



Ironbound

**BUSINESS
IMPROVEMENT
DISTRICT**

update

FREE MOVIE FRIDAYS AT RIVERBANK PARK

Ironbound residents enjoyed Free Movie Fridays at Riverbank Park this summer courtesy of a partnership between the Ironbound Business Improvement District (IBID) and SPARK Friends of Riverbank Park. Presentations of *Shrek 2* and *E.T. the Movie* attracted crowds of more than 400 people from the community. Rain forced the cancellation of the presentations of *Spider Man* and *Shark's Tale*, but the IBID plans to re-schedule a date this Fall.

The events were co-sponsored by Ironbound Community Corporation (ICC), County Executive Joseph DiVincenzo and the Essex County Parks Department, Mayor Sharpe James and the Newark Municipal Council, in cooperation with PSE&G and PNC Bank.

"The Ironbound is a unique community, with a seamless blend of residents and merchants who contribute to our distinctive culture and ambiance, and support quality of life initiatives," said Steven T. Yglesias, IBID President. "Our partnership with SPARK Friends of Riverbank Park is an excellent example of that cooperative spirit, and sponsorship of this film series underscores our shared commitment to the people and businesses of the District, exemplified by our efforts to ensure a clean and safe Ironbound that enhances the experience of residents, merchants and visitors alike," Yglesias added.



IBID Alerts Ironbound Community to Start of Local Road Improvement Projects



Improved traffic flow and pedestrian safety will be the ultimate benefits of several construction projects that began in the Ironbound this summer. In the interim, Ironbound merchants and residents may encounter road detours and other potential inconveniences. The Ironbound Business Improvement District (IBID) is helping to spread the word about these vital projects to help community members prepare and plan accordingly to minimize the impact on their daily routines.

"As an advocate and liaison for the Ironbound District, we have worked with City officials and contributing departments and agencies to help ensure that these projects will serve the best interests of the community," said IBID Executive Director, Seth A. Grossman.

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The City's \$3.5 million construction project to improve Raymond Boulevard is expected to be completed by June 2006. Other multi-million dollar projects include road improvements for Wilson Avenue, Avenue P and Bridge Street, the redesign of the Jackson Street parking facility, a lighting project for the Jackson Street and Bridge Street bridges, and drainage improvements for the Lafayette Street and Ferry Street corridors.

In a press release issued by the City of Newark's Office of Public Information, it was noted that the Raymond Boulevard project will include the installation of new regulatory and warning signs, reconstruction of sidewalks and utilities, drainage improvements, a new striping pattern, new street furniture and new traffic signals, according to Engineering Director James D. Adams. "These changes will help ease congestion, reduce pedestrian-vehicle collisions, and improve traffic safety on Raymond Boulevard," he said.

"As the IBID continues to seek funding for our plan to redevelop the Ferry Street corridor, it is important for us to remain involved and informed regarding other construction efforts to ensure the compatibility of the various projects in addressing local concerns like traffic flow, pedestrian safety and parking enhancement," said Grossman. "The Ironbound is a key economic and transportation corridor for the City of Newark, and the IBID will continue to contribute to citywide improvements that support the overall goal of Newark's revitalization."

ROAD RESURFACING PROJECTS

The following street resurfacing projects will occur between July and September of 2005:

Congress St. between Lafayette St. and Market St.
 Jackson St. between Lafayette St. and Raymond Blvd.
 Merchant St. between Lafayette St. and Clover St.;
 Madison St. between Lafayette St. and Market St.
 Monroe St. between Lafayette St. and Market St.
 Jefferson St. between Walnut and Thomas St.
 Van Buren St. between Oliver St. and South St.
 Komorne St. between Magazine St. and St. Charles St.
 Van Vechten St. between Ludlow St. and Frelinghuysen Ave.
 Elm St.

President's Message



Steven T. Yglesias, President

If I had to choose the most important quality of a successful urban community, it would be cooperation. And the history of the Ironbound District demonstrates that

cooperative spirit. From residents to merchants, different ethnic groups to local community organizations and city officials and departments, we have all been able to find common ground when it comes to the best interests of the Ironbound.

Recently, the Ironbound Business Improvement District (IBID) joined forces with Ironbound Community Corporation (ICC), SPARKS, Friends of Riverbank Park as well as the City of Newark, Essex County and the corporate community to present Free Movie Fridays at Riverbank Park. Hundreds of local residents enjoyed family-friendly movies and popcorn under the stars, a positive community initiative that belies the stereotyped negative images that many people associate with our great city.

IBID representatives also worked with the organizers of the Portugal Day celebration and city officials to discuss ways to make this important event the best possible presentation of the

Ironbound's Portuguese community while addressing quality of life concerns. By most measures, this year's Portugal Day celebration showed improvements that suggest we are heading in the right direction. We will continue to work together to find a balance between a great annual event that showcases the Ironbound community and the needs of local merchants whose businesses are negatively impacted during the celebration.

As we move ahead with revitalization efforts for the Ironbound District, we look forward to continued cooperation between all of the various stakeholders in the Ironbound community who share our vision of a bright future for all.

A Message from the Executive Director

The Ironbound is undergoing unprecedented road improvements this year. Over eight (8) major projects such as the rehabilitation of Raymond Blvd. and Market St., as well as other resurfacing, drainage, and rehabilitation projects are underway. The Ironbound and the entire City of Newark is experiencing a boom in development. The City of Newark is trying to help us by providing \$2,000,000 in funding for the greatly anticipated Ferry Street – Streetscape project, which will provide sidewalk, lighting, and street improvements from Penn Station to Christie Street. If everything goes according to plan, we may see construction begin within a year.

We have a small, but effective four-five man street cleaning staff headed by Ray Maldonado. This crew works to supplement clean up efforts in the IBID, identify illegal dumping, and remove posters. Please note, this crew is not hired to clean our streets completely, but to clean problem and high traffic areas. It remains each property owner's responsibility, by law, to sweep the sidewalk in front of their building three-times a day and 18 inches into the street

(curb). Frankly, without you doing your part we cannot adequately do ours. Plus, you will face fines from the City if your sidewalk is not clean. Do not make the mistake of believing that the IBID is responsible for cleaning your sidewalk each day. That simply would be too expensive. We ask that you do not neglect your responsibility to clean the sidewalks in front of your building. When you do your job, we can do our job and the Ironbound will be a much cleaner place.

Everyone knows our community's most valuable asset is our culture and people. This is what makes our neighborhood satisfying, enjoyable and fun. The IBID's key job is to advertise and market the area as a safe and welcoming destination that allows our customers to experience our great cultures. We do this because it respects our community and is good for business. Do you know that there are currently over 5 (five) companies that arrange tours of the Ironbound to enjoy historic, food, gourmet, cultural, and entertainment aspects of the neighborhood? Businesses involved in these industries will grow. Hospitality and customer service

is a requirement. It is also a strength we already possess and must maintain.

As our community improves and changes, we can expect to be successful for many years to come. The IBID will introduce the third annual Ironbound Explorers Guide in November 2005. It's a great way to get all the information your current and future customers need about the Ironbound. We print over 150,000 copies, but everyone wants one and they go fast. Make sure you get your copy early.

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*

Fourth Annual IBID Mother's/Father's Day Giveaways



Special promotional packages featuring overnight hotel accommodations, dinners at local restaurants, limousine service and tickets for the New Jersey Performing Arts Center (NJPAC) and the Newark Museum were highlights of the Ironbound Business Improvement District's (IBID) fourth annual Mother's and Father's Day Giveaways.

Seth A. Grossman, the IBID's executive director, noted that this year's prize packages showcased both the Ironbound and the City of Newark's diverse cultural and entertainment venues. "In addition to spotlighting the renowned international shopping and dining experiences that have come to define the Ironbound community, the IBID is focused on promoting Newark as one of New Jersey's leading cultural tourism destinations," Grossman added.

Ironbound merchants and other organizations who generously donated prizes for the promotion include A Nossa Terra/Meiga Boutique, Classic Limo Services, Crown Royal Executive Limo Services, Comfort Suites Newark, Hilton Newark Gateway and the Market Street Café at the Hilton, Leslie Furniture, The Newark Museum, NJPAC, Palacio Europa Restaurant and Bar, Seabra's Marisqueira Restaurant, Sheraton Newark Hotel, Stilo's 31 Shoe Boutique and Vinhas Jewelers.

IBID Presents Anti-Litter Poster Contest Awards to Local Students

The Wilson Avenue School and the Hawkins Street School took the top prizes in the Ironbound Business Improvement District's (IBID) third annual Anti-Litter Poster Contest. Representatives of the IBID and sponsoring organizations Independence Community Bank and the Independence Community Foundation presented the awards to students and teachers representing the participating Ironbound schools.

Wilson Avenue School sixth graders Jennifer Rodriguez and Kathleen DaSilva, first place winners, and seventh grader Angie Carvijal, the second place winner, were joined by vice principal Mario Santos and art teacher Randi Wolfman in accepting their awards.

Art teacher Janice Angelillo represented the Hawkins Street School in accepting the third place award.

The IBID has actively promoted a "Help Keep the Ironbound Clean" anti-litter campaign as part of its efforts to address the litter problem in the Ironbound, a key quality of life concern. Independence Community Bank and the Independence Community Foundation contributed \$5,000 to sponsor the contest for the third consecutive year. In addition to the Wilson Avenue School and Hawkins Street School, other participants included Lafayette Street School, Ann Street School, St. Casimir's School, South Street School and Oliver Street School.



Restaurant Spotlight: Paleio Bar and Grill — 376 Ferry Street, 973-344-3784



Many people are familiar with Ironbound restaurants located on Ferry Street near Penn Station. For adventurous diners seeking something new, Paleio Bar and Grill is a warm and inviting beacon at the eastern end of Ferry Street. A welcome addition to the Ironbound dining scene, Paleio is a place and a state of mind, where good friends meet to enjoy great conversation, food and refreshments.

A long, inviting mahogany bar serves excellent cocktails, including a diverse martini menu, along with a worldly wine list that features selections from Portugal, Spain, France, Italy, the United States, and South America. The crowd is young, stylish and sophisticated, and enjoys the friendly service and European ambiance.

Large windows fill both the bar and the dining room with abundant natural light, which shines brightly on Paleio's superb cuisine. The menu is broader than many found in other Ironbound restaurants and includes selections that represent the Portuguese diaspora.

For those interested in a light meal, Paleio offers many different tapas, known as petiscos in Portuguese, provided by the restaurant's open kitchen. Several different cataplanas and numerous preparations of bacalhau are menu highlights, and the chef and his staff will be happy to provide special orders based on what ingredients are available on any given day.

Paleio offers live entertainment six days a week, featuring Portuguese and Brazilian musical styles as well as a live DJ and karaoke on Wednesday nights and Sunday afternoons.

Paleio also provides a beautifully appointed private room for parties of up to 100 people. It includes its own bar and a second kitchen so that every event receives personalized attention and dedicated service.

Olivia Amanfor Joins IBID Professional Staff

Olivia Amanfor has joined the IBID's professional staff as Assistant Director. A Newark resident, Olivia earned a Bachelor of Science degree in Business Administration from William Paterson University and a Master's degree in Public Administration from Rutgers University.

IBID Executive Director Seth Grossman noted that Ms. Amanfor's educational and professional experience will prove beneficial to the organization as the IBID moves forward with the streetscape redevelopment project, business development efforts and other community outreach programs.

"I am pleased to welcome Olivia Amanfor to the Ironbound Business Improvement District and look forward to her contributions to our work in the months ahead," Grossman stated.



Olivia Amanfor



56 Congress Street
Newark, NJ 07105

Retail Spotlight: Natural Health Place Carmen Velez

234 Ferry Street, Phone: 973-817-8001



Q. Is the Ironbound's cultural diversity a benefit to retailers?

A. Yes. I think everyone contributes something unique and special that adds to the ambiance of the neighborhood. We have been in business at our current East Ferry Street location for three years, but we arrived in the Ironbound more than ten years ago. In that time, we have seen the various services, food and clothing offered by local merchants evolve to represent the melting plot of the Ironbound's various cultural influences. While there are many differences, there are other things that unite the diverse members of the community. For example, there is a great interest in natural health remedies among Ironbound residents that reflects the cultural traditions of many European, Central and South American countries. We are happy to welcome everyone to our store to find the natural products they seek, in the same way that we were welcomed to the Ironbound many years ago.

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