

# Ironbound update

## Business Spotlight

While the Ironbound's justly famous restaurants and shopping opportunities garner much of the spotlight, the district's professional service providers are often overlooked. From financial planners and accountants to physicians and lawyers, the Ironbound is home to top professionals. Many have received recognition on an international level for their expertise.

In this edition's Business Spotlight, we talk with John P. Rodrigues, president of Lusitania Asset Management and Omar F. Suarez, DMD, MAGD, about the important contributions of the professional community to the Ironbound District's attractiveness as a place to live, work or visit.

**John P. Rodrigues, President  
Lusitania Asset Management  
84 Jefferson Street**

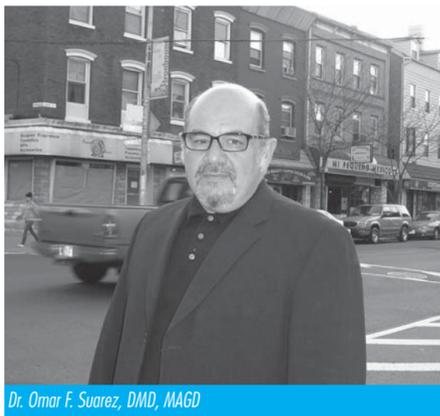
Recently honored in Copenhagen, Denmark as the best Portuguese investor over the past year in the World TopInvestor competition, John Rodrigues wants people to know that there are plenty of world-class professionals serving the Ironbound community in addition to its many fine restaurants. "These are not just local providers, but professionals who have been recognized on a national and international level for their expertise," stated Rodrigues.

He also points out that despite the Ironbound's working class reputation, there is enough diversity in the Ironbound community to support and, in fact, demand the highest level of professional services to go along with the other amenities people value in their urban neighborhood. "Just look at the significant number of banks in the Ironbound," Rodrigues added. "And not just regional or national banks – Millennium bcp Bank, with headquarters in the Ironbound, is part of a global financial services provider with offices and customers around the world."

The World TopInvestor competition is a live money, capital markets trading competition where individuals match their skills against other traders in a real competition, trading on real money (£ 5,000 minimum) to win recognition as a world-class investor. In the most recent competition which ended in February, there were 385 participants worldwide, with Rodrigues finishing in the top 20 globally and first in Portugal with a 24.5% return. To put his accomplishment into perspective, only 22 of the total number of participants finished the competition with positive returns as market conditions proved very difficult to navigate over the past year.



left to right John P. Rodrigues, President and John Pinto, Investment Analyst.



Dr. Omar F. Suarez, DMD, MAGD

**Dr. Omar F. Suarez, DMD, MAGD  
Center for Restorative Dentistry  
30 Ferry Street**

Dr. Omar Suarez agrees with Mr. Rodrigues' assessment. A leading dental implant expert who has maintained his practice in the Ironbound for more than 22 years, Dr. Suarez was awarded a U.S. Patent in 1998 for his innovative design and invention of a dental implant system.

Dr. Suarez is a Master in the American Academy of General Dentistry, a Fellow of the International College of Craniomandibular Orthopedics and Board Certified with the American Board of Orofacial Pain. Over the last 20 years, Dr. Suarez has lectured to multiple academies, both national and international, and has been a featured speaker in several professional congresses that have been held both in the United States and abroad.

"A dynamic community like the Ironbound requires a full spectrum of professional services to meet the needs of its residents and businesses," noted Dr. Suarez. "As more and more young professionals and families become a part of the Ironbound community, they expect to find these services conveniently located in their urban neighborhood, just as they require basic day-to-day needs like a supermarket, dry cleaner or pharmacy. While Newark and the Ironbound have excellent transportation options, most people would prefer not to have to travel great distances to find world-class professional service providers," he concluded.

## IBID Donates Food to Say Thanks to Newark's Police Department



IBID Executive Director Seth A. Grossman joined Third Precinct Commander Captain Dennis J. Reilly, Sr. and other members of the Newark Police Department serving and protecting the Ironbound community, to say thanks and share a burger at a pre-Memorial Day barbecue at the precinct. The IBID donated hamburgers, hot dogs and sausages to the barbecue, an annual event that has become a tradition to mark the start of the busy summer season.



56 Congress Street  
Newark, NJ 07105

## IBID Introduces Ironbound Shoppers Guide

Need to know where to find a particular store, professional services provider or other types of businesses in the Ironbound District? Then look no farther. Since its introduction in the fall of 2007, Newark's Ironbound Shoppers Guide, produced by the IBID as a service to the community and its many visitors, has proven to be of tremendous value as an information guide and resource. Copies of the guide can be found at businesses throughout the Ironbound District, and are also distributed at the new Information Kiosk at Newark's Penn Station and throughout the City. In combination with the Ironbound Explorers Guide, the Shoppers Guide is helping keep all of the District's diverse businesses and restaurants top-of-mind among local residents and visitors to the Ironbound. A second edition is currently in the works, with distribution planned for the fall of 2008. Ironbound businesses and restaurants interested in participating in the 2008 Guide as an advertiser can contact the IBID for more information and rates by calling 973.491.9191, emailing [nwkibid@aol.com](mailto:nwkibid@aol.com) or visiting the IBID office at 56 Congress Street.



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## Streetscape Bids Out for Phase One – Fall 2008 Targeted for Construction Start

The City of Newark has placed ads in local media to inform contractors interested in bidding on Phase 1 of the Ferry Street Streetscape project that documents related to the project are now available, and their bids are due by June 24th. Results of the bidding process are expected to be brought before the Newark Municipal Council for review and approval of the lowest qualified bidder by the first week of July. A budget of \$1.9 million has been set for Phase 1, with construction expected to start in the fall of 2008.

The phased bidding of the project will enable work to begin sooner than the two previous bids seeking contractors for the entire three phases of the project simultaneously.

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## Information Kiosk a Hit at Penn Station

Knowing that the newly opened Prudential Center would draw many new visitors to Newark who might be unfamiliar with the City and Newark's Penn Station, the IBID has been working in cooperation with NJ Transit to provide a warm welcome with a staffed Information Kiosk.

In partnership with the City and NJ Transit, the IBID designed and purchased a colorful and portable "kiosk", that is set up and staffed by IBID representatives on evenings when the Prudential Center is hosting events. In addition to handing out copies of the Ironbound Explorers Guide and the Ironbound Shoppers Guide, staffers help out with directions and information, including recommendations for great places to eat and drink before or after Newark events.

Representatives of the New Jersey Ironmen, who capped off their first season in professional indoor soccer by making it to the playoffs, joined IBID representatives at the



Representatives of the NJ Ironmen and the IBID, including the team's mascot, "Iron Dog," welcomed visitors to Newark's Penn Station at the new Information Kiosk.

Kiosk to pass out information about the team. Seth Grossman, the IBID's executive director, stated that the Kiosk was designed to be used as a general Newark information site as more and more visitors are attracted to the City's many business, cultural and entertainment opportunities. "We have invited a long list of our Newark neighbors to use the Information Kiosk to join us in spreading the news about the great things the City has to offer," he concluded.

## The Changing Face of Ferry Street: Rebel & Crew

For generations of Ironbound residents and visitors, Beck Hazzard Shoes was a fixture on Ferry Street, the distinctive corner façade of the building a local landmark. In the fall of 2007, Beck Hazzard's Robert Leibel leased the space to Joseph Corsetto, who has invested in several Ironbound storefront locations that have contributed to a more upscale retail shopping experience in the Ironbound District. Mr. Corsetto has introduced a similarly "Soho-like" retail experience at the former Beck Hazzard site with the opening of Rebel & Crew in May. His vision for the new store, and his love of the Ironbound neighborhood, are expressed

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## President's Message



Steven T. Yglesias, President

As Newark's renaissance continues, the Ironbound District has an important role to play in terms of how people perceive the City. The distinctive ambiance of our community often engenders a feeling among visitors of being in a different country, let alone a different part of Newark. We welcome the positive feedback and comments about the Ironbound, and will continue to showcase the many things that inspire such enthusiasm. Our goal remains, however, to broaden the perspective of people who know and love the Ironbound, and to grab the attention of those who have never visited us, to help them understand that we are just one part of a multi-faceted city that offers so

much to so many. Whether you are visiting Newark for business or for an event at the Prudential Center or NJPAC, studying at one of the City's many colleges and universities, or simply in the mood for a fabulous meal, Newark is becoming one of the hottest destinations in the region.

The Ferry Street Streetscape project will begin soon, improving the Ironbound experience for residents, business owners and visitors. It will also better connect the district to Newark's downtown, an important step towards making the City more convenient and inviting. In the future, I believe we will see ongoing improvements to other contiguous areas of Newark's "greater downtown," such as the Wilson Avenue corridor, which will add to the City's appeal. Working cooperatively with Newark's municipal leaders, other arts, entertainment, cultural and sports organizations, the business and educational communities as well as community organizations,

the IBID remains committed to making the Ironbound and our City the best that we can make it.

I did not want to end this newsletter without some commentary on this year's Portugal Day festivities. If you are a business owner, professional services company or an Ironbound resident we would like to hear from you. We will be implementing an online questionnaire on the IBID's web site, GoIronbound.com, to gather the opinions of the District's business and residential communities regarding all Street festivals and how they impact you or your business. Your input will then be delivered to your local councilman and will be available on our website for your review. This tool will enable us to determine how festivals are impacting us as a community, and to make recommendations to festival organizers regarding any changes our community believes are necessary, based on the survey. Thank you and we look forward to your participation.

## A Message from the Executive Director

2008 is the year the Ironbound will change. Our streetscape project, which will begin at Penn Station and proceed down Ferry Street to Five Corners (Wilson Avenue) in the First Phase, will in following years, as Phase Two, go down Ferry Street to Christie Street. In the Christie Street area, our community development partner, the Ironbound Community Corp., is moving forward with a large scale revitalization project as well. While our economy has been weak, Ferry Street is strong, and new development is occurring.

The Prudential Center has attracted new visitors to the City, and the Ironbound has played a key role in delivering a total dining and entertainment package to the facility's patrons. In two years the Red Bulls soccer stadium will be completed in Harrison and the Ironbound will become the center of a world class entertainment and business destination.

Much of the IBID's work has been to prepare for this new economy, to make sure our infrastructure is capable of handling the changes, and that people do not forget about us. In the fall, we will begin a new marketing campaign, building on the success of our Ironbound Explorers and Shoppers Guides, to alert

people of our new Ironbound, and new City. It is clear to many people that if you come to Newark for business or pleasure you must include a visit to the Ironbound District. The theme, "Meet me in the Ironbound," will focus on the diverse people drawn to our community for great shopping, dining before and after events at the "Rock", family celebrations, a vibrant night life and so much more.

Our community is our greatest asset. People want to know more about us and how they can enjoy what we take for granted. We, in turn must continue to

reinforce the messages we have been proactively communicating about the Ironbound District as a clean, safe, exciting and welcoming community.

The IBID worked cooperatively with NJ Transit and the Newark UEZ Program to create an Information Kiosk at Penn Station for visitors, many unfamiliar with our neighborhood and our City. At the Kiosk they can speak with our knowledgeable staffers about places to go and things to do, and obtain literature about the Ironbound and Newark. Since launching this effort in the fall of 2007, we have handed out thousands of Ironbound Explorers and Shoppers Guides, and provided helpful information.

We have also extended an invitation to other Newark organizations and entities to use the Kiosk to help us in spreading the news about all of the great things happening in our City.

Improvement takes patience and money. Councilman Amador has worked tirelessly to get the funds we need. We look forward to the streetscape beginning this fall, enhancing the Ironbound's connection to growth in the City and region.

Sincerely

Seth A. 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

## Portugal Day Festival 2008 - Agreement with City Keeps Ironbound Tradition Alive

A parade and street fair on Ferry Street over the weekend of June 7<sup>th</sup> and 8<sup>th</sup> was the focus of a scaled down Portugal Day Festival, under the terms of a new agreement between festival organizers and the City of Newark. East Ward Councilman Augusto Amador played a key role in reaching the agreement along with State Assemblyman Albert Coutinho, whose father Bernardino founded and managed the festival through the Coutinho Foundation for the past 28 years. A fundraising dinner and a Mass at Newark's Cathedral Basilica of the Sacred Heart were also part of the event.

An ordinance introduced by Councilman Amador and approved by the Newark City

Council established new financial terms including a requirement that all festival organizers pay an initial 20 percent of the total potential cost of the festival's first year, then an additional 5 percent within 12 months to help cover police and sanitation costs.

In addition, the cost to organizers increases by 10 percent over the next three years with a cap of 50 percent in total. Festival organizers will also be required to provide detailed financial reports to the City no more than 60 days after the event's conclusion. The agreement also called for balances due from last year's Portuguese and Brazilian Festivals and the St. Patrick's Day Parade to be waived.

"Working with Al Coutinho and others from the Portuguese community along with other Newark officials to find a solution that addressed the City's financial concerns, we were able to keep an important Ironbound cultural event alive, albeit under different terms," noted Councilman Amador. "By bringing together this group committed to doing the festival in a way that focuses on the best of Portuguese culture and tradition, we were able to get back to the festival's roots while showcasing the Ironbound District and Newark in a positive way."

## from the cover: Changing Face of Ferry Street

through the skillful renovation of the space, combining a sleek new style with touches of the building's historic past.

In many ways, this blending of the old and the new is symbolic of today's Ironbound, where long held traditions meet the cutting edge. As a community that has welcomed and embraced succeeding waves of immigrants from Europe, Central and South America, the district is constantly infused with new ideas, energy and inspiration. When asked why he chose Ferry Street for his new store, Corsetto's reply was "Why not?"

"The Ironbound's exciting mix of restaurants, retail stores and professional services are part of the attraction," Corsetto added. "In addition to serving the needs of the community with a great store, great products and great prices, I believe Rebel & Crew will attract customers from beyond the Ironbound in the same way that the neighborhood's restaurants draw diners from throughout the metropolitan area," he concluded.

Other business owners, restaurateurs, entrepreneurs and investors agree with Corsetto, if the many building projects, façade improvements and new businesses and restaurants opening in the district are an indicator.



With the Ferry Street streetscape enhancement project expected to begin construction in the months ahead, and significant upscale residential housing projects underway, IBID Executive Director Seth A. Grossman believes the district will continue to grow and flourish as a great place to live, to visit and to do business. "Newark continues to be one of the hottest cities in the Northeast when it comes to business activity, construction and development," Grossman stated. "And the Ironbound District is contributing to the dynamic mix of business, culture, entertainment and the arts that is helping the City reach new levels of success and recognition."

## from the cover Streetscape Bids Out for Phase One

The first section of Phase 1 construction will begin on the four blocks of Ferry Street between Union and Madison Streets. Phase 2 will continue east down Ferry to Christie Street. Phase 3 will extend the project through Market Street on the western end of Ferry Street and also includes Peter Francisco Park.

The two previous requests attracted bids from many qualified contractors, and City officials, including East Ward Councilman Augusto Amador and IBID representatives are confident that the new Phase 1 bid will also be well received and competitive. "The Ironbound community has been anxiously awaiting the start of this project, and through the cooperative efforts of Councilman Amador and other City officials, representatives of Newark's UEZ program, the IBID's board members and MKW, the IBID's landscape architects, we hope to break ground in the months ahead," stated Seth A. Grossman, the IBID's executive director. "The Ferry Street project continues to be a Newark priority, and will complement the streetscape work and other infrastructure improvements in other parts of the City," Grossman concluded.

## Millennium bcp Bank & Lisbon Cleaners Sponsor IBID Anti-Litter Poster Contest

The Ann Street School won the fifth to eighth grade trophy and the Wilson Avenue School won the top prize for first to fourth graders in the Ironbound Business Improvement District's sixth annual Anti-Litter Poster Contest. Ann Street School also won the second prize for first to fourth grade students, with Lafayette Street School taking second prize for fifth to eighth graders. More than thirty posters were entered by students from Ironbound elementary and middle schools participating in the contest, sponsored by Millennium bcp Bank and Lisbon Cleaners, which draws attention to the IBID's "Let's Work Together to Keep the Ironbound Clean" quality of life initiative.

Sixth graders Claudia Sa, Stephany Ortega and Alexa Alequin and fourth graders Carolina Almeida, Ana Rita Torouco and Cyan Pitts, accompanied by art teachers Brian Bromborsky and Marilyn Richardson, represented the Ann Street School. Student poster artists Lauren Sousa and Adrian Dias, accompanied by art teacher Randi Wolfman, represented the Wilson Avenue School. Seventh grader Juluen Nunez represented Lafayette Street School.

Seth A. Grossman, IBID Executive Director, pointed out that the IBID printed 20,000 posters and postcards featuring the work of the winning students for distribution in Ironbound schools and display in the storefront windows of merchants and restaurants throughout the Ironbound District. The postcards provide information about the Ironbound District's trash pick-up and recycling schedules as well as rules and regulations regarding waste disposal.

East Ward Councilman Augusto Amador, a longtime supporter of the contest and a member of the IBID Board of Directors, congratulated the students, pointing out that participation in the contest has increased every year, demonstrating that the Ironbound's young people are mindful of the need to keep their community clean.

"It all starts with the children, and I would be happy to see their commitment and concern inspire their families, friends and neighbors regarding an issue that impacts everyone in the Ironbound including residents, the business community and visitors," noted Councilman Amador.

Jason Rocha, representing contest sponsor Millennium bcp Bank, stated that the bank considers the Ironbound its second home, and proudly supports programs that benefit the community. "The children are the Ironbound's future," Rocha added.

Tony Heleno of Lisbon Cleaners, who manages the IBID's supplemental street cleaning service in the Ironbound District, attended the awards ceremony and believes the leadership of the IBID combined with the efforts of the City's Department of Sanitation, his clean-up crews and community members can help address the Ironbound's litter problem. "Many of our employees live and work in this community so they have a lot of motivation to do a great job," Heleno stated.

"We all have a part to play to help keep the Ironbound clean," concluded Ann Street School students Carolina Almeida, Ana Rita Torouco and Cyan Pitts.



Wilson Avenue School, 1<sup>st</sup> place, grades 1-4  
Left to right Tony Heleno, Randi Wolfman, Lauren Sousa, Adriana Dias, Seth A. Grossman and Jason Rocha



Ann Street School, 2<sup>nd</sup> place, grades 1-4  
left to right Marilyn Richardson, Carolina Almeida, Cyan Pitts, Ana Rita Torouco, Tony Heleno, Seth A. Grossman, Brian Bromborsky and Jason Rocha



Ann Street School, 1<sup>st</sup> place, grades 5-8  
Left to right Tony Heleno, Brian Bromborsky, Jason Rocha, Claudia Sa, Alexa Alequin, Stephany Ortega and Seth A. Grossman



Lafayette Street School, 2<sup>nd</sup> place, grades 5-8  
Left to right Tony Heleno, Seth A. Grossman, Juluen Nunez and Jason Rocha