



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



THE ZOO AND THE CANNOLI

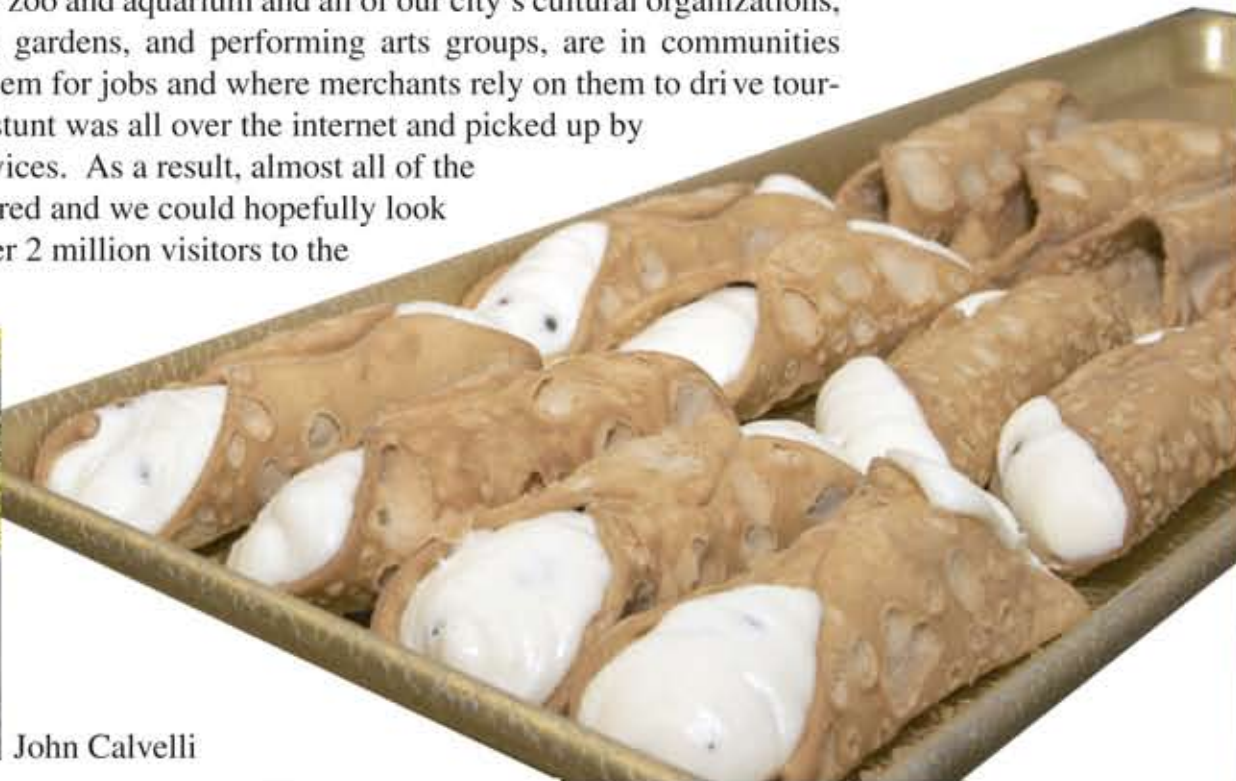
I'm sure we are all aware of the importance of the Bronx Zoo, not just to wild-life, but to the economic life of the Belmont Community. What you may not know is that the New York City Council had proposed a 53% cut in their budget for the zoo. This financial hardship would have had dire consequences for both the zoo and us. Well thanks to some quick thinking on the part of two of our board members, Jerome Raguso of Gino's Pastry Shop and John Calvelli, WCS Executive Vice President of Public Affairs, this story has a happy ending. Unfilled cannoli shells were delivered to members of the city council with a note from Jerome that explains how small businesses in all five boroughs rely on cultural organizations to drive tourism to the surrounding neighborhoods and customers to local businesses. "No one likes 47 percent of a cannoli," said Jerome. John Calvelli added: "When you cut culture in New York City – you are hurting New Yorkers and New York, especially during a time of high unemployment. Our zoo and aquarium and all of our city's cultural organizations, including our museums, gardens, and performing arts groups, are in communities where families rely on them for jobs and where merchants rely on them to drive tourism and business." The stunt was all over the internet and picked up by all the national news services. As a result, almost all of the proposed cuts were restored and we could hopefully look forward to getting another 2 million visitors to the zoo as we did last year.



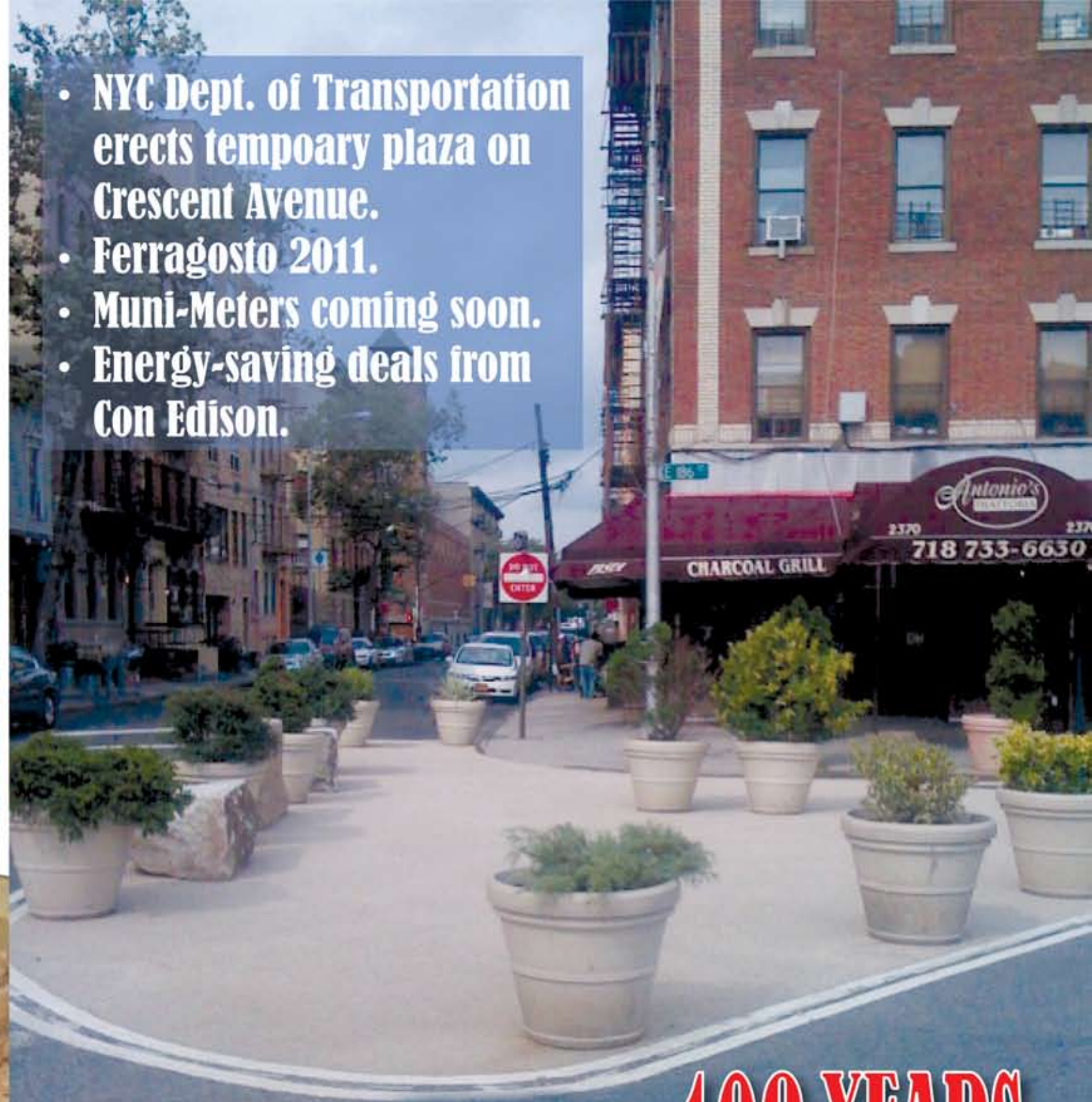
Jerome Raguso



John Calvelli



- NYC Dept. of Transportation erects temporary plaza on Crescent Avenue.
- Ferragosto 2011.
- Muni-Meters coming soon.
- Energy-saving deals from Con Edison.



**Belmont District
Management Association**
Fall 2011 Newsletter



TEMPORARY PLAZA

The Department of Transportation has completed installing the temporary plaza located at the intersection of Crescent Avenue and East 186th Street. So far it has received rave reviews from both merchants and residents alike. The area which was formally a large, white-lined, no parking area, has now been transformed into a little public space surrounded by greenery and several café tables and chairs. It will also help channel traffic in a safer manner and allow more visibility. This space can also be used by the DMA for small concerts or various other marketing/promotional activities. It is called a temporary plaza because we have the option of removing it should we find it does not suit our needs. However, if it turns out to be a success, we will have the option of making it a permanent plaza. This means the curbs may be raised, permanent lighting, railings or other structures may be installed, and the size and shape of the plaza may be altered. The general purpose of all these projects is to make the community "more friendly" to residents, visitors and customers alike. It also helps to create a safer, more positive image for the community.



MUNI-METERS

Muni-meters are about to be installed throughout Belmont, replacing the many individual meters that still exist throughout most of the city. The muni-meters will accept credit cards so it will no longer be necessary for customers to remember to bring quarters or for merchants to constantly be making change for the meter. Furthermore, the Department of Transportation claims that the use of muni-meters can potentially create 25% more parking spaces, each of which may turn over several times in a day. This will have the effect of allowing several hundred more cars to park here on a daily basis. The new muni-meters will be a state of the art, solar-powered, low profile design. They are due to go live on or about August 29th.



FERRAGOSTO

Ferragosto will be celebrated on September 11, 2011. This coincides with the 10th anniversary of 9/11. When we realized that the event fell on 9/11, we contacted the mayor's office and the NYPD to determine if this would be inappropriate or ill-advised. Their response was to proceed as usual, so we did. The event will begin with a small ceremony/tribute to mark the occasion followed by a minute of silence. After that the event will go on as usual. Additional parking facilities have been made available and we are expecting 15,000-20,000 people depending upon the weather. We have also set up a website (www.ferragosto.com) to obtain additional information.



ECONOMIC IMPACT STUDY

We have just completed the first phase of an economic impact study. The purpose of this phase of the study is to determine the volume of business in our community and the effect it has not just in our community but throughout the Bronx. This survey confirms what we have known for years. Belmont is a unique community with a strong "Little Italy" niche that makes it a true tourist destination drawing significant numbers of shoppers from 20+ miles away. Annual sales are conservatively estimated at a quarter of a billion dollars with more than one third of that attributed to the "Little Italy" niche businesses. This volume of business indirectly stimulates approximately another 81 million of sales revenue throughout the Bronx. To provide this level of commerce, Belmont employs approximately 1,363 full-time employees or their equivalent in part-time workers. They also stimulate the employment of approximately 291 additional full-time positions throughout the Bronx in various industries which support us. This report will be used to support greater investment in our community from both the public and private sectors.

CON EDISON SMALL BUSINESS DIRECT INSTALLATION (SBDI) PROGRAM

The SBDI program from Con Edison is designed to help small business customers save money and save energy. If you are a Con Edison business customer with a monthly electric bill you may be eligible for this program. Con Ed has contracted with Willdan, a private firm, to conduct free energy reviews for private businesses throughout the Bronx. They will show you how to spend less on your energy used for lighting, heating, and cooling; install energy efficiency measures at no cost to you such as compact fluorescent lamps (CFLs), low-flow aerators, high pressure rinse sprayers, and a water heater thermostat setback; and make recommendations on how you can achieve even greater energy and financial savings. These energy surveys are free and have been very successful in substantially reducing energy costs at other Bronx businesses. Con Edison will provide up to 70% of the cost of the upgrades when you install high efficiency lighting, ballasts and fixtures, retro commission your existing heating, ventilation and cooling (HVAC) system, and more. Please refer to the accompanying ad and call them directly or call us for further info.



Saving energy and saving money for your small business is as easy as 1,2,3!



1. **FREE on-site energy efficiency survey:** We will perform a **FREE** energy efficiency survey of your business that may show you how to spend less on the energy used for lighting, heating, and cooling.
2. **FREE energy saving upgrades** such as compact fluorescent lamps, low-flow aerators, and high-pressure rinse sprayers.
3. **More savings for additional upgrades** for which Willdan will pay up to 70% of the upfront costs. No waiting for rebates. Projects scheduled at your convenience can include:
 - a. High-efficiency lighting, ballasts, and fixtures
 - b. Heating, ventilation, and cooling system tune-up
 - c. Refrigeration upgrades, and more...

Sign up for your **FREE** on-site energy efficiency survey today. Con Edison business customers with a monthly, average peak demand less than 100 kW are eligible to participate.

Call 1-888-WILLDAN (1-888-945-5326) or visit <http://www.coned.com/energyefficiency/businessdirect.asp>

This energy saving program is brought to you by Con Edison and implemented by Willdan.



15% post-consumer waste

Join us in making our communities more energy efficient!