



IRONBOUND
BUSINESS
IMPROVEMENT
DISTRICT

update

Meet Me In the Ironbound

INTRODUCING THE NEWARK TROLLEY

Ironbound Business Improvement District President Steven T. Yglesias joined Mayor Cory A. Booker, East Ward Councilman Augusto Amador, Deputy Mayor & Brick City Development Corporation Chairman Stefan Pryor and New Jersey Devils Co-Owner Michael Gilfillan to introduce the Newark Trolley, a complimentary shuttle service delivering Prudential Center event-goers to the doorstep of the vast dining, retail and cultural destinations of the Ironbound District.

The launch of the Newark Trolley was coupled with the issuance of new brochures and marketing resources, including a website that will publicize restaurants in both the Ironbound and Downtown areas. The Trolley was road tested in the Ironbound during the

Continued on page 4



Streetscape Improvements Continue on Ferry Street

Improvements to Ferry Street, the heart of the Ironbound Business Improvement District, continue to move forward with work on Phase IA nearing completion, and funding secured for the start of Phase 1B. Construction on Phase 1A, consisting of Ferry Street from Union to Madison Street, began in October of 2008 and is expected to be completed by June 2009. Phase 1A construction was funded by the City of Newark. The work includes new sidewalks, street lights, traffic lights, safety upgrades, street paving, trees and trash cans.

Councilman Amador and the IBID worked with Newark's Office of Economic & Community Development to obtain \$1.8 million in Urban Enterprise Zone funds for Phase 1B which includes Ferry Street from Madison to Polk Street. An additional, \$1.2 million in Urban Enterprise Zone funding has been applied for to complete Phase One from Polk Street to Merchant Street and Union Street to Penn Station. Federal funds are also being sought for Ferry Street from Merchant Street to Christie Street, Wilson Avenue from Merchant Street to Stockton Street, and the renovation of Peter Francisco Park next to Penn Station.

"Although construction work can, at times, impact our district's businesses, we are receiving great support from the community," said Steve Yglesias, President of the IBID and the owner of Mompou Tapas Wine Bar and Lounge. "The streetscape



design is excellent, and the bump-outs solve the problem of crossing the street in safety by working to slow traffic down."

Seth A. Grossman, Executive Director of the IBID, noted that the team that has helped make the project possible, including Mayor Booker, Councilman Amador and the Newark Municipal Council, the IBID Board of Directors, Deputy Mayor Stefan Pryor, City engineers Michel Gelin and Jack Nata, and the UEZ Acting Director, Rafael Zabala, continue to upgrade business corridors throughout the City and the Ironbound.

"The streetscape project took many years to plan, and with Councilman Amador's dedication, the necessary funding was found to make the project a reality," said Grossman. "This project is the largest public infrastructure investment in the Ironbound in many years and works to sustain Ferry Street as Newark's premier shopping and dining destination," Grossman concluded.

President's Message



Steven T. Yglesias, President

The Ironbound District's old world ambiance, combined with great dining, shopping and business opportunities,

has been a strong selling point for many years. Yet, the Ironbound is a community that is constantly changing and evolving, adding new influences, ideas and energy with every passing day. The much anticipated streetscape project along Ferry Street is an example of how change can add to and build on the strong

foundation that has kept the Ironbound one of Newark's most vital communities for the people who live and work in the Ironbound, as well as the many visitors we are proud to welcome.

The streetscape project will not only make the Ironbound District even more attractive and inviting, with its sidewalk, lighting, safety and amenity improvements, it will also further link this community with ongoing development in Newark's downtown and in the region. Our location, at the heart of a transportation network including highways, railways, air and sea ports, makes the Ironbound easily accessible from across the metropolitan area and around the world, adding to the district's appeal.

While change is important and welcome, a construction project as large as the one currently in progress on Ferry Street can mean inconvenience for local businesses, residents and visitors alike. We appreciate the support and patience of the Ironbound community and our visitors as we modernize. The goal of the Ironbound Business Improvement District (IBID) is to minimize the impact in every possible way. We trust that people who love the Ironbound will recognize there are times when we can't control the process, and ask that anyone with questions or issues contact us directly so we can respond to your specific needs and concerns.

A Message from the Executive Director

After many years of planning and securing funds for the Ferry Street Streetscape Project, we are moving forward with this project. The success of this effort is a result of the guidance and persistence of Councilman Augusto Amador and the IBID Board of Directors. Equally important in this effort is the support and patience of the IBID community that must endure a prolonged construction period that is certainly inconvenient at best.

However, we all know that Ferry Street needs a facelift and it is time to make this investment. Our community is growing and changing with the times, and we are ready to move forward. Ferry Street, and indeed the entire Ironbound, is located between a growing entertainment area that encompasses the Prudential Center Arena and the Red Bulls Center, The NJPAC, and the Bears' Riverfront Stadium. We have never had such an opportunity to show the world who we are and what we can do. We are ready.

In addition to the streetscape improvements, the IBID is working with the Newark Park-

ing Authority to develop new and modern parking, manage existing parking operations on the street, and in public parking lots. Last year the IBID launched its marketing campaign, "Meet Me In The Ironbound", and this year the campaign is being expanded with advertisements, shopping and visitor's guides, trolley transportation, an information kiosk, billboards, and joint marketing ventures with the Newark Visitors and Convention Bureau.

Our goal is to keep the Ironbound as a competitive shopping, dining, and entertainment district that recognizes that the community is our greatest asset. We support the City of Newark, the Ironbound Community Corp. (ICC) and the people of the Ironbound working to restore and rebuild the park along the Passaic River, and the efforts to build needed new schools and homes. Although the IBID's duty is to focus on business, we also rely on and need a strong community and the community needs a strong business district. I believe it is time again for all of us to take pride in our special Ironbound community

and in the City, and acknowledge that we are moving forward together into a powerful and positive future.

The IBID is proud to be part of our community's revitalization.

Sincerely

Seth A. Grossman Ph.D.
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

From the cover: INTRODUCING THE NEWARK TROLLEY

playoff segment of the New Jersey Devils season and will also be in service for other arena events that follow this year. The intention is to run the Ironbound line throughout next year's NJ Devils season. The expansion of the service to other Downtown destinations will be evaluated and launched, sponsorship permitting.

The Trolley will be operated by Gray Line, recognized as a leader in the tour industry, and managed jointly by the Greater Newark Convention and Visitors Bureau, a business unit of Brick City Development Corporation, and the Ironbound Business Improvement District. Several partners will contribute promotional and sponsorship support to the service including the New Jersey Devils, Prudential Center/AEG Facilities and the Anheuser Busch "Responsibility Matters" initiative conducted locally by Jersey Eagle Sales Company.

Visit www.NewarkTrolley.com for more information on the program.



Deputy Mayor Stefan Pryor, Mayor Cory A. Booker, East Ward Councilman Augusto Amador, and Hector Ortiz, Director, Greater Newark Convention & Visitors Bureau participated in the ribbon cutting ceremony marking the introduction of the new Newark Trolley.

Francine's Travel Celebrates 10 Year Anniversary

In September, Francine's Travel, located at 112 Van Buren Street in the Ironbound Business Improvement District, will celebrate its 10-year anniversary. Owner Francine Melo has always strived to provide an exceptional experience, whether your destination is Brazil or other locations worldwide. In addition to serving the Ironbound community, Francine's Travel operates globally to ensure its clients unbeatable rates.

While other travel agencies focus on quick impersonal sales, Francine's Travel creates a welcoming environment and intimate experience when choosing your travel destination. Francine's Travel prides itself in its culture and firmly believes business can always be pleasure. Clients leave the office not only with tickets, but with confidence as well. In these cost-conscious times, Francine's Travel delivers extremely low rates in addition to providing peace of mind while you travel.

Highlights of Melo's career at Francine's Travel include orchestrating overseas trips for groups of 70 plus, participating in student Study Abroad programs with top-ranked schools such as Rutgers, the State University of New Jersey and creating a unique youth travel package from Brazil to Disney World.



IBID Executive Director Seth A. Grossman joined the staff of Francine's Travel (from left to right) Anderson DaCosta, Candida Maranhã, Francine Melo and Amanda Smiley to celebrate the 10th Anniversary of Melo's business.

Francine's Travel has also been featured in highly acclaimed newspapers such as the New York Times and other media programs for its achievements. Francine Melo is active in her community, serving as a board member of the Ironbound Business Improvement District and is involved in her neighborhood's community service programs.

"Ferry, Market and all streets in between are the paths that lead to the wonderful travel company I have today, and I owe my success to the Ironbound community," notes Francine Melo. "Many would say that this year is one of the hardest years that our country is facing but for the Ironbound, this year

is an absolute blessing. Everyday our restaurants, businesses, and charitable organizations help bring the city of Newark to another level - a level of faith and opportunity. For this reason I dedicate my 10 years of being in business to giving back to the heartbeat of this city - Go Ironbound!"

Save the Date! This September, Francine's Travel will host an Anniversary Gala, a delightful evening with family, friends and community members. Stay tuned for more information on this event by visiting the Francine's Travel web site at www.francinestravel.com.

Ironbound Student Winners Announced in Seventh Annual Anti-Litter Poster Contest

The Ironbound Catholic Academy won the fifth to eighth grade trophy and the Ann Street School won the first to fourth grade award in the Ironbound Business Improvement District's seventh annual Anti-Litter Poster Contest. More than one hundred posters were entered by



*Ironbound Catholic Academy, 1st place, grades 5-8
The team of Linda Ortiz, Stephanie Silva, Stephanie Simoes, Kayla Roque, Marina Santiago, Victor Villa and Oluwagbemiro Shoyoye were joined by East Ward Councilman Augusto Amador, IBID Executive Director Seth A. Grossman and their principal, Lorraine Novak, at the awards ceremony.*

students from Ironbound elementary and middle schools participating in the contest which draws attention to the IBID's "Let's Work Together to Keep the Ironbound Clean" quality of life initiative.

East Ward Councilman Augusto Amador, a longtime supporter of the contest, 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 and green. "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.

The team of Linda Ortiz, Stephanie Silva, Stephanie Simoes, Kayla Roque, Marina Santiago, Oluwagbemiro Shoyoye and Victor Villa represented the Ironbound Catholic Academy. The students pointed to their theme of a "clean and green" Ironbound as an important factor in making the community a great place to live and work, and for people to visit.

The team of Dayanara Zarama, Luiza Sala, Ines Santos, Beatriz Guido and Stephanie Barbosa represented the

Ann Street School. The surrealistic concept of a garbage can bigger than people that everyone could contribute to and make the Ironbound a clean and welcoming community helped their poster stand out, the students noted.

Steven T. Yglesias, IBID President, said, "This contest highlights our partnership with the Ironbound community

to improve quality of life issues for everyone. Although our authority is targeted for the Ferry Street business area, our quality of life reflects that of the entire community. Our greatest asset is the Ironbound community, its way of life, and its people."

Seth A. Grossman, IBID Executive Director, pointed out that the IBID will print thousands of 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. For more information, contact the Ironbound Business Improvement District by phone at 973.491.9191, by email at nwkibid@aol.com or visit the IBID web site, www.GoIronbound.com.



*Ann Street School, 1st place, grades 1-4
The team of Dayanara Zarama, Luiza Sala, Ines Santos, Beatriz Guido and Stephanie Barbosa were joined by East Ward Councilman Augusto Amador, IBID Executive Director Seth A. Grossman and their teacher, Marilyn Richardson, at the awards ceremony.*

Ironbound Community Members Enjoy Circus at Prudential Center

The generosity of business owners in the Ironbound Business Improvement District (IBID), along with East Ward Councilman Augusto Amador, PNC Bank and Millennium bcpbank, made it possible for 200 Ironbound residents to experience the "Greatest Show on Earth" when the Ringling Brothers Circus performed at Newark's Prudential Center on March 7th.

Participants, including many Ironbound families and individuals of low to moderate means, also enjoyed a pre-show event, where they could see and take photos with circus performers and animals, in addition to great, lower-level seats for the show itself. A highlight was a special message during the performance from the Prudential Center, welcoming the Ironbound community to the facility.

Introducing more Ironbound residents to Newark's Prudential Center was one goal of the initiative, noted Seth A. Grossman, the IBID's Executive Director. It also provided a fun, family day for Ironbound families and individuals in need during these difficult economic times, while underscoring the close proximity and easy access to the Prudential Center from the Ironbound

District, Grossman added.

Councilman Amador joined the IBID in sponsoring the event because it benefitted the Ironbound community and the city itself. "The Prudential Center is just one of the many great things about Newark that our residents and visitors to the City can enjoy," said Councilman Amador. "At the performance, it was great to see people from the Ironbound and other parts of the City, as well as communities from throughout New Jersey and the metropolitan region, together enjoying excellent entertainment presented in a world-class facility, located in a safe, clean and welcoming environment that reflects what's really happening in Newark today."

"Initiatives designed to benefit low and moderate income neighborhoods are the essence of Millennium bcpbank's reinvestment contribution to the communities it serves," stated Pedro Belo, President and CEO at Millennium bcpbank, headquartered in the Ironbound.

"This particular project, however, offered additional gratification since it was catered directly to the children of



Leysly V. Roldan of the IBID's professional staff and her children joined a performer from Ringling Brothers Circus, Renato Baptista, IBID First Vice President, and Newark Councilman Augusto Amador, for the circus event at the Prudential Center.

the Ironbound community," continued Belo. "A trip to the circus is certain to provide several memorable moments of happiness and fascination to any family. Millennium bcpbank hopes that this visit to the Prudential Center can be the first of many, especially amongst the underprivileged children of our communities."



Newark Parking Authority Presents Plans to IBID Board of Directors

Ernest R. Booker, Executive Director of the Newark Parking Authority, presented an overview of the authority's plans for addressing one of Newark's, and the Ironbound District's most difficult quality of life issues at a recent meeting of the IBID's Board of Directors. Booker noted that developing safe, convenient and affordable parking options for the people who live, work, learn and visit the City, including street parking and parking facilities, is the focus of the "new and improved" Newark Parking Authority.

The presentation also included a demonstration of the solar-powered Parkeon Pay-By-Space Meters that were introduced and tested in the Ironbound District this spring. Six of the multi-space parking meters were installed on Ferry Street. The meters are part of a citywide trial period which is testing the suitability of the meters for installation in Newark. The IBID has assisted the Newark Parking Authority in distributing hundreds of instructional handbills to the local community, printed in English, Portuguese and Spanish. The meters, located on Ferry Street between Union and Madison Streets, will be operational on Monday, June 8th, 2009.

Restaurant Spotlight: Coimbra Bar & Restaurant ***637 Market Street***

Named for Portugal's third largest city, Coimbra Bar & Restaurant has been a longtime favorite of visiting gourmets and local diners seeking authentic food, great service and a warm welcome. Located near the beautifully renovated RiverBank Park on Market Street, Coimbra offers both an attractive dining room and a comfortable bar area in which to enjoy expertly prepared Portuguese favorites, including specialties not commonly seen on other Ironbound restaurant menus.



Alex Fontes, Coimbra owner

Those specials include roasted baby goat and suckling pig that make Coimbra a standout among the Ironbound's many great dining spots. For meat eaters, the picanha of beef and great pork chops represent just two highlights among a long list of daily specials and other menu standards. All are served with plentiful sides of potatoes and rice, as well as some of the Ironbound's best sautéed greens, including broccoli rabe.

Favorites among seafood lovers include excellent classic bacalhau dishes featuring the neighborhood's beloved dried, salted codfish as well as seafood with green sauce, pork with clams and the freshest grilled fish. Even the simplest dishes, like a casserole of squid, shrimp and rice, are prepared with the greatest care using traditional recipes.

A full bar, featuring a wide selection of Portuguese wines along with other premium wines, beers and liquors from around the world are served by a welcoming professional staff dedicated to your comfort and dining pleasure. Coimbra is the perfect place for lunch or dinner, and also offers take out and catering services.



56 Congress Street
Newark, NJ 07105

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