

BELMONT BUSINESS IMPROVEMENT DISTRICT

100 YEARS
LITTLE ITALY IN THE BRONX
EST. 1872
ARTHUR AVE.
The Good Taste of Tradition
Cent'Anni

- Ferragosto tops 20,000
- again!
- BID links with Yankees
and CBS Radio.
- am/New York brings
Manhattan to Belmont.
- DOT Summer Streets
Program a hit.

Fall 2012 Newsletter



FERRAGOSTO

Well, what can I say, another Ferragosto, another huge success. This year we were blessed with the best weather I can ever remember for a Ferragosto and apparently I wasn't the only one who thought so. Police estimate that 24,000- 28,000 persons attended this year event, setting a new attendance record. Another new record was set by the amount of media attention we received. Thanks to a media blitz of press releases and updates by our publicist, we received attention in all the major newspapers, cable TV and massive internet coverage. Last, but not least, we were able to obtain Pepsi-Cola as a corporate sponsor who donated \$10,000 to help defray the cost of the event. We thanked them for their support and hope this will be just the beginning of a long and mutually advantageous relationship.



NEWYORKYANKEES AND CBS RADIO

The Belmont BID, in conjunction with the New York Yankees and CBS Radio, has been running promotional ads during Yankee games. These ads are hosted by CBS Radio sportscaster John Sterling and are conducted live during the game. John Sterling's familiarity with

the neighborhood allows him to give a sincere, credible and knowledgeable endorsement for "Little Italy."

During the month of October, which is Italian-American month, we have also been sponsoring minute long commercials highlighting famous Italian-American Yankees, such as Joe DiMaggio, Yogi Berra and Joe Torre.

The response to this promotion has been spectacular. We have received e-mails, texts and phone calls from people all over the city who noticed the ads. There has also been a big response from local residents and shoppers alike.

SENIOR CENTER

The Mt. Carmel Senior Citizen program, at Kelly Towers, has been taken over by SEBCO, a Bronx based organization that has been servicing our boro for decades. The new director, Mr. Calderone, has already reached out to the community to introduce himself and seek support. Seniors are a large percentage of our community and good supporters of all our local shops. To show our thanks, the BID has just reconditioned the center's pool table and purchased supplies so the seniors can enjoy it in good health. We encourage all our members to try and support our local community based organizations as they see fit. A better community is an asset to all of us.

NEWYORK DAILY NEWS

As always, the New York Daily News is one of our mainstays in advertising to the entire metropolitan with a daily circulation of over 500,000. The BID routinely advertises in the Daily News throughout the year to constantly keep the neighborhood in the minds of our customers. We just recently ran ads for Ferragosto and Columbus Day. We also to plan to run several ads during the holiday season.



DOT SUMMER STREETS

The New York City Department of Transportation sponsors a program every summer which they bill as "New York's Block Party," also known as "Summer Streets." The city outlines a route through various New York neighborhoods. In each neighborhood a block is closed where participants can stop and rest, eat, drink and go to any number or informational booths. The participants can walk, jog, run or bike from one area to the next. This year the events was held over 3 consecutive Saturdays with 50,000-75,000 people participating each week and we were there. The

Belmont BID sponsored at booth at 52nd Street and Park Avenue. We had free giveaways, passed out leaflets, answered questions and collected e-mails.

TRAVELOCITY

The BID and Travelocity are working together to promote Belmont to tourists when they are purchasing tickets to New York City. Belmont will be profiled on their website to potential visitors from other countries as a "place to go" when visiting the city. This is part of a much larger campaign that Travelocity is launching to promote tourism.

The New York Junior Tennis League celebrated the 20th anniversary of its' Crotona Park Tournament last August. This week long event brings thousands to the Bronx every year. With thousands of potential customers just minutes away and for such a good cause,

it is no wonder that we have been a sponsor for several years now. Belmont received recognition in the program, press releases, and we had several large banners on the playing field,

ITALIAN-AMERICAN HERITAGE

Every October is designated Italian-American Heritage month. The month is marked with numerous celebrations, events and, of course, the Columbus Day Parade. This year the Belmont BID was asked to participate in several events located throughout the city. Among the more prominent events were the Comptroller's celebration held at the Surrogate Court House on Chambers Street and the Bronx Borough President's celebration held at the Bronx Zoo. We would like to thank Comptroller John C. Liu and Bronx Borough President Reuben Diaz, Jr. for including us in their events.

YANKEE FAN/FEST

This year the BID was a participant in Yankee Fan/Fest 2012. This event is sponsored in conjunction with the Yankees and CBS Radio. It was held at the Intrepid museum and the surrounding dock on Manhattan's west side. Tens of thousands participated and we were there to remind them that "Little Italy" is only minutes away the next time they go to a game. We were surprised at how many people came up to us to tell us they were already friends of the neighborhood. We were even more surprised at how many came up to us to ask questions because they had seen some of our other Manhattan based ads (i.e. am/New York). We had free giveaways, passed out leaflets, answered questions and collected e-mails.



YANKEE FAN/FEST



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



AM/NEW YORK

We have extended the advertising campaign in am/New York that was started earlier this summer due to the excellent response. Our simple no nonsense ads, complimented by our new logo(which is a modern interpretation of the map of Italy), seems to have caught on like wildfire. Calls from people in the city requesting info, recognition of the logo on the streets of

Manhattan, requests from businesses throughout the city have all increased dramatically. This program was initially started because our surveys indicated that 10% of our customers come from the city. Because this is one of our key demographics we wanted to see if some targeted marketing would increase awareness of Belmont among this group. The answer is a resounding 'yes.' We plan on continuing this program throughout the winter with possible expansion next spring and summer accompanied by another series of citywide promotions with the New York Yankees.



**Be there...
in 30 minutes!**

HOLIDAY LIGHTING

The holiday lighting is already going up and will be turned on soon. They will be set up in the same manner as last year. We received so many compliments on last year's lighting we thought it would be best not to monkey with success.

HOLIDAY TREE LIGHTING

The BID is planning its' second annual holiday tree lighting for Saturday, December 1st, 3-7 p.m. in Ciccarone Park. The park is located at Arthur Avenue and East 188th Street. Everyone is welcome to attend. Refreshments and entertainment will be provided.

