



# NEWSLETTER

Central Kenilworth Avenue Revitalization Community Development Corporation  
6801 Kenilworth Avenue, Suite 203, Riverdale Park, MD 20737

February 2020

Jeanette Mitchell – Design & Editing

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## Greater Riverdale Place Based Initiative Town Hall



Great information has been received from the Greater Riverdale Place Based Initiative meetings and visioning sessions. A town hall will be held on March 14<sup>th</sup> from 10:00 am to 1:00 pm. A summary of the suggested projects will be presented and attendees will vote on the projects they wish to see presented to Kaiser Permanente for funding. Everyone within the Greater Riverdale communities, especially attendees of prior community leadership meetings, are highly encouraged to attend. Additional details are provided below.

*Do You Want Your Voice Heard?  
Come Vote on Project Proposals for Our Communities!*



## YOUR VOICE MATTERS!

The Greater Riverdale communities include: Riverdale Park, Riverdale Heights, Riverdale Hills, Templeton Knolls, Madison Hill, Eastpines, Beacon Heights, Rosswil, Hanson Oaks, Crestwood, Woodlawn and West Lanham Hills. The following will be provided:

- **Breakfast**
- **Project Descriptions**
- **Limited Childcare, RSVP Required**
- **Ample Parking**
- **Spanish Interpreters**
- **Door Prizes & Raffles**



**We desire everyone to come. Contact our office for special needs.**

United States  
**Census  
2020**



## Your Response is Required

There are three ways to respond to the 2020 Census.

- Online
- By Phone
- By mail

In mid-March, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census. Specific information and instructions can be found on their website: <https://www.2020census.gov>



# CKAR's Service Events for January & February

## MLK DAY OF SERVICE AT RIVERDALE ELEMENTARY SCHOOL JANUARY 25TH

### Physical Improvements to the Teacher's Lounge

CKAR's Day of Service at Riverdale Elementary school yielded great results thanks to volunteers and employees of CKAR CDC, The Neighborhood Design Center, Prince George's Community College and teachers at Riverdale Elementary School. The teacher's lounge received a complete redesign to include primed and painted walls, refurbished cabinets, and an awesome bulletin board makeover. Teachers are so excited and grateful for the work done. They have filled the new bulletin board with thank you notes of appreciation.

#### Volunteers:

- ✓ Patricia Hayes-Parker
- ✓ Mattea Keister
- ✓ Bronte Nevins

#### Volunteers (cont'd):

- ✓ Samuel Parker IV
- ✓ Imari Alvarez
- ✓ Allie O'Neill
- ✓ Samuel Parker, III
- ✓ Lenny Wertz
- ✓ Peter van Loewe with Sara, Holly & Lilly
- ✓ Sarah Leavitt
- ✓ Jorge Benitez-Perez
- ✓ Gabriela & Bianca Gamez
- ✓ Karen Irving
- ✓ Lauren Wilson
- ✓ Sharon Wertz
- ✓ Connor Miller
- ✓ Pilar Diaz
- ✓ Ana Moran
- ✓ Lynette Del LaCruz
- ✓ Lynette "Kaye" Smith



[Click here to view picture gallery](#)

### Patricia Hayes-Parker, Executive Director, CKAR CDC Testified at the House Ways & Means Committee



**CKAR CDC** announced its support for a new law that would provide Maryland income and property tax credits related to local small businesses affected by the construction of the Purple Line in Prince George's and Montgomery counties.

The **legislation, HB 540**, is designed to provide State income and property tax credits to businesses within the affected zone of the Purple Line in order to off-set business income loss as a direct result of the construction of the light rail system. Of the four hundred businesses, approximately forty small businesses are located within a half-mile of Purple Line construction. CKAR reminded the Committee members that most businesses are small family-operated with a history of serving the community. Most of our businesses want to remain. They work on close margins, paying a few or no employees, little marketing, small inventories and receive frequent deliveries to small storefronts. Landlords have seized the opportunity in many cases to triple rents while the businesses are experiencing a 40% or more reduction in sales.

Customers are changing their travel routes to avoid serious traffic delays. Sometimes storefronts are intermittently blocked due to construction. CKAR's goal is to help these small businesses grow and prosper after completion of Purple Line construction; but first, they must survive.

It is estimated that there will be at least two more years to complete the construction of the system. So how do these small businesses bridge this temporary adverse business climate? Small businesses need reliable cash flow to maintain stability and ultimately grow.

This bill would address this need. **CKAR CDC** asked the State delegates to support the passage of HB 540 that provides a tax credit for those businesses with proof of lost business income as a result of Purple Line construction.

## Interview with Carlos Perea Bravo



**What is the name of your business?** Brothers landscaping Residential and Commercial

**How long has your business been in operation and in the community?** I have been in business in the community for 6 years.

**What are your days and hours of operation?** My hours are 7am- 6pm from Monday or Saturday.

**Describe what your company does and the services they provide.** Lawn mowing, lawn maintenance, leaf removal, pressure washing in concrete work, gutter cleaning, cleaning, mulch removal, patio walkway, pipe drainage, flower beds and more.

**What is unique about your business?** I have better prices than all the businesses in the area.

**How has your business changed over the years?** The number of customers has increased over the years. The number of employees who work for me has also increased.

**What made you choose your current location?** I chose this location because I have a good chance of gaining customers here.

**What do you enjoy most about what you do?** I enjoy my work because it allows me to achieve many things.

**If you had one piece of advice to someone just starting out, what would it be?** You can do it but do it little by little. Encourage yourself to say yes you can.

### EN ESPAÑOL

¿Cuál es el nombre de su negocio?  
Brothers landscaping Residential and Commercial

¿Cuánto tiempo lleva su negocio en funcionamiento y en la comunidad? He estado en el negocio en la comunidad durante 6 años.

¿Cuáles son sus días y horas de funcionamiento? Mi horario es de 7 am a 6 pm de lunes a sábado.

**Describe lo que hace su empresa y los servicios que proporcionan.** Corte de césped, mantenimiento de césped, remoción de hojas, lavado a presión en trabajos de concreto, limpieza de canaletas, limpieza, remoción de mantillo, pasarela de patio, drenaje de tuberías, macizos de flores y más.



¿Qué tiene de único su negocio? Tengo mejores precios que todos los negocios de la zona.

¿Cómo ha cambiado su negocio a lo largo de los años? El número de clientes ha aumentado con los años. También ha aumentado la cantidad de solicitantes que trabajo para mí.

¿Qué le hizo elegir su ubicación actual? Elegí esta ubicación porque tengo una buena oportunidad de ganar clientes aquí.

¿Qué es lo que más disfrutas de lo que haces? Disfruto de mi trabajo porque me permite lograr muchas cosas.

Si tuvieras un consejo para alguien que acaba de empezar, ¿cuál sería? Puedes hacerlo pero hazlo poco a poco. Anímate a decir que sí que puedes.

By: Imari Alvarez

CCMA AmeriCorps VISTA

Business Name: Brothers Landscaping

(240) 515-2901

[juanbravo2901@gmail.com](mailto:juanbravo2901@gmail.com)



**Do you own a local business?** If you would like to have your business highlighted in the next newsletter, email us at: [jmitchell@ckarcdc.org](mailto:jmitchell@ckarcdc.org).



### SPRING 2020

- Breakfast and Lunch Café
- 14-week Certified Culinary Arts & Customer Service Training Program
- Healthy Eating/Healthy Living Menu
- Wellness Programming
- Job Placement Services



**DONATE NOW!**

Your donations go towards the café's renovation and is greatly needed and appreciated. Please make your donation now by clicking this link:

<https://app.etapestry.com/onlineforms/CentralKenilworthAvenueRevita/embeddonate.html>

### Greater Riverdale Place Based Initiative Survey

Fill out CKAR's survey to make your voice heard! The responses will be used to shape new projects in Greater Riverdale through CKAR's partnership with Kaiser Permanente!

<https://ckarcdc.force.com/s/>



### OUR MISSION

To promote the social, environmental and economic development of Greater Riverdale, Maryland.

Transforming our communities:

- Better Lives
- ★
- Better Communities
- ★
- Better Businesses

### ESOL FOR WORK

**6 - Week Training Course at  
CENTRAL KENILWORTH AVENUE REVITALIZATION  
COMMUNITY DEVELOPMENT CORPORATION**

We welcome all languages and we are here to help you.  
Certificate awarded at course completion.

**Basic/Beginners Class:** Monday, Wednesday, Friday Seminar

**Advanced Class:** Tuesday, Thursday, Friday Seminar

**Seminars on Fridays:**

- Path to US citizenship
- Introduction to computers
- Guest speakers

**REGISTRATION FEE:** \$45 for textbook / \$10 for returning students

Call Us: (240) 608-2527

Email Us: [info@ckarcdc.org](mailto:info@ckarcdc.org)

Visit Us: 6801 Kenilworth Avenue, Suite 203  
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