



**BUSINESS
IMPROVEMENT
DISTRICT**

Ironbound update

Meet Me In the Ironbound

Ironbound's Krug's Tavern Earns Top NJ Burger Honors

Many people know of the Ironbound District's celebrated Portuguese, Spanish and Brazilian restaurants. Less well-known is the treasure trove of great restaurants and specialty food stores of all culinary styles, including American classics. That point was driven home by Krug's Tavern on Wilson Avenue winning the honor of New Jersey's top burger in NJ.com's statewide competition.

Over the course of several months, noted food journalist Pete Genovese sampled more than 100 burgers in his search for the state's best. He received thousands of recommendations, featured 300-plus places on the ballots in different categories and counted more than 60,000 votes.

In the end, Krug's classic bacon cheeseburger, medium rare, beat out burgers with exotic ingredients and a wide range of toppings to bring the honor back to Newark's Ironbound District. Krug's, along with the Ironbound's Burger Bound, Altas Horas, Hamburgao and Hell's Kitchen Lounge, along with other Brick City burger destinations, was also featured in a recent issue of NewarkBound Magazine



IBID Invests in Ironbound Streetscape

The Ironbound Business Improvement District (IBID) purchased and installed 50 new decorative planters on Wilson Avenue and East Ferry Street in May. An additional 20 garbage cans were also purchased and installed this summer. Other cans were relocated to new locations on Wilson Avenue, Ferry and East Ferry Streets to provide better coverage of the expanded district.

This initiative reflects the ongoing investment by the IBID in improvements and enhancements to the district's streetscape that make the Ironbound a clean, safe and welcoming place for residents and visitors alike.

"In addition to the supplemental cleaning services the IBID provides, the planters, garbage

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Zelia Prata, manager of the Garden State Community Bank branch office on Wilson Avenue joined IBID executive director Seth A. Grossman and Laura Cruz, president of the Mundial Agency on Wilson Avenue, to review the installation of new flowering planters.

IBID Supports Community Based Ironbound Events

From a weekly celebration of the Ironbound's diverse cultural traditions to a July 4th Thanks to America event that highlighted the contributions of the nation's immigrants and a yearly series of Movies under the Stars events in Riverbank Park, the IBID has taken an active role in support of a growing number of community-focused activities in the Ironbound District.

From May till October, the Sunday of the Nations Street Fair has turned Peter Francisco Park, at the gateway to the Ironbound

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East Ward Councilman Augusto Amador, Mayor Ras J. Baraka and the City of Newark joined the IBID in support of the July 4th community event in the Ironbound.

Message from the Mayor

Ironbound Anti-Litter Poster Contest Winners

Hawkins Street School won first place for the fifth to eighth grade and the Ann Street School won first place for the first to fourth grade in the Ironbound Business Improvement District's (IBID) 13th Annual Anti-Litter Poster Contest. More than thirty posters were entered by 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.

Student Kendall Barnes created the winning entry from Hawkins Street School, supported by Art Teacher Dawn Maglio, Vice Principal Cristina DiTaranto and Principal Sandra C. Marques. The team of students Keyla Macas, Elisha Villacis and Bryan Matheus Ramalho represented the Ann Street School. They were supported by Art Teacher Marilyn Richardson and Principal Linda Richardson.

The IBID printed thousands of posters and postcards featuring the work of the winning students that were distributed in Ironbound schools and displayed 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.



(left to right) Hawkins Street School Student Kendall Barnes holding the winning trophy along with Principal Sandra C. Marques, Art Teacher Dawn Maglio, IBID Executive Director Seth A. Grossman and Vice Principal Cristina DiTaranto.



(left to right) Ann Street School students Keyla Macas, Elisha Villacis and Bryan Matheus Ramalho were joined by IBID 1st Vice President Renato Baptista and Art Teacher Marilyn Richardson at the awards ceremony.

Dear Friends,

On behalf of the entire City of Newark, it is a pleasure to extend my best wishes to the Ironbound Business Improvement District and its partners, friends, and family.

The energy and diversity of the Ironbound and its rainbow of residents is a major power in our efforts to create 'Newark 3.0' and to transform Newark into a City we can all believe in. From restaurants to corporate headquarters, from giant warehouses to mom-and-pop bodegas, the Ironbound reflects and represents the diversity of Newark's powerful economy, which has a global and local focus.

We have recently been privileged to break ground for the world's largest indoor vertical farm in the Ironbound, the Aerofarms facility, which will transform urban farming and agriculture at a global level. Our continuing work on the Ironbound's streetscape and the Newark Riverfront Park have improved the appearance of the neighborhood and added more attractions and activities for residents and visitors alike. Our commitment to Centers of Hope and education programs in the East Ward as in the entire City are improving the quality of life for families and expanding the horizons for our youth.

In every way, our administration values the Ironbound Business Improvement District as great partners in our efforts to transform the City of Newark. We are proud of every member of the IBID team. As we approach Newark's 350th anniversary, we know that the City's best days – and those of the Ironbound – are standing in front of us. Together, we will achieve our destiny.

All the best!

Sincerely yours,
Ras J. Baraka, Mayor



President's Message

Newark is our nation's third oldest city. While a long history filled with notable events and achievements is something to take pride in, it also means the city's infrastructure is old and susceptible to problems associated with age and use.

In 2015, the emergency replacement of gas mains on Ferry Street and in other parts of the Ironbound District was both unexpected and necessary. The timing was unfortunate after the effort and resources expended in recent years to improve sidewalks and road surfaces in the areas impacted by the construction work by PSE&G and their contractors.

While the project has had its "bumps in the road," the IBID was instrumental in bringing city and company representatives together to address issues and concerns affecting business owners and residents, and to expedite the proper completion of the work. That process is

ongoing and we will continue to monitor progress towards restoration of the streetscape to pre-construction status. The end result is significant improvement in our gas service that will benefit all local stakeholders for years to come.

To continue improving the Ironbound's streetscape, this spring the IBID purchased 50 new flower planters and 30 new trash cans. Our streetscape management team is installing the new street fixtures, and relocating existing pieces throughout the district. The IBID also expanded the Clean and Green Team's services to include Saturdays, a busy time throughout the district, and the results are contributing to the positive impact our supplemental services provide.

Attractive banners, colorful blooms and a clean and welcoming streetscape demonstrate that we care, and that's

good for business. The city is working to strengthen neighborhoods and use the economic and geographic assets of the city to support its success. The Ironbound remains a vibrant destination for dining, shopping, culture and entertainment, and a leader in community and business development and quality of life enhancement.



Steven T. Yglesias, President

A Message from the Executive Director

I can't think of a more exciting time in Newark. After many years, the City is poised to move ahead economically as one entity. The downtown has turned the corner and is reinventing itself, through initiatives like the new Military Park and large scale development, becoming a vibrant and attractive part of city life in addition to Newark's corporate business hub.

Business improvement districts (BIDs) throughout the city have helped galvanize community action. The IBID is recognized as an example in New Jersey, nationally and internationally of how a successful public-private partnership works.

In addition to supporting existing festivals and activities in the district such as the Portugal Day Festival, E-Waste Collection Events, Gooch's Garlic Run (Motorcycle), a charity event for children and families

in need, and the Halloween Parade, we supported the first July 4th, Thank You America Event with fireworks and family-friendly entertainment and activities. We are sponsoring a high-end Wine & Food Expo in the fall of 2016 to highlight the great foods and wines our community offers.

We may take the Ironbound for granted at times, but people from outside the neighborhood find us an exciting, exotic and count-on-able destination for Iberian and South-Latin American cuisine, arts and culture. As Newark thrives, so does the Ironbound. In the near future, we hope to see a bridging between the downtown and the Ironbound that enhances the flow of business and commerce, and unifies our great city even further.

Sincerely

Seth A. Grossman Ph.D.
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

From the cover:

IBID Supports Community Based Ironbound Events

District near Newark Penn Station, into a family-friendly festival featuring distinctive cuisine, cultural performances and activities for kids. Exhibitors present crafts, jewelry, decorations, arts and gastronomic fare. Products marketed are handmade and are reviewed by festival organizers to provide quality control. The goal is to encourage entrepreneurship and increase the income of families in the neighborhood, to promote tourism and to improve the quality of life of Ironbound residents.



The initiative, driven by local residents and supported by Mayor Ras J. Baraka, Councilman Augusto Amador and the City of Newark in addition to the IBID, has resulted in this recurring

event that is open to the Ironbound community and visitors to the district.

The Ironbound Business Improvement District (IBID) was again joined by Mayor Baraka, Councilman Amador and the Greater Newark Convention & Visitors Bureau to present the “Ironbound 4th of July Thank You America Festival”, a 2-day open air event for the whole family on Saturday, July 4th and Sunday, July 5th. The event, held on Clover Street in the Ironbound District, featured live

music, carnival rides, games and activities, a traditional 4th of July BBQ and the incredible international food of the Ironbound.

A large fireworks display over the Passaic River was the highlight on July 4th, along with performances on a concert stage by DJs, folkloric groups from the Ironbound’s many cultures and a rock/country band. July 5th activities concluded with a performance by Herman Jose, a well-known TV celebrity and comedian from Portugal.

The IBID also continued its support of the Ironbound Community Corporation (ICC) summer series of outdoor movie presentations at Riverbank Park. ICC has been presenting the family friendly events for several years with the financial support of the IBID. Appreciative local families bring blankets and chairs and share popcorn and fun.



Expanded Streetscape Services & Landscaping Updates

The IBID expanded streetscape services this summer to six days per week – Monday through Saturday. Included in the supplemental services the IBID provides in support of Newark departments and agencies are garbage pick-up, illegal posting and graffiti removal, curb and sidewalk sweeping, landscaping and maintenance of decorative planters and more.

With the expansion of the Ironbound District in recent years to include Wilson Avenue, it has become one of New Jersey’s largest managed districts geographically. Increasing numbers of visitors to the Ironbound, spurred by year-round events at the nearby Prudential Center, NJPAC, Newark Museum and Red Bull Arena, have impacted the provision of services, in addition to people from throughout the region drawn by the Ironbound’s renowned restaurants, stores and services. Newark’s college and university students, the largest concentration in any city statewide have also contributed to the growing need, as well as proximity to Newark Penn Station and its legions of commuters.

“The IBID has worked hard to make streetscape services a priority along with continued investment in our

streetscape infrastructure,” noted Executive Director Seth A. Grossman. “The people who live, work and invest in the Ironbound, along with the thousands of visitors we welcome each day, have come to expect a clean, attractive and safe environment in addition to great shopping, dining and entertainment. Based on a review by our board, the best way to accomplish that was to increase the number of days and hours by our Clean and Green Team.”



From the cover:

IBID Invests in Ironbound Streetscape

cans, decorative light fixtures, banners and other streetscape elements represent a significant investment by the IBID in the district,” noted Seth A. Grossman, IBID executive director. “These efforts communicate to local business owners and residents, as well as visitors, that the district is well-managed and a desirable place to live, to work, to shop and dine and to invest.”

Zelia Prata, manager of the Garden State Community Bank branch office on Wilson Avenue and an IBID board member, said the addition of the new planters was a welcome sight. “The streetscape is clean and well-maintained with the IBID’s help, and the flowers add color and beauty to the neighborhood,” concluded Laura Cruz, president of the Mundial Agency on Wilson Avenue.



The IBID’s maintenance supervisor, Matt Christensen, installed one of the relocated garbage cans on Ferry Street.

Ironbound E-Waste Collection Event a Success

More than 5 tons of electronic waste was collected to be properly recycled at a free E-Waste Collection Event to mark Earth Day in the Ironbound District. The event, presented in partnership by the City of Newark, the Ironbound Business Improvement District (IBID), Panasonic, Covanta and Urban Renewal Corp. at Peter Francisco Park, made it convenient and easy for local businesses and residents to recycle electronics like old TVs, PCs and laptops, printers, small household appliances, phones and other e-waste.

Additional e-waste was collected from diverse community partners in Newark including Gallery Aferro, WBGO Radio, Gateway Center businesses and more. NJPAC provided information about upcoming performances and held a raffle for tickets. NJ Transit also shared information about the event with its passengers traveling through Newark Penn Station.



Representatives of the City of Newark, the IBID, Panasonic, Covanta and Urban Renewal Corp. gathered for an Earth Day photo at the e-waste collection event held at the Ironbound District’s Peter Francisco Park.

IBID Supports Safe Biking Initiative

The IBID helped organize and publicize a public meeting sponsored by Mayor Ras J. Baraka to gather public input on the Bike Ironbound Plan, a study being conducted by the New Jersey Department of Transportation for the City of Newark. The initiative, designed to improve bicycle facilities in the Ironbound District and make bicycling easier and safer for residents and visitors, is part of a citywide bicycle plan. Dozens of local residents and visitors participated in the meeting at the Prospect Street Fire Station that included information and presentations by city officials and transportation planners.





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Stylish and Unique Products at CS Cork

Portugal is the world's leading producer of cork and cork products. When sisters Sandra Antunes Pires and Carla Antunes Belo wanted to bring something unique and different to their family's longtime Ironbound jewelry store, Joias de Portugal, they thought consumers would be intrigued by handbags and accessories handcrafted in Portugal from cork, a natural, waterproof and recyclable material.

In 2013, they devoted a corner of their jewelry store to cork products, to see if people would be interested in distinctive and environmentally friendly cork pieces. The reaction was so positive that the sisters dedicated a larger section of the store to cork, christening the display CS Cork, and opening in October of 2014 with a dedicated doorway on Jefferson Street, around the corner from Joias de Portugal's main entrance on Ferry Street.

Their product line, including pieces designed by Carla as well as a wide selection from noted Portuguese artisans, features everything from handbags and jewelry to purses, wallets, shoes, hats and more. Custom-designed products are also available upon request.

While many of CS Corks customers share the sisters' Portuguese heritage, the unique and stylish products have



attracted fans from many different backgrounds. Nathalie Pires, one of the world's leading Fado singers from Portugal, wore an exclusive, custom cork train designed by Carla during her performance in June at NJPAC.

For more information about CS Cork, you can follow the store on Facebook or visit their website, cscork.com.