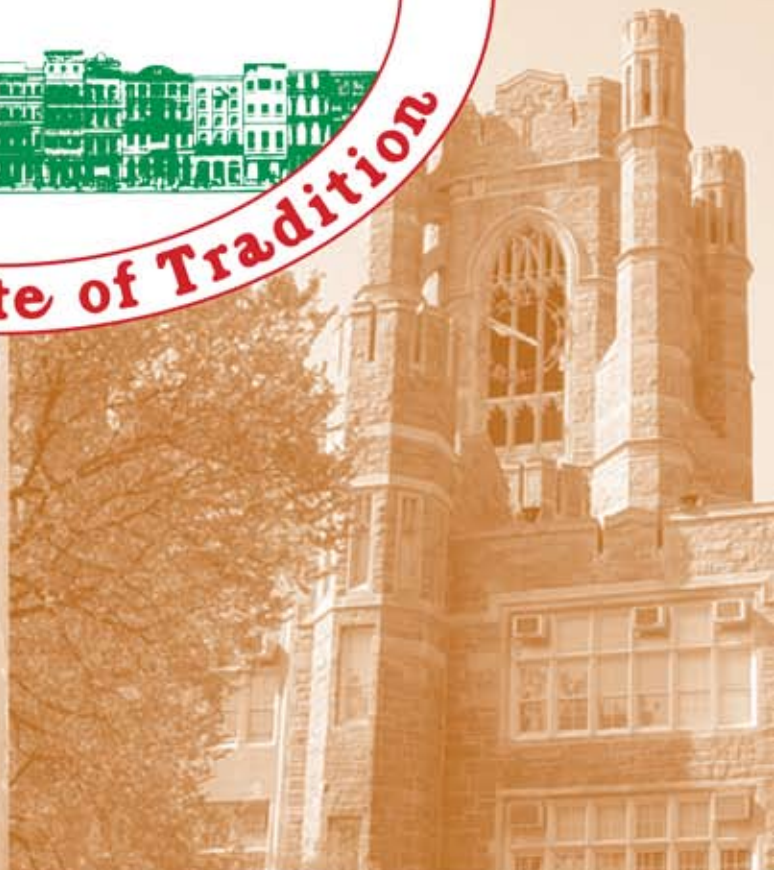
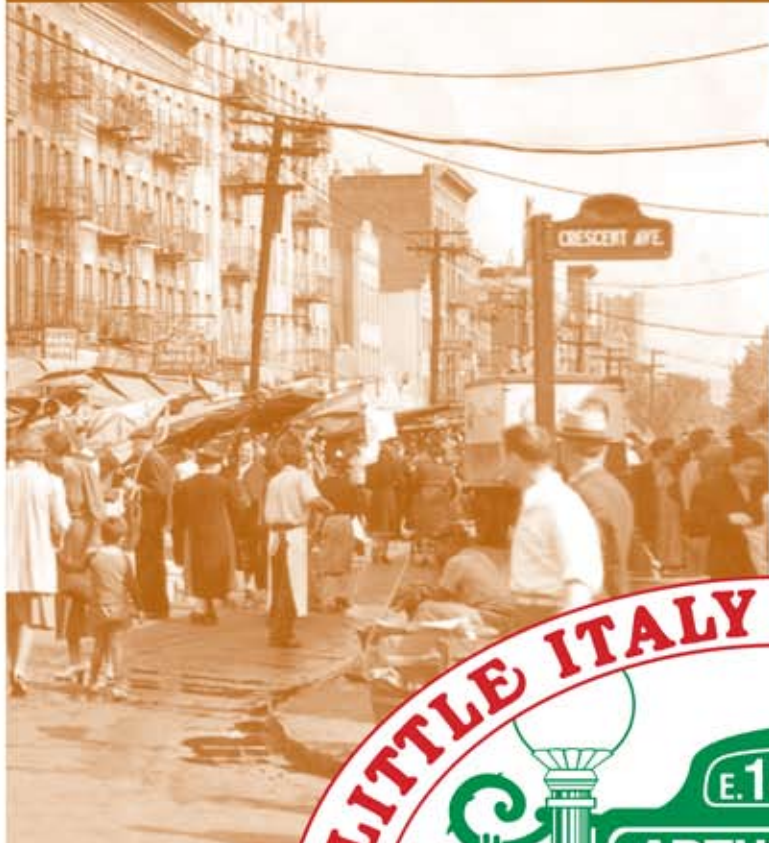


BELMONT BUSINESS IMPROVEMENT DISTRICT



SUMMER 2010 NEWSLETTER



Roberto Ragone
Executive Director

Dear BID Property Owners, Merchants, and Residents:

As you may now know, the Belmont Business Improvement District (BBID) is now in operation. The district roughly covers the area bounded by Fordham Road, Southern Boulevard, East 183rd Street and Lorillard Place. We have hired Roberto Ragone to manage the daily activities of the BBID. Attached is a map of the coverage area that comprises the district. Roberto grew up in the Bronx and attended Bronx High School of Science. He went on to Columbia University for his B.A. and the Harvard Kennedy School for his M.A. in public policy. Roberto has had over 20 years of experience working with non-profits and government, including the State, the City Legislature and the Mayor's Office. Roberto comes to us after running the Lower East Side Business Improvement District.

Below is a brief description of what to expect from the BBID over the next several months:

Sanitation / Beautification

By the time you receive this newsletter, the BBID will be arranging sanitation services to remove litter from sidewalks, stickers from street furniture, and snow from the cross walks. Please note that you will still be responsible for maintaining cleanliness in front of your sidewalk. The vendor chosen will also line and monitor public wastebaskets to prevent litter overflow. The BBID will also be working with the Office of State Senator Jeff Klein to remove graffiti.

Banners

The banners hanging on the poles throughout the BBID area that delineate the neighborhood will be replaced with newer, updated banners. These new banners will include the BBID's logo and a website name, and will outline all the main arteries of the BBID.

Security Cameras and Lighting

The BBID is taking several steps to improve safety and security in the neighborhood. We are:

- a) Doing a study through the Department of Transportation to identify where street lighting could be improved; and
- b) Working with the police precinct to identify where lighting or security cameras on buildings could improve public safety.

Merchant Directory

The Association will take the responsibility of creating the neighborhood's popular merchant directory. Please be sure to provide updated information about yourselves when BID staff and volunteers come over with a form to fill out. As you know, these directories are very useful to patrons of the neighborhood, especially residents, Fordham students and employees of local institutions such as Saint Barnabas Hospital, the Bronx Zoo, and the Botanical Garden. Several years ago, 10,000 of these directories were produced and then distributed within two weeks.



Subsidized Advertising

The BBID will subsidize the cost of advertising for specific media (e.g. coop ads, circulars, and other print and radio ads) through financial allotments that would result in more affordable advertising for businesses within the BBID and create ads that are more likely to be noticed.



Annual Meeting and Annual Report

The mailings have been sent out to notify property owners, merchants and residents of the BID of the annual meeting. The mailing included a registration form and a nomination form. The Annual Meeting will take place on August 18, 2010 at 3pm at the Enrico Fermi Cultural Center in the 3rd Floor Auditorium. The Center is located at 610 East 186th Street on the corner of East 186th Street and Hughes Avenue. By July 19, 2010 a copy of the annual report will be available for distribution or inspection upon request.

Rodent Prevention and Removal Workshop

The Department of Health will be conducting a workshop on August 11, 2010 from 9:00AM to 1:00PM on how to prevent or address rodent problems in your building, store or nearby area. The workshop will be held at The Association for Energy Affordability Training Center at 105 Bruckner Blvd. The information for this event is attached. (The BID had directly handed out information to merchants regarding the June workshop.)

Ferragosto 2010

Plans are underway for the 2010 Ferragosto Event. As you all know, this one-day event in Belmont attracted 15,000 people in 2008 and 18,000 people in 2009, according to police estimates. Past events have included Italian cultural activities such as painters, theatre performers and food samplings and sales for the residents and visitors from diverse backgrounds. To find out how you can participate, please call Jerome Raguso at 917-859-7330.

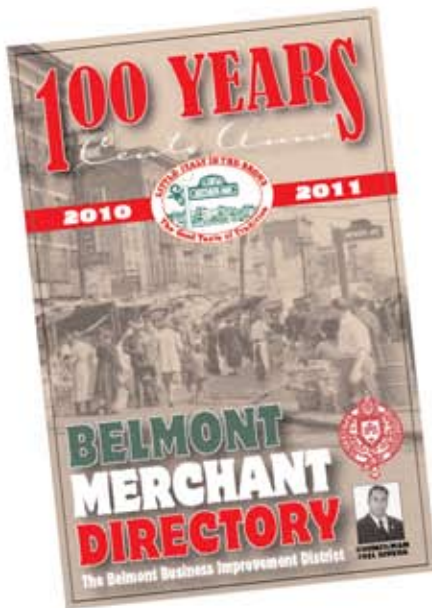


Belmont WebSite, Facebook and Twitter

The BBID is moving forward with developing a website, Facebook and Twitter page for the business improvement district area. The aim is to attract visitors by having a presence on the internet with a website that provides information about the neighborhood and its activities. The website would also be used as a means of communication between the BID office and BID merchants and property owners. The BID would also use social network sites like Facebook to build a following ("fans") for the neighborhood.



**P.O Box 580-203
Mt. Carmel Station
Bronx, NY 10458**



COMING SOON

2010/2011 Merchant Directory

If you are a merchant in the Belmont BID Area, Please fill out the form below and send it to us at:

P.O Box 580-203 • Mt. Carmel Station • Bronx, NY 10458

This guarantees an accurate, productive booklet!!

NAME OF ESTABLISHMENT: _____

*Corporate Name: (if different from above): _____

Street Address: _____

Main Telephone Line: _____

Fax Number: _____

E-Mail (if any): _____

Days of Week Open: _____

Times of Day: _____

Website (if any): _____

Facebook Page (if any): _____

*Contact's Full Name: _____

*Contact's Cell Number: _____

Place my listing under category: _____

* Items above in red are for our records only, and will NOT be printed in directory.