

BELMONT BUSINESS IMPROVEMENT DISTRICT

WINTER 2015 NEWSLETTER



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Tree Lighting Ceremony

On December 6th, the Real Little Italy in the Bronx hosted their Annual Tree Lighting Ceremony! The event took place in Ciccarone Park from 3-6pm, and despite the rain the crowds came out to meet Santa and his elves, listen to live holiday music by Nick Vero, enjoy cookies and hot chocolate, and of course light the Christmas Tree. Once again, attendees were able to honor the memory of a loved one by bringing a Mass card or memory card to hang on the tree. The Tree Lighting Ceremony was sponsored by D’Bari Funeral Home, Lucia Brothers Funeral Home, Gino’s Pastry Shop, Cerini Coffee & Gifts, and Artuso Pastry.

Other Holiday Events

To get the neighborhood into the holiday spirit, the Belmont BID also had Santa and his elves stop by the week leading up to Christmas. The trio posed for pictures, handed out candy canes and even got to eat some neighborhood treats! The Jolly Holidays, a capella vocalists, also came to the neighborhood during the month of December and sang carols in local businesses and up and down the streets which were full of shoppers. Our holiday lighting was turned on shortly after Thanksgiving this year. The custom made “Welcome to Little Italy” signs and illuminated “Tiffany” style snow flakes shined brighter than ever!



Arthur Avenue Municipal Parking Lot

As many of you know, Arthur Avenue from East 187th Street to the Municipal Parking Lot gets backed up and a lot of double parking occurs. To alleviate traffic substantially, the BID made the suggestion to DOT that the Arthur Avenue parking lot entrance should be an exit only. DOT agreed, and after many meetings and a push to have this complete before the winter holidays, the project is complete. Hoffman Street is now the sole entrance to the lot and drivers can exit using Hoffman Street or Arthur Avenue. New signs have been installed and more signs will be put up throughout the district .

2015 Belmont Little Italy Merchant Calendar

The 2015 Official Merchant Calendar was distributed to merchants prior to Thanksgiving. The calendar is a very popular item that customers really enjoy taking home. The Belmont BID would like to thank the sponsors of the calendar: Cosenza’s Fish Market, Enzo’s of Arthur Avenue, Full Moon Pizza, and Teitel Brothers. We would also like to thank the businesses that placed an ad: Addeo Bakery, Antonio’s Trattoria, Arthur Avenue Amazing Space/Arthur Avenue Floral, Arthur Avenue Cigars, Arthur Avenue Retail Market, Artuso Pastry Shop, Borgatti’s, Calabria Pork Store, Cerini Coffee & Gifts, D’Bari Funeral Home/Lucia Brothers Funeral Home, Delillo Pastry Shop, Essen Medical Associates, EssenMed House Calls, Gerbasi Ristorante, Madonia Bakery, Marie’s Fresh Roasted Coffee Beans & Gifts, Morrone Pastry Shop & Café, Pasquale’s Rigoletto Restaurant., and Vincent’s Meat Market.

Ferragosto 2014

On Sunday, September 7, 2014, the Belmont section of the Bronx hosted their annual Ferragosto festival. The 48 precinct community affairs department estimated nearly 27,000 people were in attendance! People came from the tri-state area and beyond to the intersection of all-things-Italian at world-famous Arthur Avenue and East 187th Street. This year's Ferragosto celebration included food and merchandise from the merchants, Commedia dell'Arte - traditional Italian Street Performers, WFAN promotional giveaways, and great musical performances which



included Steve Lippia and his 10 Piece Orchestra Band (flown in from Las Vegas!), The 70's Project, Gina Ricci, Elio Scaccio, Teo, Prima Vera, and Nick Vero. This year Ferragosto had its first annual Grand Marshal, Joe Fantozzi, President and Chief Operating Officer of White Rose Inc; the largest independent wholesale food distributor in the Metropolitan Area and supplier of grocery, dairy, frozen, HBA and specialty food lines. Also for the first time, the BID decided that there would be no outside vendors allowed to participate, and once again

Ferragosto was given sponsorship funding by Pepsi. The whole day was special and really showed off our wonderful neighborhood, we are already looking forward to Ferragosto 2015!

DOT Weekend Walks

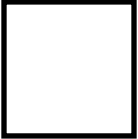
For the first time, the BID will be participating in DOT Weekend Walks. This is a multi-block, multi-day community street event in commercial corridors. The street will be temporarily closed to motor vehicles and opened to walking and various activities. The BID is excited about this opportunity that will bring in more people to the neighborhood. These events will take place on the following Sundays in 2015: May 3 and 24, June 7 and 28, July 12 and 26, August 9 and October 11. Arthur Avenue will be closed from East 187th Street to Crescent Avenue, including East 186th Street. Merchants are invited to display/ sell their products outside of their storefront, however no cash transactions can occur. Restaurants are also able to put out tables and chairs in front of their store front, but the bill must be paid for inside. Merchant's and restaurants won't be required to apply for any permits as your existing permit will cover you outside. For the first event (rain date June, 7), we're proud to announce that the BID will be working with Bronx Realist and presenting a car show. The registration form will soon be distributed and up on www.BronxLittleItaly.com. Businesses will also be given posters to hang up and palm cards to distribute to customers with the information for these events.

Little Italy in the Bronx Medallion

Have you seen the intersection of Arthur Avenue and East 187th Street lately? The Belmont BID is proud to announce that the medallion is back in the pavement. The medallion displays the Italian flag colors and proudly reads: Little Italy in the Bronx The Good Taste of Tradition.



Belmont District Management Association
P.O. Box 580-203
Mt. Carmel Station
Bronx, NY 10458



Belmont BID Board Members

On December 26, 2014, the Belmont BID had its annual meeting. At the meeting new board members were elected. The board is now comprised of: Anthony Artuso, Celeste Calabro, Scott Frankland, Frank Franz, Reinaldo Garcia, James Izzo, Frank Kolovic, Richard Liberatore, Peter Madonia, Rajkumarie Nagesar and David Rose. Our city representatives include Ana Chireno, Angelos Kontos and Madeline Marquez. We would like to thank former board members Harry Bajraktari and Jerome Raguso for all their hard work and dedication to Belmont.

Small Business Saturday

November 29, 2014 was Small Business Saturday. It's a day to celebrate the local businesses that help make a neighborhood great. Founded by American Express, it's aimed at helping small businesses get more customers. The Belmont BID would like to thank the following merchants for offering a special promotion on Small Business Saturday: Antonio's Trattoria, Arthur Avenue Floral, Cosenza's Fish Market, Gino's Pastry Shop, Joe's Italian Deli, Mike's Deli, Mt. Carmel Pharmacy, and Tri-State Insurance Brokerage.

Be featured on the BID's website & social media

The BID wants to feature your business on our website and social media accounts. All businesses are invited to send us pictures, promotions, recipe's, events etc. that we can share with all our followers. It's great exposure for your business, and really brings attention to the neighborhood. All submissions can be e-mailed to atucker@bronxlittleitaly.com.

Lobster fra Diavolo the movie

In early December, Testa Dura Media came to the neighborhood to film a scene for their independent film Lobster fra Diavolo. The film centers on an Italian family on Christmas Eve. Thank you to Cosenza's Fish Market for donating a filming location, Terranova Bakery and Artuso Pastry Shop for donating props, and Full Moon Pizza for donating food for the cast and crew.

Happy New Year!

**Wishing you are your family a joyful, bright, healthy,
prosperous and happiest new year ahead!**

Sincerely,

The Belmont Business Improvement District