

# BELMONT BUSINESS IMPROVEMENT DISTRICT SUMMER 2015 NEWSLETTER



- \* Bronx Little Italy's First Annual Car Show
- \* The Dancing of the Giglio
- \* Security in Belmont
- \* Check Out The New [www.BronxLittleItaly.com](http://www.BronxLittleItaly.com)



### **The Dancing of the Giglio**

For the fourth year in a row, Belmont brought an ancient Italian tradition back to the Bronx with the “Dancing of the Giglio”. On Saturday, June 13, several thousand people came to Belmont to see volunteers from the tristate area carry the giglio down East 187th Street. The ancient tradition of the giglio originated in Nola, Italy in 409 A.D. and is still celebrated today. Our giglio is a custom, hand-made wooden structure, measuring 65 feet high (they are over 100 ft. tall in Italy) and weighing several tons. It artfully depicts images of revered saints and is the centerpiece of a traditional procession in Italian communities throughout the world. It took over 100 lifters, or paranza in Italian, to hoist the enormous structure up on their shoulders and carry it through the streets while performing various ritual maneuvers. A band played traditional music associated with the celebration as they were carried upon the giglio.

### **Bronx Little Italy Car Show**

On Sunday, May 3rd Bronx Little Italy hosted their first annual car show on Arthur Avenue. Close to 150 cars registered for the special event that brought several thousand people to the neighborhood. It was a beautiful day with engines roaring and the smell of sausage and peppers in the air. Trophy's went out to top cars in categories like Best Muscle, Best Import and Judges Choice. A customized six-foot trophy also went to the Cadillac Club of Long Island for having the most members of a club at the event. The car show is just one of the special events that the Belmont BID has planned for our Weekend Walks. Sunday, June 28th our first Art Show took place and we're also partnering up with Saint Barnabas Hospital to have a health fair on Sunday, July 26th.



### **Ferragosto 2015**

Mark your calendars now! Ferragosto 2015 will be on Sunday, September 13th from 12-6pm. This ancient Roman festival dates back to 18 B.C., when the gathering was created in honor of the emperor, Caesar Augustus. Today our Ferragosto celebration includes Italian street performers, live entertainment, our hand-made and imported Italian products and of course the finest foods. We will also be honoring John Calvelli, Executive Vice President for Public Affairs of the Bronx Zoo-based Wildlife Conservation Society, as the Grand Marshal.

## Security in Belmont

One of the Belmont BID's primary focus areas is security, so it is a great triumph to share that starting in July we will have a New York State licensed Security Guard in the neighborhood. The security guard will be present from March through December, five days a week for eight hours a day. He will patrol the neighborhood as directed and be attentive to any conditions that may cause a security or safety concern to the merchants and patrons.

## Bronx Little Italy Updated Website

The Belmont BID is proud to announce that our website ([www.BronxLittleItaly.com](http://www.BronxLittleItaly.com)) has been redone and is now more visually pleasing, user-friendly and mobile responsive. Visitors can now get a taste of Little Italy in the Bronx with more interactive features and a simplified way to find information about our local businesses. Our social media accounts are also connected to the website so visitors can really immerse themselves in our authentic Italian culture and thriving business district.



## Merchant & Resident Community Meetings

On Tuesday, April 21st, the Belmont BID had a merchant and resident community meeting in Rex Hall. Ritchie Torres—Council Member District 15, Thomas Connolly—Deputy Inspector 48 Precinct and Charlie Sturken—Department of Environmental Protection were all present to discuss business and community concerns. On Monday, June 1st another meeting was held for the merchants to discuss initiatives the BID was working on like hiring private security and applying for an assessment increase. While we would have liked to see more people present, we do believe the meetings were successful and we plan on having more meetings in the near future as a way to encourage communication and share ideas.

## Run for the Wild Event at the Bronx Zoo

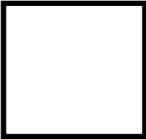
The Belmont BID was proud to be a promotional sponsor of the Bronx Zoo's 7th annual Run for the wild. The event raised funds to support gorillas and other endangered species in the wild. At the event, the BID was raffling off authentic items from the neighborhood and distributing promotional items and sandwiches. The BID would like to thank the businesses that donated items: Arthur Avenue Floral, Borgatti's Ravioli & Egg Noodles, DeCicco Brothers Novelties, Felix's Custom Alterations, Mike's Deli, Modern Supermarket and Stepping Out.



## Follow Us!

Are you following our social media pages yet? If not you're missing out on great photos and stories about Bronx Little Italy. Our Facebook page ([Facebook.com/bronxlittleitaly](https://Facebook.com/bronxlittleitaly)) currently has over 108,000 followers, our Instagram ([@bronxlittleitaly](https://@bronxlittleitaly)) has over 2,300 followers and our Twitter ([twitter.com/bxlittleitaly](https://twitter.com/bxlittleitaly)) has nearly 500 followers!





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### Metered Parking on Crescent Avenue

The Belmont BID met with the Department of Transportation in an effort to cut down on the parking tickets given to cars on Crescent Avenue. The one hour parking will no longer be in effect and those blocks will now have metered two hour parking. This change will allow our visitors to stay longer and not be inconvenienced by moving their car. The change will be in effect prior to the end of the summer.

### Little Italy of the Bronx Logo

As a reminder the Belmont BID owns the copyright and trademark of the Belmont Merchant logo. Bid Members are welcome to use the logo without charge. Those using it should request written permission from the BID to protect the copyright. Non-Bid members are forbidden from using the logo without written permission from the BID and will be subject to legal action. Anyone knowing of illegal usage of the logo should report it to the BID.

### Lamppost Banners in Belmont

Once again the Belmont BID will be placing branded lamppost banners throughout the district in order to increase awareness of the community, and to highlight the businesses who are vested here. The sponsors of the banners receive brand recognition and logo placement throughout the community. The program was successful last year and we hope to continue it next year as well.

### Let Us Share Your Business

We want to feature your business on our social media accounts! All businesses are encouraged to send us pictures, recipe's, stories etc. that we can feature. It's great exposure and connects people to the neighborhood. Please send submissions to [atucker@bronxlittleitaly.com](mailto:atucker@bronxlittleitaly.com). Furthermore, if you are not receiving our emails about what is going in the neighborhood please email the address mentioned above to be added to our distribution list.

