



## Bronx Music and Bold Visuals on Southern Boulevard

WOMEN'S HOUSING AND ECONOMIC DEVELOPMENT CORPORATION  
BRONX, NEW YORK

Residents of the Crotona Park East neighborhood wanted to revive the area's cultural history as a live music hub, but is faced with significant barriers such as poverty, crime, vacant lots, graffiti, and litter. The group utilized grant funds to install a "Boogie Down Booth", or a

music-listening station, at a busy bus stop located underneath an elevated subway. The goal was to bring back the culture that could tie the community back together. The project implemented a neighborhood "brand" and increased arts activity along the Boulevard.

# Thriving Neighborhoods CHALLENGE



The NYC Department of Small Business Services, along with partners New York City Economic Development Corporation and New York City Business Assistance Corporation, are proud to offer the Neighborhood Challenge Innovation Grant competition. Since 2012, Neighborhood Challenge and its preceding competition, BID Challenge, have received nearly 240 project proposals and funded 32 of those projects, with those awards totaling \$2.2 million invested in New York City neighborhoods.