Newark to its former glory. The City's Urban Enterprise Zone Program (UEZ), in particular, has been an important partner in helping the IBID make progress towards our goals. From funding our new garbage cans to augmenting our "Keep the Ironbound

Clean" campaign to providing funds for the financial backbone of our Façade Improvement Program, the UEZ is helping us continue to move forward.

At the same time, the IBID has served as a conduit for the efforts of the City and the UEZ towards a revitalization that extends the reach and impact of municipal services more effectively and efficiently into the community.

It is through such partnerships that emphasize cooperation and connectivity within Newark's borders and among the City's many different interest groups that we can achieve winning results for all.

A Message from the Executive Director

The job of the Ironbound Business Improvement District is to promote and improve conditions for business in the Ferry Street area, which includes Lafayette and Market St. Already this year, we have begun the long process of implementing the street improvement plan and expanded our cleaning, anti-litter, and graffiti removal efforts.

Through a partnership with the City of Newark's Urban Enterprise Zone Program, bcpbank and Independence Bank, the IBID has made available \$1,150,000 for a first round of Façade Improvement loans to local businesses and commercial property owners.

We have furthered the marketing of the Ironbound as a prime cultural, shopping, and dining destination with outstanding ads in the Official New Jersey Travel & Tourism Guide and New Jersey Monthly Magazine, media coverage in Cuisine Magazine, the Star Ledger and other publications plus first class marketing materials like the IBID Explorer's Guide. Our new web site, www.GoIronbound.com, also debuted in August and will become one of our most important communications tools.

After over a year of designing new stainless steel trash receptacles that convey the IBID's commitment to quality, aesthetics and efficiency, this summer the first batch has been placed on Ferry Street. We secured funding for the trash receptacles from the City of Newark's Urban Enterprise Zone Program, had them built by an Ironbound manufacturer, and received a significant discount off the actual cost despite the soaring cost of stainless steel. The trash receptacles further enhance our anti-litter efforts in the Ironbound and demonstrate that quality of life issues remain an important priority.

Due to a billing mistake, SID assessment bills overcharged part of the district while undercharging the other part. The IBID continues to work as an advocate to correct this billing error and will make sure that no one pays more than they should. The City has assured the IBID that credit will be given to all that were overcharged and applied to the upcoming year. The end result is that in time billing will be back to normal. The IBID will be vigilant so that all funds paid to the City of Newark for the Ironbound will go to the Ironbound, and that the IBID will not receive more than it has bud-

geted for. To date, we are receiving our funds from the City on time and investing them in services to improve our community.

Lastly, the IBID is seeking funds for our ambitious Streetscape and Parking Improvement Project. This is a daunting task that will require up to \$40 million. With the help of the City of Newark and Councilman Amador, we are approaching local, state and federal authorities for these funds. The support of the Ironbound community and the members of the IBID will be crucial in this effort.

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*

(Façade Improvement continued)

tent with the planning concepts of the City of Newark and the IBID for the revitalization of the Ironbound Business Improvement District.

Procedural Steps

There are three procedural steps necessary for participation in the program. First, commercial business or property owners must fill out an application and send it to the Ironbound Business Improvement District, accompanied by a copy of the IBID bank partner loan application and approvals if applicable. The next step is review of the application and a personal interview scheduled by the IBID staff so that individual applicants can review preliminary concepts developed by the applicant's architect or contractor. Final plans, specifications and detailed cost estimates must then be submitted to the IBID accompanied by necessary municipal permit applications. If all proposed improvements follow guidelines and staff recommendations, an approval letter indicating the estimated amount of the IBID loan will be sent to the applicant and appropriate local bank.

For more information on the Façade Improvement Program, call the Ironbound Business Improvement District at 973.491.9191 or send correspondence to the IBID Executive Director Seth Grossman at 56 Congress Street, Newark, NJ 07105.

Restaurant Spotlight: Seabra's Marisqueira 87 Madison Street



Marisqueira means seafood bar in Portuguese, and Seabra's is one of the Ironbound's best. A festive crowd gathers around the long bar to share a wide selection of seafood and meat dishes all washed down with excellent house made red and white sangria. An exposed kitchen displaying all manner of fresh fish and shellfish leads to a quiet dining room featuring traditional Portuguese blue and white tiles that dress up the walls throughout the marisqueira. Seafood simmered in a copper skillet called a cataplana is a menu highlight, along with giant lobsters and prawns and New Zealand cockles (like succulent small clams) in a tangy garlic sauce. There's free parking across the Street in Seabra's private lot.



Maria J. Graca receives a Solingen Silverware set from Isabel Cardoso of Lorc Zack's Gift Shop.

Mother's and Father's Day Promotions

The IBID thanks the following local organizations and businesses for their donations that helped make this year's Mother's and Father's Day promotions a success: A Nossa Terra Boutique, Diversity Integrated Publishing, Ferry Wine & Liquors, Iberia Restaurant, Leslie Furniture, Lorc Zack'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.



Hani Lekadi of Prestige Men's Fine Clothing presents a \$100 Gift Certificate to Fernando Duarte.

Interview: Joel Freiser, Director Newark Urban Enterprise Zone Program

Q. How does the IBID contribute to revitalization efforts in the City of Newark?

A. The Ironbound is a pearl in a growing strand of pearls that includes the New Jersey Performing Arts Center, the Newark Museum, the Newark Library, colleges and universities and more that adds to the attractiveness of the City as a business, cultural and educational center. The IBID is building on positive perceptions, not overcoming negatives – an improved Ironbound streetscape will benefit the City and complement the newly improved downtown core and Newark's growing academic and research community.

Q. How does the UEZ Program and the IBID work together?

A. The relationship between the UEZ and the IBID plays itself out through the leveraging of resources. Dollars that flow through and from Newark's UEZ Program get channeled back at the local level through the IBID to benefit the community. The UEZ's grants to the IBID for new garbage cans to help keep the Ironbound clean and to support the IBID Façade Improvement Program are two examples.

The IBID has official standing, with a representative of the municipal council serving on its board of directors, and has become an important tool for decentralizing the City's administrative

services in a way that is meaningful to Ironbound residents and businesses. The IBID provides a forum where needs can be articulated and initiatives framed to advance community interests.

The IBID is also an important conduit for information about the UEZ Program, and how we can benefit economic activity in the Ironbound District. The process of becoming a certified UEZ business is simple and there's no cost to apply. Once certified, businesses can offer 3% sales tax to their customers. The UEZ can also help with financing for developing businesses or even the purchase of equipment and materials needed to support growth and expansion.

(Summer Concert Series— continued)

Festivals in New York and Newark. His eight-piece band performs many different musical styles including samba, Brazilian jazz and pagode.

Ironbound-based Portuguese rock band OneWord brings together musical influences as varied as Pink Floyd, U2, David Bowie and Metallica and Pedro Abrunhosa, Santos e Pecadores and Xutos e Pontapes. Inspired vocals, skilled musicianship and a progressive, upbeat tempo define OneWord's musical approach that bridges mainstream rock and roll and Portuguese musical traditions.

Got Shotz???, also Ironbound-based, has been performing for over two years presenting creative cover versions of rock and roll classics from the 80's, 90's and today's top artists.

Catalucci's of Chestnut Street in the Ironbound is providing food and beverages for purchase at the performances

Retail Spotlight: Meiga Boutique, Manuel Yglesias

Q. Why do people enjoy shopping on Ferry Street?

A. I believe people appreciate the convenience and personalized attention that characterize the shops here in the Ironbound. Unlike big department stores and shopping malls, everything is just a short stroll away on Ferry Street, and the storeowners and their staffs are knowledgeable, friendly and eager to help people find what they are looking for, or educate them about products that may be unfamiliar. I am actually combining my two different stores on Ferry Street, A Nossa Terra and Meiga Boutique, into one comprehensive and expanded store at the Meiga location to provide even greater convenience to our longtime and new customers. The ambiance of the neighborhood is also

inviting, with great restaurants and coffee shops intermingled with stores selling everything from clothing and jewelry to electronics equipment and furniture.



56 Congress Street
Newark, NJ 07105

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