

Belmont Business Improvement District Winter 2020 Newsletter



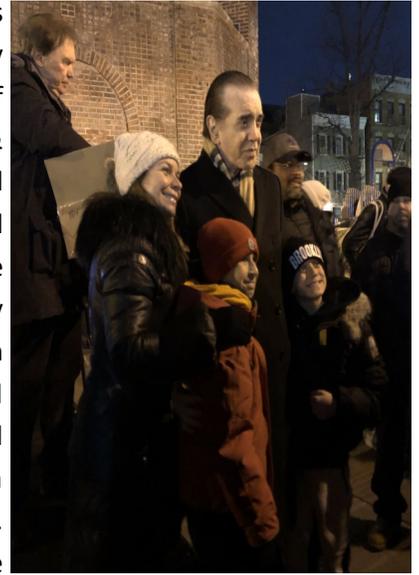
Holiday Activities / Year in Review / NLC Quarter 4 Updates

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Tree Lighting Ceremony



As tradition goes, the holiday season in Belmont kicked off to a tremendous start with our Tree Lighting Ceremony held on Saturday, November 30th! The annual event, which coincided with Small Business Saturday, attracted hundreds of happy attendees to Ciccarone Park. With the help of our sponsors, Artuso Pastry, Cerini Coffee & Gifts, and Madonia Bakery, attendees enjoyed 90 pounds of scrumptious Italian cookies and rich hot chocolate as Christmas tunes filled the air! For the third year in a row, the BID proudly



partnered with Love Holds Life, a children's cancer foundation. Their organization collected toys, and together we were able to distribute toys to over 500 delighted children. The holiday fun was epitomized by the arrival of Santa Claus, as he listened to Christmas wishes and smiled brightly for pictures. The Jolly Holidays, an a capella group, performed classic holiday carols that added to the nostalgia of the event. Dancers from Andrea's Dance Studio also put on a dazzling performance for the crowd. Before the evening came to a close, the countdown to light our towering Christmas tree was led by special celebrity guest, actor and director Chazz Palminteri. Chazz also graciously gave out holiday books to children of all ages. The BID is grateful to everyone who participated in making this event such a special occasion. We're tremendously appreciative of the dedication and forward thinking of Councilman Torres, the hard work of Deputy Inspector Andre Brown and the 48th Precinct, the Parks Department, and our gracious sponsors for enabling us to host such a memorable event.

Holiday Initiatives



Just before Thanksgiving, our dazzling holiday lighting throughout the district was switched on. The custom made "Welcome to Little Italy" signs and illuminated snowflake shined brighter than ever. Santa Claus visited our businesses and restaurants leading up to Christmas to spread joy to our shoppers and visitors. He happily handed out candy canes and posed for pictures in our local businesses. The Jolly Holidays also returned to the neighborhood throughout the season, caroling their way down our busy streets and into businesses as customers shopped and dined.

2020 Annual Meeting

On Friday, January 3rd, the BID held its annual meeting. The meeting allows the BID to review the year, share plans for the upcoming year, distribute our financial audit, answer any questions, and most importantly, hold the elections for our board of directors. The board is now comprised of: Anthony Artuso, Celeste Calabro, Joseph Clarke, John Colangelo, Scott Frankland, Frank Franz, Reinaldo Garcia, Richard Liberatore, Peter Madonia, David Rose, and Edward



Teitel. Angelos Kontos represents the Mayor's Office and Small Business Services, Victor Martinez represents the Comptroller's Office, Rafael Roger represents the Borough President's Office, and Romina Enea represents our local Council Member's Office, Peter Madonia, Richard Liberatore, Frank Franz, and Celeste Calabro serve as the Chairman, Vice-Chairman, Treasurer, and Secretary, respectively.

Year In Review

Events: Our Ferragosto festival drew a record breaking crowd of 30,000 attendees according to the 48th Precinct! The celebration included Italian culture, live entertainment, and of course, the greatest food. We continued our participation in the DOT Weekend Walks program, which included the Community Health Fair with SBH Health System, and our Columbus Day Festivities. 2019 also saw the second annual New York Pizza Festival take place. The event brought nearly 30 pizzaioli from across the country, and Naples, to our community to showcase their special talents. The event continues to be a great way to attract new customers. We were also happy to sponsor special events throughout the year like Italian Heritage Month with Bronx Borough President Diaz, a Back to School Giveaway and Turkeys for Thanksgiving with Council Member Torres, and Christmas events with the 48th Precinct and Community Board 6. The year once again came to a close with our Tree Lighting Ceremony, as previously reviewed.



Nicholas & Lence Communications: A big highlight of the year was working with Nicholas & Lence Communications, a strategic PR and communications agency, to promote our great neighborhood. Some of our larger initiatives were welcoming ACF Fiorentina to the neighborhood, and hosting multiple familiarization tours which took members of the food press to various stores for a behind the scenes look. NLC has also promoted BID events, pitched neighborhood news to the press, and assisted in our advocating regarding the imposition of traffic controls, bike lanes, and other initiatives. As the new year begins, there will continue to be opportunities to highlight a diverse range of our merchants.



Little Italy in the Bronx Sauce & New Products: Our partnership with Summer Garden Food Manufacturing continues to flourish. Since March of 2018, seven sauces under the Little Italy in the Bronx brand have launched. These sauces are now available in 6,000 stores nationwide and in Canada. Due to the success of the brand, the product line will expand to include a variety of high quality pastas and gnocchi. Very soon our members will be able to order the Little Italy in the Bronx products for their business directly from the manufacturer. Revenue brought in from sales of the sauce, vinegar, pasta, and gnocchi will continue to help the BID preserve and advance the traditions of our community. Since launching, the BID has received a contribution amount of \$83,666.70 from product sales. However, what continues to be most exciting is the opportunity to enhance and advance our brand beyond our region to a national audience.



Looking Ahead: We will continue to develop the "Little Italy in the Bronx" brand and introduce new customers to our community, while working to keep our current visitors delighted. There are exciting events and opportunities this year that we are already looking forward to. We will continue our work with City Agencies like DOT, the Mayor's Office of Film, Theatre and Broadcasting, the Health Department, and the State Liquor Authority. As always, thank you for supporting the Belmont BID.



Belmont Business Improvement District
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Accessibility Regulations Meeting 2/12/20 4pm

Did you know that more than 1 million New Yorkers live with a disability? Accessibility regulations, like the Americans with Disabilities Act (ADA), protect the rights of people with disabilities to do everyday activities, like shopping at a store or going to a restaurant. All new and existing businesses in New York City are required to follow accessibility rules. **To understand how to comply with accessibility requirements, and understand the risk of ADA lawsuits, the Belmont Business Improvement District will be hosting an information session on Wednesday, February 12th at 4pm in the Auditorium on the 3rd floor of the Enrico Fermi Cultural Center & Belmont Library at 610 East 186th Street Bronx, NY 10458.** Attorneys and representatives from Disability Rights New York and Volunteers of Legal Service will be presenting on this extremely important topic, and answer any questions you may have.

NLC 4th Quarter Updates

It was an exciting quarter with our strategic PR and communications agency, Nicholas & Lence Communications (NLC). Entertainment and news channel, NY2C, filmed videos featuring Peter’s Meat Market and La Casa Grande Cigars. They were so impressed with the neighborhood and will be back to film more. Travel + Leisure enjoyed their neighborhood tour and their piece included tips on what to eat and drink when visiting Mike’s Deli, The Bronx Beer Hall, and Mario’s Restaurant. In early December, we took writer Erik Trinidad on a tour, where he enjoyed stops in Casa Della Mozzarella, Artuso Pastry, Mario’s Restaurant, Calabria Pork Store, and Borgatti’s. After his visit, he shared a video with his Instagram followers, and wrote about the neighborhood in HI USA. The BIDs Tree Lighting Ceremony garnered press coverage in various outlets such as NY1, AM New York, and City Guide NY, amongst others. In the exciting days leading up to Christmas, the long lines and holiday cheer attracted camera crews from CBS New York and News 12 The Bronx. Before the year came to a close, Break Thru Radio Today wrote a story on how to make fresh pasta, featuring tips from MangiPasta. Coming up we are looking forward to the launch of Little Italy in the Bronx’s Inaugural Winter Restaurant Week. This exciting news has already been picked up by a variety of media outlets and more initiatives to raise the public’s awareness are underway . The above mentioned articles and videos, among others about the neighborhood, can be found on our website, bronxlittleitaly.com.

*Little Italy in the Bronx’s Inaugural Winter Restaurant Week
 Valid from Mondays to Thursdays, February 3-13, 2020*

