



Visit your local
Southern Boulevard Stores

**SMALL BUSINESSES
MAKE COMMUNITIES
*better***



A Letter from WHEDco

Warm Greetings to All,

For those who may not know who we are, WHEDco is a community development nonprofit organization founded in 1992 on the radically simple idea that all people deserve to live in healthy, vibrant communities. WHEDco's mission is to create and bridge access in the South Bronx to resources that support thriving neighborhoods – from sustainable, affordable homes and high-quality early education and after-school programs to fresh, healthy food, cultural programming, and economic opportunity. For more information, please visit www.whedco.org.

WHEDco has been historically invested in the Crotona East neighborhood, building our 128-unit "green" mixed-use affordable housing development for families on Intervale Avenue in 2009, and since then, conducting Community Visioning meetings, Community Needs Assessments and Commercial District Needs Assessments; advocating successfully with residents and businesses for painted elevated train tracks, safer, better-lit streets and new businesses; and celebrating local arts and culture through free music and dance classes for all ages and concerts at the Bronx Music Heritage Center Lab and summer events on Louis Niñé Blvd.

We do this to ensure that we are listening to, directly communicating with, learning from and responding to the vision and hopes of the community. Given the devastating impact of the pandemic, we are glad to inform you that we have raised funds from the NYC Department of Small Business Services and other partners to assist area business owners to recover and to work with community residents like you to address neighborhood quality of life issues. This opportunity will allow us to provide one-on-one business technical assistance, sanitation and graffiti clean-up services, and marketing help to businesses and the commercial district, and to engage community-minded shoppers like you in the area's economic recovery, and more.

Small businesses are the economic drivers of our communities, providing goods, services, local jobs and spaces to connect. You play an essential role, as a community resident, worker, shopper or visitor, in contributing to the economic vitality of Crotona East when you purchase from the small businesses here in the neighborhood, including on Southern Blvd. and Boston Rd.

Will you Buy Local today?

Enclosed is a directory of businesses within a few blocks of your residence, courtesy of the area's Southern Boulevard Merchant Association and WHEDco. You will find out more about where to shop locally here and how to engage with them online on social media. We welcome your feedback, experiences and thoughts about building a stronger neighborhood at southernblvd@whedco.org or at 929-280-0091. We look forward to working with community residents, area business owners, community groups and property owners to achieve a more just, vibrant, equitable and strong community with social and economic opportunities that benefit and uplift the lives of area residents, workers and merchants. We look forward to connecting with you!

Saludos de WHEDco

Saludos cordiales a todos,

Para aquellos que quizás no sepan quiénes somos, WHEDco es una organización sin fines de lucro de desarrollo comunitario fundada en 1992 con la idea radicalmente simple de que todas las personas merecen vivir en comunidades saludables y vibrantes. La misión de WHEDco es crear y tender un puente entre el acceso en el sur del Bronx a los recursos que apoyan a los vecindarios prósperos, desde viviendas sostenibles y asequibles y programas de educación temprana y extracurriculares de alta calidad hasta alimentos frescos y saludables, programación cultural y oportunidades económicas. Para obtener más información, visite www.whedco.org.

WHEDco ha invertido históricamente en el vecindario de Crotona East, construyendo nuestro desarrollo de viviendas asequibles de uso mixto "verde" de 128 unidades para familias en Intervale Avenue en 2009, y desde entonces, realizando reuniones de Visión comunitaria, Evaluaciones de necesidades de la comunidad y Evaluaciones de necesidades del distrito comercial; abogar con éxito con los residentes y las empresas por vías de tren elevadas pintadas, calles más seguras y mejor iluminadas y nuevos negocios; y celebrar las artes y la cultura locales a través de clases gratuitas de música y baile para todas las edades y conciertos en el Bronx Music Heritage Center Lab y eventos de verano en Louis Niñé Blvd.

Hacemos esto para asegurarnos de que estamos escuchando, comunicándonos directamente, aprendiendo y respondiendo a la visión y las esperanzas de la comunidad. Dado el impacto devastador de la pandemia, nos complace informarle que hemos recaudado fondos del Departamento de servicios para pequeñas empresas de la Ciudad de Nueva York y otros socios para ayudar a los propietarios de negocios del área a recuperarse y trabajar con residentes de la comunidad como usted para abordar los problemas de calidad de vida del vecindario. Esta oportunidad nos permitirá brindar asistencia técnica comercial individual, servicios de saneamiento y limpieza de graffiti, y ayuda de marketing a las empresas y al distrito comercial, e involucrar a compradores con mentalidad comunitaria como usted en la recuperación económica del área, y más.

Las pequeñas empresas son los motores económicos de nuestras comunidades, proporcionando bienes, servicios, empleos locales y espacios para conectarse. Usted juega un papel esencial, como residente de la comunidad, trabajador, comprador o visitante, para contribuir a la vitalidad económica de Crotona East cuando compra de una pequeña empresa aquí en el vecindario, incluso en Southern Blvd. y Boston Rd.

Saludos de WHEDco

Comprará usted en las empresas locales hoy?

Se adjunta un directorio de negocios a pocas cuadras de su residencia, cortesía de la Asociación de comerciantes de Southern Boulevard del área y WHEDco. Encontrará más información sobre dónde comprar localmente aquí y cómo interactuar con ellos en línea en las redes sociales. Agradecemos sus comentarios, experiencias y pensamientos sobre la construcción de un vecindario más fuerte en southernblvd@whedco.org o al 929-280-0091.

Esperamos trabajar con los residentes de la comunidad, los dueños de negocios del área, los grupos comunitarios y los propietarios para lograr una comunidad más justa, vibrante, equitativa y fuerte con oportunidades sociales y económicas que beneficien y mejoren las vidas de los residentes, trabajadores y comerciantes del área. ¡Esperamos tener noticias tuyas y trabajar con usted!



Members of WHEDco's Community Development Team
Miembros del Equipo de desarrollo comunitario de WHEDco

Directory made possible with the
support of / con el apoyo de:



careers
businesses
neighborhoods



CONECTATE CON NOSOTROS!

Directory / Directorio

Business Name / Nombre de Negocio	Address / Dirección	Contact Information / Información de Contacto
 Auto Services / Servicios de Auto		
Bronx Auto Locksmith	1161 Southern Boulevard Bronx, NY 10459	718-328-4848 / www.bronx-auto-locksmith.com
X Radio Dispatcher	1161 Southern Boulevard Bronx, NY 10459	718-328-7039 / www.gandjluxury.com
Rim City Flat Fix Rims & Tires	1302 Southern Boulevard Bronx, NY 10459	
Eagle Gas Station	1624 Boston Road Bronx, NY 10460	718 328-0118
G & J Luxury Transportation	1776 Boston Road Bronx, NY 10459	718-913-4454
Barbershop / Barberos		
Juncos Barber Shop	1327 Southern Boulevard Bronx, NY 10459	718-893-8285 / @juncos_barbershop
Mazorkan Barbershop	940 East 174th Street Bronx, NY 10460	718-589-4217
A. Rodriguez Barber Shop	985 East 174th Street Bronx, NY 10460	
David Barber & Beauty Shop	992 East 174th Street Bronx, NY 10460	718-378-8903
Angel's Barbershop	1500 Boston Road Bronx, NY 10460	347-612-6413 / @angelsbarbershopbx
Beauty and Nail / Salones de Belleza 		
Genesis Beauty Center & Nail	1161 Southern Boulevard Bronx, NY 10459	718-484-3938 / @genessissalon
House of Beauté	1208 Southern Boulevard Bronx, NY 10459	347-395-1584
Johanny 21 Beauty Lounge	1228 Southern Boulevard Bronx, NY 10459	347-963-1230
Tania's Beauty Place	1357 Southern Boulevard Bronx, NY 10459	347- 431-7388 / taniyas-beauty-place.business.site / @taniyasbeautyplace
Dora's Beauty Salon	1357 Southern Boulevard Bronx, NY 10459	917-373-9568
La Flaca Beauty Salon	1668 Southern Boulevard Bronx, NY 10460	718-708-5064
Alayna's Nail Lounge & Salad Bar	1670 Southern Boulevard Bronx, NY 10460	347-758-7177
D'Estela Salon	1679 Southern Boulevard Bronx, NY 10460	718-991-6919
Beautiful Hair Style	1718 Southern Boulevard Bronx, NY 10460	718-483-9902
J.B. Nail Spa	940 East 174th Street Bronx, NY 10460	917-543-2540
Priya Eyebrow & Threading	985 East 174th Street Bronx, NY 10460	917-436-2059 / @priya.eyebrowthreading
Mirian's Beauty Lounge	990 East 174th Street Bronx, NY 10459	718-860-4354 / mirian-ramirez.square.site / @Mirians_Beauty_Lounge
May Profesional African Hair Braiding	1149 Boston Rd, Bronx, NY 10456	347- 329-0036
Soeur Beauty Bar	1500 Boston Road Bronx, NY 10460	soeurbeautybar.com
Ink Junky Tattoo Studio	1661 Boston Road Bronx, NY 10460	917-769-4709 / @ink.junky.studio
Heaven Nail Salon	1668 Boston Road Bronx, NY 10460	929-530-7984 / @Heaven-Nails-Salon
Lourdes de Leon Hair Braiding	1719 Boston Road Bronx, NY 10460	646-363-9899
KT Nails Salon	1731 Boston Road Bronx, NY 10460	718-991-8663 / @ktnailsalon_
Clothing & Accessories / Ropa y Accesorios		
Nature's Garden	1083 Southern Boulevard Bronx, NY 10459	347-368-3952
The Salvation Army Thrift Store & Donation Center	1294 Southern Boulevard Bronx, NY 10459	347-805-1880 / naturesgardennyc.com
Le Point Value	1289 Louis Nine Boulevard Bronx, NY 10459	718-328-3400 / lepointvalue.wordpress.com
Fatima's Boutique	1779 Southern Boulevard Bronx, NY 10459	
Las Mariposas Thrift Store	1500 Boston Road Bronx, NY 10460	

Directory / Directorio

Business Name / Nombre de Negocio	Address / Dirección	Contact Information / Información de Contacto
\$\$\$ Discount Department / Tiendas de Descuento		
Lin And Chen 99c and Up	1287 Louis Nine Boulevard Bronx, NY 10459	718-861-1168
Dollar General	1312 Southern Boulevard Bronx, NY 10459	(929) 303-7250 / @dollargeneral
NS Smart Dollar Inc	1775 Southern Boulevard Bronx, NY 10460	
Lucky Star Discount & 99 Cents	930 East 174th Street Bronx, NY 10460	718- 542-5806
99 Cent Land	1690 Boston Road Bronx, NY 10460	
Max Shack	1711 Boston Road Bronx, NY 10460	
Electronics & Electronics Repair / Reparación Electronico & Electronica		
Rolando's TV & Electronics	1208 Southern Boulevard Bronx, NY 10459	718-542-0700
J B Appliance Service	1212 Southern Boulevard Bronx, NY 10459	347-879-7261
MetroPCS	1250 Southern Boulevard Bronx, NY 10459	347-590-8250
Total Wireless	1286 Southern Boulevard Bronx, NY 10459	347-590-8250
174 Wireless	920 East 174th Street Bronx, NY 10460	
Metro by T-mobile	932 East 174th Street Bronx, NY 10460	347-295-3345
Boost Mobile	985 East 174th Street Bronx, NY 10460	347- 271-3277
Phone Center	1669 Boston Road Bronx, NY 10460	718-589-7460
Skm wireless3	1776 Boston Road Bronx, NY 10460	347-431-3255
Financial Services / Servicios Financieros		
Caribe Express	918 Freeman Street Bronx, NY 10459	718-484-9860
Pay O Matic	1245 Southern Boulevard Bronx, NY 10459	718-589-3954 / payomatic.com
Caribe Express	1345 Southern Boulevard Bronx, NY 10459	718-620-9300
Citibank	1463 Southern Boulevard Bronx, NY 10460	929-227-4654 / www.citi.com
Sakho Multiservices & Fatim's Boutique	1779 Southern Boulevard Bronx, NY 10459	(929) 436-7400
Pay O Matic	925 East 174th Street Bronx, NY 10460	718-842-0322
Furniture / Muebles 		
Habibi Furniture NY	1160 Southern Boulevard Bronx, NY 10459	347-209-8151 / habibifurnitureusa.com
Neiser Mattress / Furniture	1304 Southern Boulevard Bronx, NY 10459	(718) 542-0400
Genesis Furniture	1318 Southern Boulevard Bronx, NY 10459	347-293-3542 / @neisermattressny
Hardware & Industrial / Ferreteria		
AA Hardware	1121 Southern Boulevard Bronx, NY 10459	347-862-5500
Supermarket Needs Corporation	1133 Southern Boulevard Bronx, NY 10459	718-328-4080
Southern Boulevard Electrical & Hardware Supply	1319 Southern Boulevard, Bronx, NY 10459	718-893-2153
Long Island Pipe Supply	1536 Southern Boulevard Bronx, NY 10460	516-222-8008
S and C Hardware Inc	1771 Southern Boulevard Bronx, NY 10460	718-861-2377
Instalock Locksmith	940 East 174th Street Bronx, NY 10460	855-927-5181 / instalocklocksmith.com
Sillah Multiservices Inc	1500 Boston Road Bronx, NY 10460	718-928-7426 / sillahmultiservices.com
Quintex Pest Control	1715 Boston Road Bronx, NY 10460	347-577-5355 / quin-tex.com

Directory / Directorio



Business Name/ Nombre de Negocio	Address/ Dirección	Contact Information / Información de Contacto
Laundromats / Lavanderias		
L & P Fragancia Laundromat	1254 Southern Boulevard Bronx, NY 10459	718-991-2550
Clean Rite Laundromat	1348 Southern Boulevard Bronx, NY 10459	917-688-1205 / cleanritecenter.com
Magic Coin Laundromat	1660 Southern Boulevard Bronx, NY 10460	347-431-2100
 Pharmacy & Medical Supply / Farmacia		
Southern Pharmacy	1301 Southern Boulevard Bronx, NY 10459	347-918-9300
Sol's Pharmacy	1515 Southern Boulevard Bronx, NY 10460	718-861-5490 / solsparmacy.com
Southern Boulevard Pharmacy & 99c Discount Store	1767 Southern Boulevard Bronx, NY 10460	718-292-0729
E 174 Street Pharmacy	932 East 174th Street Bronx, NY 10460	718-378-1200
Mace Pharmacy	1666 Boston Road Bronx, NY 10460	718-304-0295
Bryant Pharmacy	1702 Bryant Avenue Bronx, NY 10460	929-534-0101
Duran Cure Pharmacy	1713 Boston Road Bronx, NY 10460	(718)734-2250 / duran-cure-pharmacy- inc.business.site
Restaurant / Restaurante		
Luke's Pizza	1226 Southern Boulevard Bronx, NY 10459	718-618-7053
Kennedy's Restaurant	1282 Southern Boulevard Bronx, NY 10459	347-862-1581
JuiceAde	1345 Southern Boulevard Bronx, NY 10459	718-991-6369 / juiceade.com
Express One NY Inc.	1769 Southern Boulevard Bronx, NY 10460	347-590-7016
Ranch Restaurant	1773 Southern Boulevard Bronx, NY 10460	718-450-8689
Dunkin Donuts	1779 Southern Boulevard Bronx, NY 10460	929-207-4570
Kennedy Fried Chicken	919 East 174th Street Bronx, NY 10460	718-860-0465
Lechonera Pollo Sabroso	920 East 174th Street Bronx, NY 10460	917-801-0090 / lechonerapollasabroso.net
NY Pizza	921 East 174th Street Bronx, NY 10460	347-862-6393
Popeyes Louisiana Kitchen	949 East 174th Street Bronx, NY 10460	718-542-7147
Chinese Fried Chicken	985 East 174th Street Bronx, NY 10460	718-378-5293
McDonald's	1600 Boston Road Bronx, NY 10460	718-542-7915
Professional Services / Servicios Profesionales 		
T & G Express Shipping	1209 Southern Boulevard Bronx, NY 10459	347-590-7785
Law Office of Caroline Baez Esq.	1228 Southern Boulevard Bronx, NY 10459	718-842-2323
Sillah Multiservices Inc	1500 Boston Road Bronx, NY 10460	718-928-7426 / sillahmultiservices.com
Portela Law Firm	1698 Boston Road Bronx, NY 10460	718-424-5000 / portelalaw.com
PPH Tax Center	1753 Boston Road Bronx, NY 10460	718-842-7658

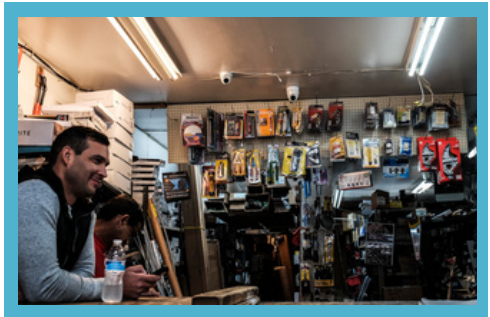
Directory / Directorio

Business Name / Nombre de Negocio	Address / Dirección	Contact Information / Información de Contacto
Specialty Food / Comida Especial 		
Issowazena African Market	1158 Southern Boulevard Bronx, NY 10459	646-314-0571
Southern Boulevard Farm Corp	1700 Southern Boulevard Bronx, NY 10460	646-567-8613
Toledo Liquors Inc	1718 Southern Boulevard Bronx, NY 10460	718-542-6950
La Frutica	920 East 174th Street Bronx, NY 10460	347-269-6000
Tony Fruit + Grocery	1004 East 174th Street Bronx, NY 10460	718-893-0253
Boston Road Meat Market	1667 Boston Road Bronx, NY 10460	718-975-1117
New York Meat & Fish Market	1680 Boston Road, Bronx, NY 10460	718-294-7882 / newyorkmeatfish.com
Supermarket & Bodega / Mercados		
Lucky Candy + Grocery	918 Freeman Street Bronx, NY 10459	718-328-4737
20/20 Deli	1120 Southern Boulevard Bronx, NY 10459	718-861-2017
Royale Gourmet Deli	1285 Louis Nine Boulevard Bronx, NY 10459	718-991-3354
Food Universe Marketplace	1334 Louis Nine Boulevard Bronx, NY 10459	718-617-7160
1460 Gourmet Deli Inc	1460 Southern Boulevard Bronx, NY 10460	347-597-4137
Brother's Convenience	1461 Southern Boulevard Bronx, NY 10460	
Boston Road Deli Grocery	1490 Boston Road Bronx, NY 10460	718-484-3781
Western Beef Supermarket	1564 Southern Boulevard Bronx, NY 10460	718-617-1500 / westernbeef.com
City's Best Deli	1660 Southern Boulevard Bronx, NY 10460	718-328-2143
Grand Deli Grocery	1718 Southern Boulevard Bronx, NY 10460	
C-Town Supermarket	1761 Southern Boulevard Bronx, NY 10460	
Boston Road Candy	1737 Boston Road Bronx, NY 10460	718-328-0210
70s Mini Market	920 East 173rd Street Bronx, NY 10460	718-589-4250
Jordan Supermarket	940 East 174th Street Bronx, NY 10460	
Bryant Deli Corp	985 East 174th Street Bronx, NY 10460	917-962-4055
Luis Deli Grocery Corp	1569 Hoe Avenue Bronx, NY 10460	718-589-3249
AGR Deli Grocery	1662 Boston Road Bronx, NY 10460	347-297-7497
Camila Grocery Store Inc	1665 Boston Road Bronx, NY 10460	347-597-8725



Directory / Directorio

Business Name / Nombre de Negocio	Address / Dirección	Contact Information / Información de Contacto
Medical Services / Medicos 		
Infinity Dermatology	1245 Southern Boulevard Bronx, NY 10459	718-249-2201 / infinitydermatology.com
North Point Health Associates	1301 Southern Boulevard Bronx, NY 10459	917-801-0954 / northpointnyc.com
Plaza Del Castillo Health Center	1515 Southern Boulevard Bronx, NY 10460	718-589-4755
Nao Medical - Bronx 174th Urgent Care	932 East 174th Street Bronx, NY 10460	917-310-3371 / naomedical.com
43 Church Street Dental	1776 Boston Road Bronx, NY 10460	347-271-4840
Compassionate Medical Care	1776 Boston Road Bronx, NY 10460	718-618-0618
Other Services: Arts, Driving, etc. 		
El Maestro Inc. Centro Cultural y Educativo (Boxing and Arts Studio)	1300 Southern Boulevard Bronx, NY 10459	646-299-6507 / @elmaestrobx
Bronx Music Heritage Center Lab	1303 Louis Nine Boulevard Bronx, NY 10459	347-708-7591 / thisisbronxmusic.org
R.S Pet Center	1345 Southern Boulevard, Bronx, NY 10459	347-271-7755
Dun-Rite Specialized Carriers	1561 Southern Boulevard Bronx, NY 10460	718-589-7162 / dunritespecialized.com
RV Party Hall	920 East 173rd Street Bronx, NY 10460	718-618-0008 / rvcateringhall.com
Curve Driving School	1698 Boston Road Bronx, NY 10460	718-502-0927 / curvedriving.com



Crotona East-Southern Boulevard Commercial Corridor



Commercial Corridor Shop Local Areas



CONNECT WITH US!



CONECTATE CON NOSOTROS!



Visita tus tiendas locales
en el Southern Boulevard

PEQUEÑOS NEGOCIOS
mejoran
NUESTRA COMUNIDAD



 @southernblvd

 Southern Boulevard
Merchant Association