

Belmont Business Improvement District Spring 2019 Newsletter



BELMONT BUSINESS IMPROVEMENT DISTRICT



- **Nicholas & Lence PR & Communications Agency**
- **Little Italy in the Bronx Sauces**
- **Spring in the Neighborhood**

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Promoting Little Italy in the Bronx

The BID is excited to announce it has hired a strategic PR and communications agency, Nicholas & Lence Communications (NLC), to promote our great, authentic neighborhood as the “Real Little Italy.” They will also be supporting efforts for potential transportation partnerships. This will ultimately increase Arthur Avenue’s brand awareness and garner positive press coverage in local, regional, national and international news outlets. We are partnering with NLC now, since tourism in New York City is stronger than ever with a record-breaking 65.2 million domestic and international visitors. Arthur Avenue deserves to benefit from New York City’s robust tourism industry, as well as from local New Yorkers and Tri-State area residents who have yet to experience the “Real Little Italy.”



We will oversee NLC’s strategic PR campaign throughout the rest of 2019, highlighting a diverse range of merchants, restaurants, small businesses and timely local events and focusing on a range of stories including hospitality, food and beverage, real estate, business and much more that will help to continue to drive foot traffic to Arthur Avenue and benefit our vibrant neighborhood as a whole.

Cristyne Nicholas, CEO & George Lence, President

In the News

A congratulations is in order to Casa Della Mozzarella, as the video they were featured in, by First We Feast, won the 2019 James Beard Award in the “Online Video, on Location” category. The video highlights how mozzarella is made and the special bond between owner Orazio and his son Carlo. You may watch the video on YouTube by searching “First We Feast’s Food Skills—Mozzarella Kings of New York.”



Congratulations to Roberto’s Restaurant on being named one of Eater’s 38 Essential Restaurants in NYC for Spring 2019. They were selected for their cartoccio pastas and their daily chalkboard specials. You may read the article by searching for “Eater NY 38 Essential Restaurants” in Google.

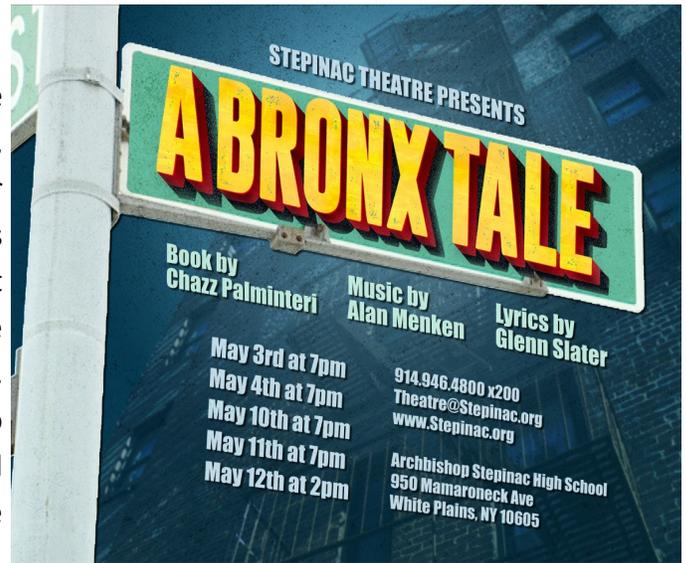
Cka Ka Qellu was recently featured on ABC 7 Neighborhood Eats. More than a restaurant, the location features artifacts and a history of Albanian culture. Customers enjoy Albanian breads baked on site, local artisan breads, specialty salads, and plenty of meat dishes. You may see the piece by searching “Cka Ka Qellu” on the website of ABC 7.

Google recently filmed in Borgatti’s Ravioli and Egg Noodles as part of their Grow With Google campaign. The video’s tagline is “keeping their dream alive” and shares the history of the business and how their customer base has changed over the years. The video will be featured in Google’s learning center in Manhattan this summer. You may view the video on YouTube by searching “Borgatti’s Pasta: keeping their dream alive.”



A Bronx Tale, The Musical

Archbishop Stepinac High School in White Plains is the first high school in the country to present A Bronx Tale, The Musical. They performed the show five times over two weekends in May. The show takes you to the stoops of the Bronx in the 1960s where a young man is caught between the father he loves and the mob boss he'd love to be. It's a story about respect, loyalty, love, and family. To support the show and promote the neighborhood to audiences in our core demographic, the BID has placed an advertisement in the theatre's Playbill. Thanks to the local merchants who also placed ads: The Amato Family, Borgatti's Ravioli & Egg Noodles, Gino's Pastry Shop, Joe's Italian Deli, Madonia Bakery, Mike's Deli, Mt. Carmel Pharmacy, and Teitel Brothers



Little Italy in the Bronx Sauces

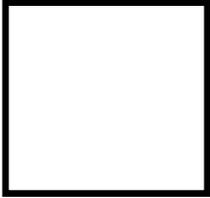
We continue to be excited about our partnership with Summer Garden Food Manufacturing and our line of Little Italy in the Bronx Sauces. Revenue brought in from the sales of the sauce helps the BID preserve and advance the traditions of our community. The last quarterly contribution check was for \$14,438.70, bringing the grand total thus far to \$32,838. The most exciting part of this opportunity is the ability to enhance and advance our brand beyond our region to a national audience. The sauce is available in over 4,000 stores nationwide and in Canada. Most recently, Summer Garden Food spent nearly \$20,000 on marketing the sauce which involved social and digital media, flyers on store websites, content on social media and food blogs. Before the end of the year, a new sauce, Basil Alfredo, is expected to be introduced, as well as a gnocchi made in Calabria, a balsamic vinegar and eight different types of pasta made from Tuscan wheat in Tuscany.



Michele "Mike" Greco

We are very saddened regarding the March 20th passing of one of Belmont's legendary business owners, Michele "Mike" Greco of Mike's Deli, located in the historic Arthur Avenue Retail Market. For those of us who have known Mike either as a colleague, friend or customer know he was a larger than life personality. He was often heard singing or imploring his patrons over a microphone in the Market, he was as much a Master of Ceremonies as he was owner of a wonderful deli. Mike arrived in New York in 1947, and he has been a fixture and part of our neighborhood ever since. His love for life and verve were always on display along with his great products. Our condolences to the entire Greco family as they mourn the loss of a true patriarch and we mourn the loss of one of our own.





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Spring in the Neighborhood

With the start of the second quarter of 2019, we welcome the spring, and look forward to a variety of neighborhood events. Of course this included the extremely busy shopping days leading up to Easter, events at the Bronx Zoo like Run for the Wild and Brew at the Zoo, beautiful exhibits at the New York Botanical Garden, Mother's Day, and Fordham University's Commencement. The BID is also partnering with St. Barnabas Health Systems to host a community health fair on June 2. Attendees will have the opportunity to learn about healthy lifestyles and participate in free health screenings and fun activities. The BID will also be representing the neighborhood at Westchester Magazine's 2019 Wine and Food Festival on June 8. We'll have a table at the event and will be offering attendees a sampling of the tastes they can find from our Little Italy.

Sightings



Actor Neil Patrick Harris & Chef David Burtka enjoy an afternoon at Antonio's Trattoria.

Former NFL linebacker for the New York Giants Carl Banks stopped by for a meal at Dominick's Restaurant.

