

# Belmont Business Improvement District



## Spring 2017 Newsletter

**BELMONT BUSINESS IMPROVEMENT DISTRICT**



## New Mural

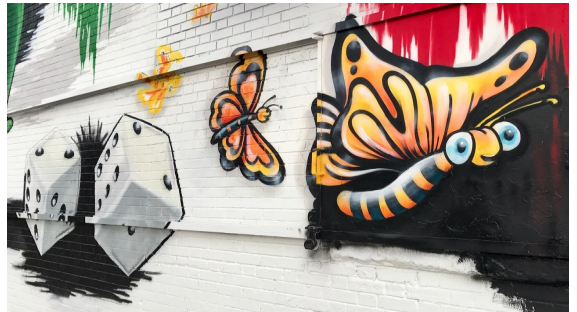
Bronx Little Italy has a new mural! Painted on the strategic corner of Hughes Avenue and Fordham Road, the mural is highly visible to those arriving from Pelham Parkway and exiting from Hughes Avenue. The statement piece is sure to welcome visitors to the neighborhood. The project, funded by the Belmont BID, was designed by Mike A., a detail driven artist-designer with over 20 years of experience, who has work featured on the world-



renowned Wynnewood Walls and the W Hotel in Miami. Located on a 136-foot long wall, it celebrates the movie and now Broadway show “A Bronx Tale,” a biographical story by Belmont’s own Chazz Palminteri that captures a period in the over 100-year history of Belmont. The design also features other important elements such as Arthur Avenue’s 2016 designation as one of the “Great Streets of America” by the American Planning Association.



Mike. A., the contemporary artist originally from the Bronx, was also able to seamlessly incorporate his



own signature design elements of fruit and vegetables. The mural was a tremendous project made possible by many including Chazz Palminteri; Esther Zaremski, the owner of the building; Abe Abdallah, the owner of Fordham Hand Car Wash; Joe Clarke, who secured the location; Frank Franz, who worked with the artist; Phil Foglia who worked with the BID on behalf of Chazz Palminteri; Councilman Torres; Deputy Inspector McCormack and the 48th Precinct; the BID board of directors, who provided support and encouragement; and Phil and Alyssa, who coordinated the project. The BID hopes that the mural will inspire a wave of new and attractive artwork throughout the community.

## My Arthur Avenue Commercial

The BID is excited to share that the FORT Group has been hired to film a commercial that captures the authentic experience of being part of the real Little Italy. The commercial is centered around the slogan “My Arthur Avenue,” which promotes the idea of developing a personal relationship with the neighborhood and its vibrant sense of community. The BID decided to produce a commercial to expand awareness of the neighborhood, attract more visitors and consumers, and promote the designation of Arthur Avenue as one of the “Great Streets of America”. The scenes of the commercial will depict daily life in the neighborhood, such as the hustle and bustle of shoppers seeking Italian groceries, behind-the-scenes footage of merchants and their goods, and people enjoying Italian delicacies. No specific business names will be shown in the commercial, but rather viewers will get a taste of all the neighborhood has to offer. Filming was recently completed and the BID will have a commercial ready to air on cablevision soon. The BID hopes this will create an opportunity for individual businesses to build on our work, and even contract to make commercials of their own, utilizing the branding theme that we believe will be created with this first generic commercial.

## 2017 Upcoming Events

The Belmont BID is excited to announce the line-up of events for this year. We were going to kick things off with our 3<sup>rd</sup> Annual Art Show, however due to the forecast it was rescheduled for July 15<sup>th</sup>. The Art Show will bring vibrant artists from around the area to showcase their work and talent. All modes of art are welcome, including photography, oil paintings, and drawings, so art enthusiasts are sure to enjoy this event. In partnership with SBH Health System, the “Picture a Healthier You” Health Fair is coming on June 4<sup>th</sup> from 10-

2pm, and will be held on Crescent Avenue. Attendees will have the chance to participate in free health screenings, fitness activities, raffles, and more. This year we’re enthusiastic about introducing Jazz Saturdays to the summer months. Each Saturday we will bring a jazz band to East 186<sup>th</sup> Street to brighten up the neighborhood and provide lively entertainment. Tables and chairs will also be set so visitors have the opportunity to relax from the hustle and bustle. Jazz Saturdays are scheduled for July 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup>, August 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, and 26<sup>th</sup> from 12-6pm. The 3<sup>rd</sup> Annual Car Show will return to Crescent Avenue on July 9<sup>th</sup> from 11-4pm. In case of rain, the event will be held on July 16<sup>th</sup>. Classic cars, muscle cars, imported cars and more will make an appearance at the event that also features trophies, raffles, and entertainment. Our well-loved Ferragosto festival will return on September 10<sup>th</sup> from 12-6pm on Arthur Avenue. The best of the neighborhood will be on display, so don’t miss the music, entertainment, food, and excitement! The BID is thrilled to share another new event, NYC Pizza Festival, premiering on October 7<sup>th</sup> and 8<sup>th</sup> from 12-6pm on Crescent Avenue and East 186th St. The festival will be a national, star-studded event

**Bronx Little Italy**  
**2017 Upcoming Events**

3<sup>RD</sup> ANNUAL ART SHOW  
May 6 / East 186<sup>th</sup> St / 11-4pm

HEALTH FAIR  
June 4 / Crescent Ave / 10-2pm

JAZZ SATURDAYS  
Saturdays from July 8 - August 26 / East 186<sup>th</sup> St / 12-6pm

3<sup>RD</sup> ANNUAL CAR SHOW  
July 9 (rain date July 16) / Crescent Ave / 11-4pm

FERRAGOSTO  
September 10 / Arthur Ave / 12-6pm

NYC PIZZA FESTIVAL  
October 7 & 8 / Crescent Ave / 12-6pm

COLUMBUS DAY FESTIVITIES  
October 9 / East 186<sup>th</sup> St / 11-4pm

CHRISTMAS TREE LIGHTING  
December 2 / Ciccarone Park / 4-6pm

For more information:  
[www.BronxLittleItaly.com](http://www.BronxLittleItaly.com)  
(718) BX-ITALY

Connect With Us @BronxLittleItaly

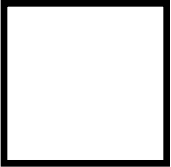
Facebook, Twitter, YouTube, Instagram icons

LITTLE ITALY IN THE BRONX  
187<sup>th</sup> ST  
ARTHUR AVE  
EAST 186<sup>TH</sup> ST  
CRESCENT AVE  
COLUMBUS DAY FESTIVITIES  
FERRAGOSTO  
JAZZ SATURDAYS  
NYC PIZZA FESTIVAL  
3<sup>RD</sup> ANNUAL CAR SHOW  
HEALTH FAIR  
CHRISTMAS TREE LIGHTING  
ART SHOW  
BELMONT BUSINESS IMPROVEMENT DISTRICT

showcasing the talents of the United States most renowned pizza makers as well as top pizza makers from Italy. Attendees will be able to enjoy pizza tastings with wine and beer as live music plays. To celebrate Columbus Day, there will be live entertainment, tables and chairs, and Italian characters on October 9th from 11am-4pm on East 186<sup>th</sup> Street. As tradition goes, the holiday season will officially kick off with the Annual Christmas Tree Lighting Ceremony on Saturday, December 2<sup>nd</sup> from 4-6pm in Ciccarone Park. Leading up to Christmas, carolers, and Santa and his elves will also be making special appearances in the neighborhood. It’s definitely going to be an exciting year and we’re looking forward to your feedback particularly as we embark on new events.

## Comprehending The Community

The BID’s landlord committee recently began working with JGSC Group, a nationally recognized leader in the field of consumer research, retail marketing, and retail recruitment. They have worked across the country supporting communities’ revitalization efforts and in New York City they have pioneered programs for the NYC Department of Small Business Services. JGSC Group is performing market research regarding retailers that would enhance the Little Italy experience as well as retailers that would support local residents, the workforce population, and Fordham students. The research that JGSC Group will perform will help the BID better understand the needs of the community, any underserved segments, and consumer demand in the neighborhood. JGSC Group will provide the BID with custom marketing materials that will be sent to prospects that could potentially be recruited to the neighborhood.



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### **Bronx Day in Albany**

The BID was happy to be a sponsor of the 5<sup>th</sup> annual Bronx Day in Albany on May 1<sup>st</sup> this year. This annual event highlights Bronx pride, showcases Bronx businesses' products and services, and engages state policy makers and legislators regarding issues that affect the Bronx, including economic development. Since the slogan for the event was "Experience the best of the Bronx," it was important that the Belmont neighborhood and its world-renowned specialties be represented. The BID supported the event and donated food. Meats, seafood and pastries were sent by the hundreds to ensure that all attendees could get a taste of the real Little Italy!

### **The Holiday Season**

The Belmont BID welcomed the past holiday season by lighting up the neighborhood with the brightly lit "Welcome to Little Italy" signs and illuminated, shimmering snowflakes! Shortly after, the Annual Tree Lighting Ceremony hosted by the BID was held to joyfully ring in the holidays. The event took place in Ciccarone Park on a cool, sunny day that was fitting to mark the start of winter festivities. Families celebrated the season with sizzling hot chocolate, scrumptious Italian cookies, and up-beat holiday music. Kids young and old waited their turn to meet with Santa and share their Christmas wishes. As the sun set, the lighting of the Christmas Tree was a beautiful sight. Some neighborhood youth even hung home-made ornaments on the tree that they had created in art class. A heartfelt thank you to the sponsors of the event: Artuso Pastry Shop, Cerini Coffee & Gifts, Egidio Pastry Shop, Gino's Pastry Shop and Morrone Pastry Shop & Café. As the holidays approached, the Jolly Holidays, an A Capella group, strolled through the neighborhood caroling for shoppers, diners, and holiday merrymakers. Santa Claus even came to the neighborhood and distributed candy canes and took pictures with cheerful crowds.

### **Annual Meeting and Board Members**

On Friday, January 6<sup>th</sup>, the Belmont BID held its annual meeting. During the meeting, the BID reviewed the successes of the past year and shared plans in preparation for the new year. BID members had a chance to address any questions or concerns, and review the annual report and financial audit. Most importantly, the elections for the board of directors was held. The board is now comprised of: Anthony Artuso, Celeste Calabro, Joe Clark, John Colangelo, Scott Frankland, Frank Franz, Reinaldo Garcia, James Izzo, Peter Madonia, Richard Liberatore, and David Rose along with our city representatives. Peter Madonia, Richard Liberatore, Frank Franz and Celeste Calabro serve as the Chairman, Vice-Chairman, Treasurer and Secretary, respectively.