

BELMONT BUSINESS IMPROVEMENT DISTRICT FALL 2015 NEWSLETTER



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Ferragosto 2015

On Sunday, September 13th, the Belmont section of the Bronx hosted their annual Ferragosto festival. People from the tri-state area and beyond came to the intersection of all-things-Italian at world-famous Arthur Avenue and East 187th Street. The 48th Precinct Community Affairs Department estimated 20,000 people were in attendance! This year's Ferragosto celebration



included food and merchandise from the local merchants, Commedia dell'Arte - traditional Italian

Street Performers, luxurious cars from New Rochelle Chevrolet and great musical performances which included The 70's Project, Bob Bisaccia, David Rubertone, Elio Scaccio, Jessica Carvo, Nick Vero, Sal Valentinetti, Teo Ricciardella and Floyd Vivino. The cultural festival also included booths from local Bronx institutions The New York Botanical Garden and Saint Barnabas Hospital, as well as the

non-profit organization Love Holds Life. We proudly honored John F. Calvelli, Executive Vice President of the Wildlife Conservation Society, as Grand Marshal. Once again Ferragosto was given sponsorship funding by Pepsi and we were proud to welcome new sponsors Stepping Out NYC and Peroni. The whole day was memorable and really highlighted our wonderful neighborhood. We are already looking forward to Ferragosto 2016!

Bronx Little Italy Art Show



On Sunday, June 28th the Belmont BID hosted its first Art Show. Even with rain showers, attendees were able to view artwork, listen to live music and enjoy the atmosphere of the neighborhood. Nearly 40 local artists set up their work along Arthur Avenue. There were different types of art including photography, oil paintings and drawings. Attendees were even treated to a live drawing demonstration from one of the local artists. Presenting an art show in the neighborhood was a new initiative and is something the Belmont BID wants to continue in 2016.

Community Health Fair

On Sunday, July 26th the Belmont BID partnered up with SBH Health System for a community health fair! The day was filled with free activities like zumba and tai chi, health screenings, bouncy castles, theater skits and more! Attendees were treated to a live cooking demonstration and families got to learn about living healthy lifestyles. The Community Health Fair was part of the BID's Weekend Walk Program and is another event planned for 2016.



Lieutenant Governor Kathy Hochul visits Bronx Little Italy

This summer, Lieutenant Governor Kathy Hochul, along with our councilman Ritchie Torres, came to Bronx Little Italy to meet with local business owners and discuss the problems and concerns of small businesses and learn more about our neighborhood. The Belmont Business Improvement District presented Lieutenant Governor Hochul with concerns of parking and security as well as requests to be part of the I Love New York Campaign and to be included in an MTA day package which would dramatically increase foot traffic in the neighborhood.



Italian-American Heritage Celebration



The Belmont Business Improvement District was proud to be partner with Bronx Borough President Ruben Diaz Jr. as he hosted his annual Italian-American heritage Celebration on Thursday, October 16, 2014, at the Schiff Family Great Hall on the grounds of the Bronx Zoo on Thursday, October 8, 2015. Honorees included WFAN 660 AM radio host Mike Francesa, Sal Abbatiello, Owner of Fever Records; Donna Cirolia, Vice President for Regional Public Affairs and Communications, Northeast for Coca-Cola; and Peter Vallone, former speaker of the New York City Council. The event was catered by Bronx Little Italy's very own Mike's Deli and Artuso Pastry Shop. Attendees were also treated to the vocal talents of Nick Vero and Teo Ricciardella.

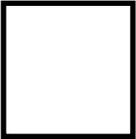
Columbus Day Celebration

In honor of Columbus Day, the Belmont Business Improvement District held a celebration in Ciccarone Park on Arthur Avenue. Attendees were able to spend the beautiful day outside as they listened to their favorite Italian songs as well as some oldie hits. Mike's Deli was giving out finger sandwiches for people to enjoy and Arthur Avenue Pizza was making fresh pizza out of their food truck. Essen Medical Associates also provided information to guests on finding healthcare and offering assistance with health insurance. It was a fun filled delicious day to say the least. Next year the Belmont BID is planning on hosting a Bocce Ball tournament in Ciccarone Park for Columbus Day!

The Arthur Avenue Retail Market also celebrated their 75th Anniversary on Columbus Day! The merchants of the market offered special promotions and there was live entertainment to mark the special occasion.



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Security in Belmont

As it was reported in our Summer Newsletter, the Belmont Business Improvement District has hired a private security guard to handle the safety and security concerns of the Belmont BID district. For the first quarter that there has been security, there has been a dramatic difference in the neighborhood. Panhandling and unlicensed vendor trends are down and there has been an increase in the amount of police presence in the neighborhood. Our private security guard Bob Baxter can be reached at 929-240-0868 when he is working.

Free Advertising

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.

2016 Official Merchant Calendar

Before Thanksgiving the Bronx Little Italy Official Merchant Calendar will be distributed throughout the neighborhood. The full color 9" x 12" calendar is a highly sought after item during the holidays and creates good will with the neighborhood's shoppers and visitors. The Belmont BID would like to thank all the businesses that participated in the calendar especially the sponsors: Artuso Pastry, The Bronx Beer Hall, Cerini Coffee & Gifts, Full Moon Pizza, Randazzo's Seafood and Teitel Brothers.

Happy Thanksgiving

May you and your family be blessed on Thanksgiving and throughout the rest of the year...

The Belmont Business Improvement District