

00:00  
and we're back here on open boogie-down  
00:02  
grind cafe is a community owned it  
00:04  
operated and the Bronx is first hip hop  
00:07  
coffee shop in the Hunts Point section  
00:09  
of the Bronx with a grind never stops  
00:12  
here tell us more about it is majora  
00:14  
Carter order the boogie down grind cafe  
00:17  
good thank you  
00:20  
listen talk to us about this because you  
00:22  
know it means that we are paying homage  
00:30  
you know to the legacy that is  
00:32  
culturally ours as a South Bronx  
00:35  
residents I was I was born and raised  
00:37  
and in the 70s oh I was here when it  
00:39  
happened and we're really just wanted  
00:42  
some people to see that this is what it  
00:44  
is and so our wall was curated to really  
00:46  
reflect being the like the real seminal  
00:49  
figures you know in hip-hop to begin  
00:51  
with they were even like flyers from  
00:53  
some of the original old you know like  
00:55  
jams that would happen like on street  
00:57  
corners it oh it was awesome and so  
00:59  
we're really excited but and we but

01:01  
what's really important is that this is  
01:03  
a social gathering space for our  
01:05  
community that is locally owned by  
01:07  
families from the South Bronx so it's  
01:10  
not money coming into the community then  
01:12  
leaving it right away  
01:13  
it's like we employ locally and you know  
01:15  
we pay homage to the you know the roots  
01:18  
of our borough while we're creating you  
01:20  
know wealth and economic development  
01:22  
within our space and providing a really  
01:24  
beautiful space for people in our  
01:25  
community to hang out in talk to me  
01:27  
about for community by community what's  
01:29  
that mean yeah I mean it's simply it's  
01:31  
about community economic and self  
01:34  
empowerment it's about why or why is it  
01:37  
that people in our own community are not  
01:38  
actually owning the businesses that are  
01:40  
there why are we often not even knowing  
01:42  
the homes that are there this is one of  
01:44  
the our approach to real estate  
01:46  
development is also about how do we  
01:48  
inform our neighbors about really being

01:50  
a part of the process of creating  
01:52  
development that is bias and for us so  
01:54  
that we are the ultimate beneficiaries  
01:56  
of it so talk to us about the menu Wow  
02:00  
well again this is all about so we have  
02:02  
you can come and you get a big panini  
02:05  
[Laughter]  
02:09  
you can also get a grandmaster  
02:11  
frappe  
02:13  
yeah so it's all of that but we also  
02:15  
make sure that we provide healthy  
02:17  
options as well we even for all about  
02:20  
big big paninis  
02:21  
we actually sneak in almost a whole cup  
02:24  
of servings of grain of greens in it to  
02:27  
make sure because just in case people  
02:28  
are not getting that daily recommended  
02:30  
allowance of some vegetables we're at  
02:32  
least trying to help them along the way  
02:33  
we have a whole suite of non-dairy milks  
02:37  
as well so that you can real and beyond  
02:39  
all of our baristas or a specialty  
02:41  
trained and really making sure that  
02:42  
their drink there's whatever it is is

02:44  
the best it's gonna be yeah ours yes so  
02:48  
we are open from during the week from  
02:50  
7:00 to 6:00 but we're going to be  
02:52  
getting a wine and beer license so that  
02:54  
will be actually open till 11:00 pretty  
02:55  
soon and then on the weekend from 9:00  
02:57  
to 6:00 and I'm wearing this t-shirt  
03:00  
here because as an entrepreneur and a  
03:02  
small business owner minority-owned  
03:04  
within the Bronx we one of the things  
03:06  
that the boogie down grind along with  
03:08  
with our Bronx native wanted to do was  
03:10  
actually pay homage to you know the  
03:12  
hustle that is the litter that our  
03:14  
women-owned businesses within within the  
03:16  
borough so we created this this campaign  
03:18  
called LeBrons  
03:19  
and we're so in and we're gonna be  
03:21  
releasing it on social media really soon  
03:23  
on the first week excuse me the last  
03:26  
week in April and on the 26 we're gonna  
03:29  
highlight an enormous bunch of women  
03:31  
from the Bronx all wearing the LeBron  
03:34  
shirts on social media and actually add

03:36

an event at our space as well so we

03:38

talked about an entrepreneur as you

03:41

dream comes true right to be able to own

03:44

in your own community have your

03:46

community Commons support somebody's out

03:48

there watching right now who says I have

03:50

that vision of entrepreneurship maybe

03:51

there being a restaurant owner doing

03:53

that what if I to give them I mean look

03:55

I should say it one exact thank you all

03:58

right come on but anyway but it's you

04:02

know it's not always fun and games but

04:05

for the right type of person like being

04:08

your own boss is the real deal but it's

04:11

also involves like really digging in in

04:13

a way that you need to be prepared for

04:16

because ultimately you are chief cook

04:18

bottle-washer

04:19

you're cleaning the toilets you do the

04:21

whole thing but there is nothing like it

04:23

understanding you know really

04:25

understanding what your market is

04:26

and creating a kind of quality product

04:29

to support the people that are buying

04:31  
into what you want to sell them I mean  
04:32  
there is there it feels like such a gift  
04:35  
because it really is to know that you've  
04:37  
got customers that you really love and  
04:40  
want to support but you got to be all in  
04:42  
if you want to do it yeah I've been  
04:50  
urban revitalization strategist and  
04:52  
developer for almost 20 years it took  
04:55  
but to get the coffee shop like up where  
04:57  
it is now about two and a three almost  
04:59  
three years yeah sometime so it takes a  
05:02  
little time you think oh so a lot of  
05:04  
stuff some patience and depend on you  
05:07  
know love and support of people you make  
05:09  
sure you're looking for the right  
05:10  
resources to get it done and I think  
05:13  
most importantly actually really take  
05:15  
care of yourself like pay attention to  
05:16  
your emotional physical spiritual needs  
05:19  
and know that you're not in this up by  
05:21  
yourself right there are a whole lot  
05:23  
different types of coffee shops but you  
05:25  
I like the first hip hop oh well  
05:27  
initially when we first opened it really

05:30  
was just like a really specialty coffee  
05:32  
shop because we got word from our  
05:34  
community we did ton of them focus  
05:37  
groups and surveys to find out what  
05:39  
people wanted people just wanted a Wi-Fi  
05:40  
cafe the kind they find downtown and so  
05:42  
we did a really cute coffee shop our  
05:44  
partner was birch coffee who taught us  
05:46  
all about specialty coffee and it was  
05:48  
really cute you notice pressed  
05:49  
distressed wood exposed brick and then  
05:52  
it was just like no we need to expand  
05:53  
this and put our own kind of you know  
05:55  
stamp on it and we moved to a bigger  
05:58  
space and you know we host art projects  
06:00  
there weekend we really focused on  
06:02  
really looking at our culture that is  
06:05  
hip-hop and really putting it in our  
06:07  
space and so for us to see and really  
06:10  
embrace and know that it's ours to love  
06:12  
and we really love the idea that we're  
06:15  
not only paying homage to it but also  
06:17  
just a launch to the people in our  
06:18  
community by having such a beautiful

06:20  
space that they come to appreciate so  
06:22  
before we get out of here to help you  
06:23  
where to go how to check yeah oh we are  
06:26  
in the Hunts Point section of South  
06:28  
Bronx that boogie down grind we are on  
06:30  
Hunts Point Avenue 8 6 8 Hunts Point  
06:32  
Avenue at Seneca boogie down grind  
06:35  
dot-com at boogie down grind Instagram  
06:38  
Twitter and  
06:39  
oh okay the drug car against the  
06:47  
co-owner of the boogie down grad cafe  
06:50  
down listen swing by the cafe it is  
06:53  
located at 868 husband Avenue also you  
06:55  
check them out at boogie down grind  
06:58  
cafe.com and you find all the  
07:00  
information you need to know well let  
07:02  
you know you come to the end of our show  
07:03  
today I want to thank our guests for  
07:05  
joining us but most of all you the  
07:06  
viewer for tuning in now if you missed  
07:07  
any part of today's show you can catch  
07:10  
three cablecast at 5:00 and 10:00 p.m.  
07:11  
on optimum child 67 if you don't have  
07:14  
that you've got Verizon FiOS well guess



07:16

what we're on channel 33 I don't have

07:18

that well watch us on the web

07:19

rock step or special shout out to all

07:22

those watching on Manhattan neighborhood

07:23

network as open as broadcast live

07:26

simultaneously on the evident cherryllie

07:28

that about wraps it up for us here on

07:30

the Senate open I'm Darren haami got a

07:32

new shot sister hey what's up make sure

07:35

you keep this channel wide open take

07:36

care god bless you see you soon