



**RIVERDALE**  
**SMALL BUSINESS**  
May 13 - May 20, 2024 **WEEK**



# RIVERDALE SMALL BUSINESS WEEK

## Welcome to Riverdale

From time immemorial, the Greater Riverdale area began at a place historically referred to as “the wading place,” which were pre-colonial Native American Lenape tribal hunting grounds: green, bucolic and peaceful.

In the mid-1600s, the area became settled by early Dutch and English colonialists, and with the advent of the Revolutionary War, Patriot Troops protected the “King’s Bridge” spanning the Spuyten Duyvil Creek in the effort to expel Loyalist Troops occupying the island of Manhattan.

In the 1850s, the development of the neighborhood formally known as “Riverdale” was born, a cultured residential neighborhood of stately mansions, green space and grace.

From the Civil War through the First World War, a long period of economic and industrial development followed, fueled by the presence of the Ironworks of Marble Hill and Spuyten Duyvil. The Second World War and post war posterity brought us the “Greater Riverdale” as we recognize it today, a middle-class community of safe and diverse neighborhoods, excellent schools, green space, and an interweaving of community organizations, restaurants and neighborhood stores.

For more than 350 years, the Greater Riverdale area has been an important historic landmark in the founding and development of New York City, New York State, and the United States of America. But most importantly, for both our long-time and new residents and businesses, it’s the place we all proudly call home.

**Stephanie Coggins**  
*Local Community Activist*

## A Message From KRVC:



It has been a pleasure curating this **Riverdale Small Business Week Guide**. Our community has a robust directory of small businesses. In a world where we have everything we need right at our fingertips, it is most important to support our local businesses. Thank you to all of the businesses who have participated. Working together is the key to building a stronger community. Riverdale has my heart, and I hope it will have yours too.

**Laura Levine-Pinedo**  
*The 4Bronx Project*  
*Interim Executive Director, KRVC*



*Henry Hudson Monument*



## Table of Contents

<b>Riverdale Hotspots</b>	<b>4</b>
<b>How To Get To Riverdale</b>	<b>4</b>
<b>What Our Small Business Owners Have To Say</b>	<b>5</b>
<b>Riverdale Eats</b>	<b>6</b>
<b>Health &amp; Beauty</b>	<b>9</b>
<b>Cleaning &amp; Laundry</b>	<b>12</b>
<b>Professional Services</b>	<b>12</b>
<b>Other</b>	<b>14</b>



**The Kingsbridge-Riverdale-Van Cortlandt Development Corporation/** KRVC is a Bronx-based not-for-profit. Founded in 1981, the mission of KRVC is to serve the communities of the Northwest Bronx. KRVC is a community space for work and play located in the heart of the Riverdale/Kingsbridge community at 505 West 236th Street. KRVC maintains a range of robust programs that support small businesses.

The New York City Department of Small Business Services merchant organizing grant supports this work in Riverdale. Through this grant, KRVC has expanded our ongoing projects such as small business spotlights and podcasts with small business owners. New initiatives supported under the grant include this magazine, monthly merchant meetings, beautification projects and Riverdale Small Business Week. The main goal of the project is to organize merchants in Central and South Riverdale to join the Riverdale Main Streets Alliance.



**Riverdale Main Streets Alliance** - a non-profit organization that promotes a positive neighborhood environment on our Main Streets. Our mission is to provide community friendly main streets while expanding the economic growth and vitality of Riverdale. Originally organized in 2012, as the North Riverdale Merchants and Business Association, we are a growing network of local community members, civic organizations, nonprofits and local businesses

that provide an outreach to the community through organized events, beautification and business advocacy. Our dues and donations go directly to community programming and beautification. Members support that work. There is no staff and no overhead of any kind.



careers  
businesses  
**neighborhoods**

The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

# RIVERDALE SMALL BUSINESS WEEK

## Riverdale Hotspots



Tortoise and Hare  
Statue



Bell Tower



Van Cortlandt  
Manor



Henry Hudson  
Monument



Hudson River

## Featured Hot Spot: Wave Hill



## Wave Hill

A 28-acre public garden and cultural center, Wave Hill sits high above the Hudson River with sweeping views of the Palisades and lots of open sky.

It celebrates the artistry and legacy of its gardens and landscapes and explores our human connection to nature through programs in horticulture, education and the arts.

Here nature is the springboard for workshops and walks, talks, contemporary art, live performances and more—there is always something to make, to learn or simply experience.



Open all year, Tuesday–Sunday.

### ADMISSION TO THE GROUNDS:

\$10 adults, \$6 students and seniors 65+, \$4 children 6-18. Free Thursdays.

Free to Wave Hill Members, children under 6.

4900 Independence Ave, Bronx, NY 10471

[wavehill.org](http://wavehill.org)



## How To Get To Riverdale

### Public Transportation

#### By Car


Henry Hudson Parkway Exits  
18, 19, 20, 21, 22

#### Set Your GPS

505 West 236th Street  
Bronx NY 10463

 **New York City Subway**

#### Subway:

1 Train 

 **Metro-North Railroad**

Hudson Line

 **New York City Bus**

#### Local Bus:

BX 1, 3, 7, 9, 10, 20

#### Express Bus:

BXM1, BXM2



## What Our Small Business Owners Have To Say

Community, to me, is about a sense of belonging, mutual support, and shared identity among individuals who come together around common interests, goals, or values.

Running a small business in the community is a great way to contribute and be a part of something bigger. It allows us to connect with local customers, and support the local economy.

**Christina Farrell**, *Cleaning Wand*

I've always seen small businesses as the DNA of our communities and neighborhoods. They literally add the spice to our daily travels. But there's nothing small per se about running a small business.

Yes, we may be smaller in stature compared to big business conglomerates; but there is an invaluable impact we have serving the people in our communities everyday. Running a small business brings its challenges, but there's a unique intimacy you can build with your community that can have an everlasting effect for years or even decades to come.

**Lilka Adams**, *Lloyd's Carrot Cake*

From the first day that I started to work on Johnson Ave I felt the love, warmth and kindness of the Riverdale community. 25 years later I still feel it. It is a wonderful place to build a business and have a family.

**Yetta Lazri**, *Touch of Sun*

At first glance people might look at Riverdale and see it as a quiet suburb on the outskirts of NYC. Once you start working in this neighborhood, however, you can't help but meet so many of Riverdale's community members and realize it's not so quiet after all.

We have activists, volunteers, mentors, and most importantly of all, people who are willing to come out and support us as a small business. We wouldn't be here without the loyalty, generosity, and kindness from the people of Riverdale.

**Noah Aris**, *The Cardamom Man*

# Riverdale Small Business Week 2024

## Riverdale Eats



### 3x3 Kitchen

3601 Fieldston Road  
Tel. (347) 707-6644  
3x3kitchen.com

Proud Supporter of Riverdale Small Business Week!



### All Things Pretty & Sweet By Ivy

Custom Cakes, Cookies & Sweets Artist  
allthingsprettyandsweet@gmail.com  
facebook.com/AllThingsPrettyandSweet

10% off for all orders confirmed during the week of (5/13-5/20).  
Plus, a cake slice sale, various flavors for \$10.



### Artizen NYC

2700 Riverdale Ave  
Tel. (646) 668-7024  
artizennyc.com

15% Off Your Order.



### The Baker's Club

thebakersclubnyc@gmail.com

Proud Supporter of Riverdale Small Business Week!



### Bella Notte

3524 Johnson Ave  
Tel. (718) 884-1666  
bellanotte.nyc

20% Off your first online order.



### Ben's Market

19 Knolls Crescent  
Tel. (718) 884-5154  
instagram.com/bens\_market\_

From our Boars Head Deli: Buy 1 sandwich get one half price.  
1 offer per customer. Must ask for the Riverdale Special.



### Bread Baker of Riverdale

Artisanal Bread Handmade  
baker@breadbakerofriverdale.com  
breadbakerofriverdale.com

Buy 2 Breads & Get a bag of Crackers for Free!



### Bronx Burger House

5816 Mosholu Ave  
Tel. (347) 899-8585  
bronxburgerhouse.com

Riverdale Wrap \$10.  
(blackened cajun chicken, roasted corn, chipotle aioli, Monterey Jack & Cheddar cheese)  
or \$16 with selected drinks.

# Riverdale Small Business Week 2024



## The Cardamom Man

Freshly Baked Goodness  
thecardmomman@gmail.com  
thecardmomman.com

Use promo code "4BRONX" at checkout to receive 10% off all orders \$150 or more.



## Cote Wine Bar

5639 Mosholu Ave  
Tel. (718) 708-6568  
cotewinebar.com

Proud Supporter of Riverdale Small Business Week!



## Downey's Bar and Grill

5790 Mosholu Ave  
Tel. (718) 548-4939  
instagram.com/downesbarandgrill

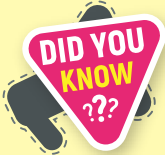
\$15 for burger and a beer.



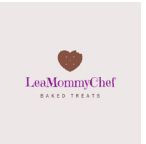
## Johnson Deli

561 W 235th St  
Tel. (718) 684-1045

Wrap of the week:  
The Riverdale Wrap  
(Turkey, lettuce, tomatoes, bacon, avocado, chipotle mayo)



**Both owners of Tierney's (Sarah and Noreen) are from Co. Cavan in Ireland.**



## Lea Mommy Chef Treats

Baker, Personal Chef  
leamommychef@gmail.com  
instagram.com/leamommychef

20% off signature chocolate chip cookies



## Lloyd's Carrot Cake

6087 Broadway  
Tel. (718) 548-9020  
lloyds carrotcake.com

Free Slice (any flavor) with the purchase of a whole carrot cake.



## Marianne's Pizza Cafe

6100 Riverdale Ave  
Tel. (718) 884-4404  
mariannespizzacafemenu.com

Get any slice of pizza & specialty cupcake for \$9.

# Riverdale Small Business Week 2024



## Menchie's

3555 Johnson Ave  
Tel. (718) 432-2580  
[menchies.com](http://menchies.com)

Buy one get one 50% off of equal or lesser value.



## Mr. Vigg's

5670 Mosholu Avenue  
Tel. (718) 549-9992  
[instagram.com/mrviggs](https://www.instagram.com/mrviggs)

Happy hour 12-6 pm.  
Beer Domestic \$4  
Imported BEER/well drinks \$5  
Wine \$6



## Nova Grill

5784 Mosholu Ave  
Tel. (347) 275-1111  
[novagrillpizzeria.com](http://novagrillpizzeria.com)

Two plain slices and a can of soda for \$6.50.



## Pray Eat Love Bake LLC

Baked goods & decorative sweet treats  
[prayatlovebake@gmail.com](mailto:prayatlovebake@gmail.com)  
[instagram.com/prayatlovebakellc](https://www.instagram.com/prayatlovebakellc)

\$10 banana pudding cups  
\$10 lemon loaf slices



## Salvatores of Soho

3738 Riverdale Ave  
Tel. (718) 548-7499  
[salvatoresofsoho.com](http://salvatoresofsoho.com)

Proud Supporter of Riverdale Small Business Week!



## Sheza Coffee House

6050 Riverdale Ave  
Tel. (718) 233-8212  
[shezacoffeehouse.com](http://shezacoffeehouse.com)

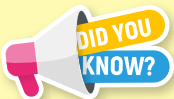
Proud Supporter of Riverdale Small Business Week!



## Tierney's Fine Foods

5780 Mosholu Ave  
Tel. (718) 796-4996  
[instagram.com/tierneyfinefoods](https://www.instagram.com/tierneyfinefoods)

'The Riverdale':  
Turkey, Ham, Salami,  
Provolone, Lettuce & Tomato  
Hero & can of soda  
\$12.00



**Don't let the name fool you!  
Larry the Locksmith is  
woman-owned and operated.**



# Riverdale Small Business Week 2024



## Tin Marin

3708 Riverdale Ave  
Tel. (718)884-4800  
[tinmarintapas.com](http://tinmarintapas.com)

"The Riverdale"  
Malibu Rum, St Germain,  
Pineapple Juice, Red Sangría  
Float.  
\$7 all week

## Tobalá



3732 Riverdale Ave  
Tel. (347) 427-6889  
[tobalanyc.com](http://tobalanyc.com)

2 Tacos & 1 Beer for \$15  
at the bar only.



## Yo-Burger

3726 Riverdale Ave  
Tel. (718) 708-6828  
[yo-burger.com](http://yo-burger.com)

Proud Supporter of Riverdale  
Small Business Week!



**Ben's Meat Market was named "the PRIME of the neighborhood" by the New York Daily News in the 90s.**

## Health & Beauty

### A Touch of Sun Hair and Spa



15B Knolls Crescent  
Tel. (718) 549-4999  
[atouchofsunhairsalon.com](http://atouchofsunhairsalon.com)

Book any color service and  
receive a free haircut!

Blow-dry not included. New  
clients only.

### Amelia's Hair Studio



3520 Johnson Ave  
Tel. (718) 884-9700  
[amelia.mysalononline.com](http://amelia.mysalononline.com)

First Time Clients:  
Cut & Blow 15% off.  
Free gloss OR blowout with  
highlights.

### Body Goddess



Holistic Nutritionist, Health Coach  
[nicole@bodygoddess.com](mailto:nicole@bodygoddess.com)  
[facebook.com/BodyGoddessNYC](https://facebook.com/BodyGoddessNYC)

1 free week promo for my  
Outdoor Fitness Program in  
Seton Park.



### Boost Beauty Beyond Wellness Spa

450 W 238th Street  
Tel. (646) 961-9655  
[web2.myaponline.com/boostbeautybeyondbybd](http://web2.myaponline.com/boostbeautybeyondbybd)

75% off Caragem V6  
Touchless Massage  
40% off Cellulite treatment.

# Riverdale Small Business Week 2024



## Coach Cat

Location: At Your Home  
 catherine.partheniades@gmail.com  
 catherineparthenia.wixsite.com/coaching

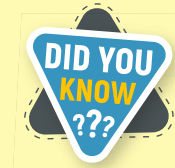
\$20 off bodywork and massage.

## Danielle's Body & Skin Care



509 West 236th Street  
 Tel. 718-884-3430  
 danielles-spa.com

Proud Supporter of Riverdale Small Business Week!



*Norberto, Owner of Nova Grill and Frida Tacos, started a band at 22. The band was named "Super Juniors." He played the bass and his dad sang!*



## Eco Salon

3262 Johnson Ave  
 Tel. (718) 548-4023  
 ecosalonriverdale.com

Deep conditioning treatment with any service. Gloss with any color service. 10% off Full Highlights. Global Keratin/Juvexin 20% off.



## Esthetic Generation

444 W 259th Street  
 Tel. (347) 792-7789  
 yelp.com/biz/esthetic-generation-bronx

30% Off



## Clarity and Wellness Mental Health Counseling

3174 Riverdale Ave, Office 1  
 Tel. (347) 450-6164  
 clarityandwellness.com

3 free sessions with one of our talented clinicians (based on availability).

## DJ Drugs & Surgicals



3721 Riverdale Ave  
 Tel. (718) 549-6709  
 djdrugs.com

Proud Supporter of Riverdale Small Business Week!



## Female Fight Club

5912 Riverdale Ave  
 Tel. (929) 243-3327  
 femalefightclubnyc.com

\$5 off any fitness class.

# Riverdale Small Business Week 2024



## Le Chic Salon

587 W 235th Steet  
Tel. (718) 548-9090  
le-chic.com

Free deep conditioning treatment with full head of highlights.



## Mandy's Hair & Spa

3701 Riverdale Ave  
Tel. (718) 796-3939  
mandyshairandspa.com

20% Off any hair service.



## Midtown Physical Therapy

3534 Riverdale Ave  
Tel. (347) 427-4228  
midtownpt.com

Receive a free myofascial release ball and instruction when you book an initial PT Session



## Regal Pharmacy

558 W. 235th Steet  
Tel. (718) 543-6868

20% off Giftware, Women's Fashion, Jewelry and Accessories.



*Lloyd's Carrot Cake goes through about 700 pounds of carrots a day during holiday season!*



## Riverdale Specialty Pharmacy

3547 Johnson Ave  
Tel. (718) 395-3509  
riverdalespecialtypharmacy.com

OTC Medication:  
Buy \$25 OTC, get \$5 off.  
Buy \$50 OTC get \$10 off.



## Studio Delaj

3545 Riverdale Ave  
Tel. (718) 796-0016  
studiodelaj.com

Spa Services:  
Facial/Waxing  
20% Off For First Time Clients

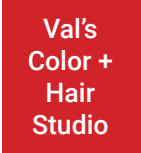


## TCR The Club of Riverdale

2600 Netherland Ave  
Tel. (718) 796-9099  
tcr-nyc.com

50% off annual membership joining fee.

# Riverdale Small Business Week 2024



## Val's Color + Hair Studio

3509 Johnson Ave  
Tel. (929) 222-5116  
[valscolorandhairstudio.com](http://valscolorandhairstudio.com)

Free blow-dry with any color service .

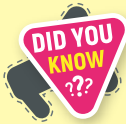
## Cleaning & Laundry

### Aladdin Cleaners



3258 Johnson Ave  
Tel. (718) 548-1488  
[yelp.com/biz/aladdin-cleaners-bronx](http://yelp.com/biz/aladdin-cleaners-bronx)

10% off orders of \$50+  
(dry cleaning only)



*Brian Downey used to scrub dishes in Fergus 2 when he was 13. He was a bartender in Kelly Ryan's for 15 years. He now owns the bar that is now "Downeys".*

### Cleaning Wand NYC



Cleaning Service  
Tel. (917) 659-9944  
[facebook.com/CleaningWand](http://facebook.com/CleaningWand)

Free Fridge OR Free Oven  
Cleaning when you book a  
home appointment.



### Prestige Cleaners

563 W 235th Street  
Tel. (718) 884-6500  
[yelp.com/biz/prestige-cleaners-bronx](http://yelp.com/biz/prestige-cleaners-bronx)

10% off dry cleaning orders  
of \$50+

### Valmaids Cleaning Service



Cleaning & Housekeeping Services  
Tel. (347) 839-9213  
[valmaidscleaning.com](http://valmaidscleaning.com)

10% off your 1st cleaning

## Professional Services

### Aaron & Geoff Team at Compass



Bronx & NYC Real Estate  
[aaronandgeoff@compass.com](mailto:aaronandgeoff@compass.com)  
[aaronandgeoff.com](http://aaronandgeoff.com)

Complimentary home equity  
reviews for homeowners.  
Free buyer consultations for  
those looking to purchase  
real estate.

### Blue Moon Estate Sales



Tel. (914) 269-8088  
[etung@bluemoonstatesales.com](mailto:etung@bluemoonstatesales.com)  
[bluemoonstatesales.com/westchestersouth/](http://bluemoonstatesales.com/westchestersouth/)

Free Personal Property  
Assessment

# Riverdale Small Business Week 2024



## Chris' Shoe Repair

507 West 236th Street  
Tel. (718) 796-2343

Free shoe shine when you spend \$35 or more



## Flexis Media, LLC

Small Business Marketing Services  
mike@flexismedia.com  
flexismedia.com

Free consultation. 10% off one month on any month-to-month contract for marketing services, graphic design or logo design project.



## Joselyn Martinez, Inc

Business Consultant, Coach & Speaker  
joselynmartinez.com  
joselynmartinez.com

15% off private consulting session or package



## Keller Williams Realty Group -

### Mark Weitzman

Tel. (914) 713-3270  
markweitzman@kw.com  
markweitzman.kw.com

Free consultation on home buying & Selling process. Free home evaluation.



*Henry, the owner of Tin Marin, can't leave his house without? .....Chapstick!*



## Metro Frame Art

585 West 235th Street  
Tel. (718) 432-0632  
metroframeart.com

15% off all incoming frames and stock art in store



## New York Portrait Company

Portrait Studio  
newyorkportraitcompany.com  
newyorkportraitcompany.com

20% Off All Portrait Packages!



## Say Cheese Kidz

School, sports and camp photography  
Tel. (646) 713-2877  
saycheesekidz.com

50% of our regular family portraits. \$125 (\$250 reg.) You can have a 30min private family photoshoot that includes FREE digital downloads to ALL photos!

# Riverdale Small Business Week 2024

## Share Pix Photobooth



Tel. (914) 282-6603  
 info@sharepixphotobooth.com  
 sharepixphotobooth.com

2 Hour Digital Photobooth:  
 Photo, GIF, Boomerang



## Trebach Realty

3801 Greystone Ave  
 Tel. (718) 543-7174  
 trebachrealty.com

Proud Supporter of Riverdale  
 Small Business Week!



## Steven John Opticians

5901 Riverdale Ave  
 Tel. (718) 543-3336

20% off prescription glasses  
 and sports goggles.  
 25% off sunglasses.



## Studio D. Interiors

3265 Johnson Ave, Suite 200  
 Tel. (212) 744-0019  
 studiodinteriors.net

In-home design consultation  
 for a promotional price of  
 \$250. Valid for 90 days  
 after purchase. Terms &  
 Conditions apply.



## Universal Pet Care

5804 Mosholu Ave  
 universalpetgroom@gmail.com  
 instagram.com/universalpetcare

Free teeth cleaning with any  
 Grooming service.



*Sheza did her masters in marketing and for her thesis, she did a business plan on a coffee shop. She fell in love with the idea and actually brought it to life. We now call her dream, "Sheza Coffee House."*



## Voices of Hope Psychological Services, PLLC

3600 Fieldston Road Suite 2K  
 mwagreichphd@gmail.com

Email and mention RSBW to  
 receive a brief complimentary  
 initial consultation via phone  
 or doxy.

## Other

## Brown's Jewelers



5690 Riverdale Ave  
 Tel. (718) 549.2730  
 brownsjewelersny.com

30% off all religious statues.  
 20% off all watches

# Riverdale Small Business Week 2024



## BX Kicks

Sneakers & Footwear  
 bxxkicks28@gmail.com  
[instagram.com/bxxkicks\\_28](https://www.instagram.com/bxxkicks_28)

Up to 50% off on all inventory



## Elisa Contemporary Art

5622 Mosholu Ave  
 Tel. (212) 729.4974  
[ElisaContemporaryArt.com](http://ElisaContemporaryArt.com)

Special discount on artwork during this event



## Juiceplus+ & Garden Tower™

[simpson4health@yahoo.com](mailto:simpson4health@yahoo.com)

Proud Supporter of Riverdale Small Business Week!



## Larry The Locksmith

3703 Riverdale Ave  
 Tel. (718) 543-2095  
[larrythelocksmithandhardware.com](http://larrythelocksmithandhardware.com)

Free gift with every purchase of \$10 or more (while supplies last)



## Michele Compa Dance & Exercise Center, Inc

3590 Netherland Avenue  
 Tel. (718) 549-9635  
[michelecompadance.com](http://michelecompadance.com)

\$10 off one class for dance or exercise (child or adult).

## NoSLPNewYorkCity



Clothing & Skincare  
[noslp@gmail.com](mailto:noslp@gmail.com)  
[instagram.com/noslpnewyorkcity](https://www.instagram.com/noslpnewyorkcity)

20% off shirts. Skincare 1 for \$15, 2 for \$25  
 Direct Message via IG for orders



## Radioland

511 West 236th Street  
 Tel. (718) 796-8282  
[radioland3@aol.com](mailto:radioland3@aol.com)

Spring Cleaning: Bring all those loose batteries to us for a free rated voltage test.

## Riverdale Judaica



3706 Riverdale Ave  
 Tel. (718) 601-7563  
[facebook.com/Riverdale.Judaica](https://www.facebook.com/Riverdale.Judaica)

10% off any purchase.

# Riverdale Small Business Week 2024

## Sacred Scents 44

SACRED SCENTS44  
SOY WAX CANDLES

Tel. (347) 541-8846  
Sacredscent44@gmail.com  
sacredscent44.com

30% Off On Selected Items  
on Website.



## Village Playdates

Introducing a new playdate app!  
coreyvillageapp@gmail.com  
villageplaydate.app

For anyone who signs up and  
downloads the app, we will  
offer a free track clinic at Van  
Cortlandt Park.



## Index of Businesses

3x3 Kitchen	6	Lloyd's Carrot Cake	7
A Touch of Sun Hair and Spa	9	Mandy's Hair & Spa	11
Aaron & Geoff Team at Compass	12	Marianne's Pizza Cafe	7
Aladdin Cleaners	12	Menchie's	8
All Things Pretty & Sweet By Ivy	6	Metro Frame Art	13
Amelia's Hair Studio	9	Michele Compa Dance & Exercise Center, Inc	15
Artizen NYC	6	Midtown Physical Therapy	11
The Baker's Club	6	Mr. Viggs	
Bella Notte	6	New York Portrait Studio	8
Ben's Market	6	NoSLPNewYorkCity	15
Blue Moon Estate Sales	12	Nova Grill	8
Body Goddess	9	Pray Eat Love Bake LLC	8
Boost Beauty Beyond Wellness Spa	9	Prestige Cleaners	12
Bread Baker of Riverdale	6	Radioland	15
Bronx Burger House	6	Regal Pharmacy	11
Brown's Jewelers	14	Riverdale Judaica	15
BX Kicks		Riverdale Specialty Pharmacy	11
The Cardamom Man	7	Sacred Scents 44	16
Chris' Shoe Repair	13	Salvatores of Soho	8
Clarity and Wellness Mental Health	10	Say Cheese Kidz	14
Cleaning Wand NYC	12	Share Pix Photobooth	13
Coach Cat	10	Sheza Coffee House	8
Danielle's Body & Skin Care	10	Steven John Opticians	14
DJ Drugs	10	Studio D. Interiors	14
Downey's Bar and Grill	7	Studio Delaj	11
Eco Salon	10	TCR The Club of Riverdale	11
Elisa Contemporary Art	15	Tierney's Fine Foods	8
Esthetic Generation	10	Tin Marin	9
Female Fight Club	10	Tobalá	9
Flexis Media, LLC	13	Trebach Realty	14
Johnson Deli	7	Universal Pet Care	14
Joselyn Martinez, Inc.	13	Val's Color + Hair Studio	12
Juiceplus+ & Garden Tower™	15	Valmaids Cleaning Service	12
Keller Williams Realty Group	13	Village Playdates	16
Larry The Locksmith	15	Voices of Hope Psychological Services, PLLC	14
Le Chic Salon	11	Yo-Burger	9
Lea Mommy Chef Treats	7		



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*Kingsbridge Riverdale Van Cortlandt*

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