

**RocketHub campaign launched for the
Arthur Avenue Performing Arts Center**

Bronx, NY – March 10, 2014 – The Belmont Society of the Arts & Culture (BSOAC) and the Belmont Business Improvement District (Belmont BID) will be working together to renovate a 4,000 sq. foot space and officially name it the Arthur Avenue Performing Arts Center. The goal of the Belmont Society of Arts & Culture is to transform and split this old banquet hall into a multi-functioning space: (a) as a cinema screening facility, (b) an exhibit hall, dance, recital, and theater space, and (c) as a multi-media education center.

For years neighborhood residents have known this space as Rex Hall, whereas Fordham University students refer to it as the Arthur Avenue Ballroom. Finding archival photos and references on the space has proven difficult, but we hope to obtain photos from people whose grandparents or family members may have celebrated their weddings there. We hope the RocketHub crowdfunding campaign will help to us to cover renovation costs such as: stage construction, projection system, lighting equipment, room divider, painting, floor sanding, seating, and installation of heating and air conditioning, and more.

Currently, the Belmont Society of Arts & Culture is awaiting its 501(c)3 status. While BSOAC awaits it's non profit status, all donations should be made via our Rocket Hub crowdfunding campaign at <http://shar.es/Rui5d> where our goal is raise \$25,000 in 90 days.

About the Belmont Society of Arts & Culture

By renovating this 4,000 sq. foot space located on the second floor of 602 East 187th Street, the Belmont Society of Arts & Culture will be creating the Arthur Avenue Performing Arts Center.

The mission of the Belmont Society of Arts & Culture is to provide up and coming artists a platform to express new works in theater, film, art and education in the creative arts. To have a resident theater company of actors and writers to develop new plays; to present innovative, thought-provoking and transformational stories; develop a yearly international film festival; and a host of other creative works that inspire the human spirit and help transform lives through the arts.

The Belmont community has meant so much to so many over the last century and a half, serving as a home for wave after wave of new immigrants in search of a new home, a new life, a new beginning. The purpose of the Arthur Avenue Performing Arts Center is the same as the neighborhood it represents. It is in that same tradition that the Arthur Avenue Performing Arts Center will give a new voice, a new beginning, to new ideas in the arts and culture of our community.

About The Belmont Business Improvement District (Belmont BID)

The Belmont Business Improvement District (Belmont BID) was launched in 2008 under Mayor Bloomberg and spearheaded by Frank Franz in order to turn Belmont into one of New York's premiere tourist destinations. The Belmont Bid provides maintenance and sanitation services, security services, marketing and promotion of local businesses, holiday lighting, economic development, beautification and landscaping. The Belmont BID is entirely funded by the commercial landlords and business establishments of the Belmont Community.

Contact

To learn more about the Belmont Society of the Arts and the Arthur Avenue Performing Arts Center, please contact:

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