

Belmont Business Improvement District Winter 2016 Newsletter



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Tree Lighting Ceremony

On Saturday, December 12th, the Belmont BID hosted their annual tree lighting ceremony thanks to help from Councilman Torres and Borough President Diaz. The event took place on a beautiful day in Ciccarone Park from 3-6pm. There was a crowd of approximately 500 people enjoying the festivities. There was live entertainment by Nick Vero and hot chocolate and Italian cookies to indulge in. Santa and his elf helper also came by to give out candy canes, take pictures and help light our Christmas tree. Councilman Ritchie Torres, Borough President Ruben Diaz Jr., Assemblyman Mark Gjonaj and Father Morris were also present to help light the tree. Jose Padilla, former Democratic representative also supported the event by distributing gifts to kids. The event was a memorable evening and a great start to the holiday season.

Other Holiday Events

To kick-off the holiday season, the Belmont BID switched on our holiday lighting shortly after Thanksgiving. The custom made "Welcome to Little Italy" signs and illuminated snow flakes shined brighter than ever. Santa and his elves were also in the neighborhood taking pictures and spreading cheer every where they went. The Jolly Holidays, an a capella group, also strolled through the neighborhood caroling for shoppers and diners.



Recording Your Story



The Belmont BID's social media presence is quite significant — our accounts have 170,000 followers and show no signs of stopping! For the new year we want our followers to connect to us in a new way.... through video! We want to feature videos that highlight the businesses of the neighborhood. We will do the recording and share the videos on our social media accounts and new You Tube channel. All you need to do is let us know when to come by! The subject of the video is up to you, it should highlight your uniqueness and authenticity – it can show how you make a specialty item, you can share a family story etc. The videos we have already shared have gotten a great response. It's a great way for customers to connect with you and we're really excited about this endeavor. Give us a call to schedule a time that works best for you.

Assessment Increase

As you are already aware, the Belmont Business Improvement District has been working closely with the Department of Small Business Services on increasing our assessment. After much review and consideration the increase has been accepted and the Mayoral Bill Signing Ceremony will be happening in early February. The Belmont BID's assessment will now be \$440,000. This increase was not a decision the BID took lightly, however in order to operate as efficiently as possible it was decided that it was needed in order to maintain our high level of service, which has proven to be so vital to the success of our district. The BID's Board of Directors felt it is as important as ever to create a cleaner, safer, more beautiful and vibrant district. The assessment increase was applied for Fiscal Year 2016, and as a result it will be collected retroactively. Subsequently, your next bill will be higher than the one after that. If you need help understanding the billing process please contact the BID office.



App Allows Drivers To Pay For Metered Parking on Smartphone



A mobile app that allows visitors to pay for their metered parking through their phone will be coming to Belmont permanently this year. Drivers will be able to download the app and sign up with their credit card and license plate number, then punch in the muni meter number to pay with a click. Money can now be added from anywhere - instead of having to run back to the car to feed the meter when it's about to expire. This is a convenient way for customers to pay for parking and will contribute to a decrease in the amount of parking tickets written in the neighborhood. Customers will still have the option to pay at the meter.

Bronx Little Italy Map & Directory

The BID is currently in the process of creating a brochure that will open into an illustrated map of the neighborhood and business directory. All businesses in the BID district will be featured in the directory, however if you would like to be highlighted on the illustrated map you must contact the BID directly by the end of February. If you choose to highlight your business, your logo and website or phone number will be drawn onto the map by your business location. These brochures will be distributed throughout the neighborhood and to local institutions. Large images of the map will also be displayed throughout the neighborhood in high traffic areas.

Upcoming Events

The Belmont BID is really looking forward to our upcoming events for the year. Our Car Show will be on Sunday, May 1st and will take place on Crescent Avenue. In case of rain, the event will be held on Sunday, May 15th. In June we have an Art Show planned for Saturday the 11th on East 186th Street. Once again, we're partnering up with Saint Barnabas Hospital to host a health fair on Sunday, August 28th on Crescent Avenue. Ferragosto is sure to be bigger and better than ever this year. On Sunday, September 11th, Ferragosto will take place on Arthur Avenue, but it will be expanded to include an Art Show from East 187th Street to East 188th Street. New for this year is a Bocce Ball Tournament in Ciccarone Park scheduled for Columbus Day, Monday, October 10th. The year will come to a close with our Annual Christmas Tree Lighting Ceremony on Saturday, December 3rd in Ciccarone Park. More information about these events is available on BronxLittleItaly.com.

BRONX LITTLE ITALY
2016 UPCOMING EVENTS
THE BELMONT BUSINESS IMPROVEMENT DISTRICT

CAR SHOW
Sunday, May 1, 11-4pm Crescent Avenue
(Rain Date May 15)

ART SHOW
Saturday, June 11, 11-4pm East 186th Street

HEALTH FAIR
Sunday, August 28, 11-4pm Crescent Avenue

FERRAGOSTO
Sunday, September 11, 12-6pm Arthur Avenue

BOCCE BALL TOURNAMENT
Monday, October 10, 11-4pm Ciccarone Park

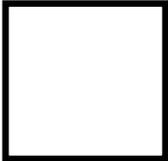
CHRISTMAS TREE LIGHTING CEREMONY
Saturday, December 3, 3-6pm Ciccarone Park

LITTLE ITALY IN THE BROOK
CANTIERO AV.
THE GOOD TASTE OF TRADITION

WWW.BRONXLITTLEITALY.COM
(718) BX-ITALY

Get Social With Us!
@BronxLittleItaly

f t i



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

Belmont BID Board of Directors

On Friday, January 8th, the Belmont BID held its annual meeting. The meeting allows the BID to review the year, share plans for the upcoming year, answer any questions or concerns, distribute our annual report and financial audit and most importantly hold the elections for the board of directors. The board is now comprised of: Anthony Artuso, Celeste Calabro, John Colangelo, Scott Frankland, Frank Franz, Reinaldo Garcia, James Izzo, Richard Liberatore, Peter Madonia, Rajkumarie Nagesar and David Rose. Peter Madonia, Richard Liberatore, Frank Franz and Celeste Calabro serve as the Chairman, Vice-Chairman, Treasurer and Secretary, respectively.



Free Advertising

The Belmont BID would like to feature your business on our social media accounts. You are encouraged to send pictures, promotions, recipes, events etc. that we can share with all of our followers. It's great exposure for your business and brings a tremendous amount of attention to the neighborhood. All submissions can be e-mailed to atucker@bronxlittleitaly.com.

Check Your E-mail

Have you been receiving e-mails from the BID? Every week we send out information regarding upcoming events, advertising initiatives, security reports and other important information. If you are not receiving these e-mails please e-mail atucker@bronxlittleitaly.com and request to be added to our e-mail distribution list.

Felice Anno Nuovo! - Happy New Year!

Wishing you and your family beautiful moments, treasured memories and all the blessings a heart can know.

Belmont Business Improvement District