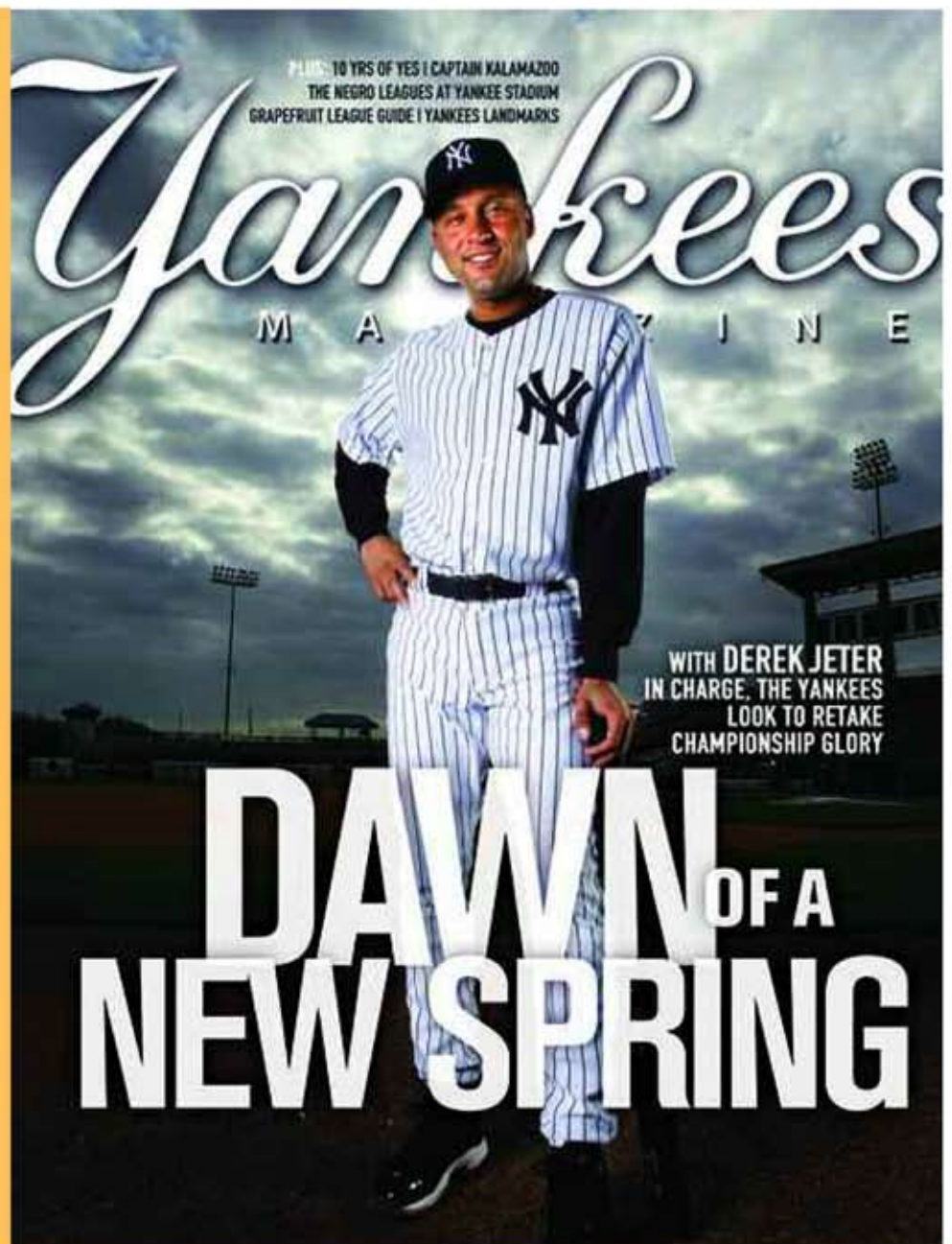


100 YEARS
 LITTLE ITALY IN THE BRONX
 1870
 ARTHUR AVE.
 The Good Taste of Tradition
Cento Anni



- Yankee Magazine Ad sold out for 3rd Month
- Sanitation Program Expanded.
- Giglio comes to Belmont.
- am/New York to Attract Manhattan Shoppers
- NYC & Co. Promotes Belmont
- Pasta for the Planet a big Success



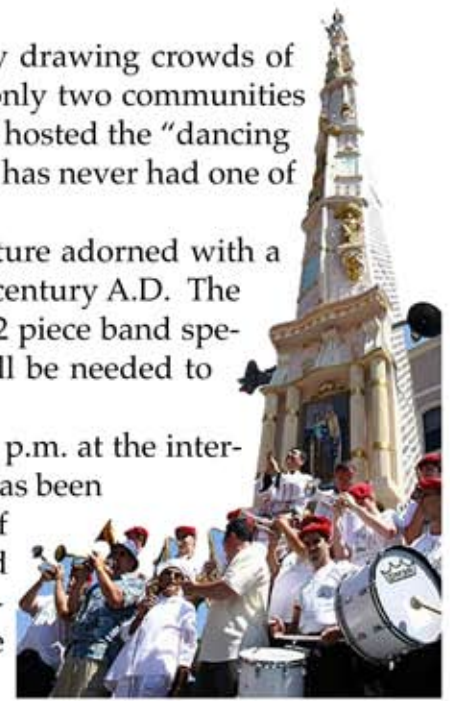
Belmont Business Improvement District (BID)
Spring 2012 Newsletter

GIGLIO COMES TO BELMONT

The giglio is a 1500 year old Italian tradition that still flourishes in Italy drawing crowds of thousands. This practice has gradually dwindled in New York City where only two communities still celebrate this ancient tradition in Manhattan and Brooklyn. Belmont has hosted the "dancing of the giglio" on two occasions (in the 30's and 90's) over the last century, but has never had one of their own.

The Belmont Giglio will be an approximately 60-foot tall, wooden structure adorned with a facade that is hand-made in Nola, Italy, the birthplace of the giglio in the 5th century A.D. The base will be about 10 by 10 feet, surrounded by a platform that will hold a 12 piece band specially trained to play traditional giglio music. Approximately 80 people will be needed to "dance the giglio" through the streets of Belmont.

Everyone is invited to "dance the giglio" on Saturday, June 9 from 3 to 6 p.m. at the intersection of Belmont Avenue and East 187th Street. The response to this event has been enormous coming from all over the tri-state area. We are expecting a crowd of 3,000 to 5,000 people who will hopefully frequent our shops, restaurants and other businesses while they are here. This is our chance to make new customers and cement our reputation as the 'Real Little Italy'. In addition, we are expecting a significant amount of free press coverage for our community.



NEW PROMOTION TO ATTRACT MORE CUSTOMERS FROM MANHATTAN



Surveys have shown that approximately 10 percent of out-of-town business come from Manhattan. These shoppers tend to be younger, more affluent and travel by taxi or train, thus not adding to our already over-crowded street and parking conditions. As a result, we are attempting to attract more customers from Manhattan.

am/New York is a young, hip newspaper distributed only in Manhattan every Monday thru Friday. Approximately 325,000 issue are handed out daily either by approximately 200 people at key New York locations (subway stations, Times Square, Grand Central, Port Authority, etc.) or at 1800 curbside newspaper kiosks. The paper is distributed free and widely read.

On June 5th the newspaper will release their annual "Summer Hotlist" issue that is dedicated to things to do in New York over the summer. This issue is one of their most popular issues of the year and additional copies are printed to meet the extra demand. The BID is taking a two page (double trunk) ad to introduce people to our community and suggest they visit us the next time they are at the Zoo, the Botanical Gardens, a Yankee game or come up just to enjoy a day in "Little Italy". This ad will receive a preferential location in the front of the newspaper. The ad will also have a "teaser" ad on the first or second page directing readers to our ad. Finally, all 200 persons distributing this issue throughout the city will be wearing tee-shirts promoting the ad and our community.

The BID is excited to be working with a new media outlet as progressive as am/New York. We have high hopes that we will be reaching an audience that we have not reached before and that many new potential visitors will find out how special our neighborhood is and will decide to pay us a visit.

NYC & CO. TO PROMOTE BELMONT

NYC&Co. is New York City's premiere marketing and tourism organization. Their mission is to maximize travel and tourism opportunities throughout the five boroughs, build economic prosperity and spread the dynamic image of New York City around the world. With the launch of major interactive initiatives, including nycgo.com and the Official NYC Information Center, NYC&Co. has become the ultimate resource for visitors and residents to find everything they need to know about and what to do and see in New York City.



NYC&Co. will be sending out their media crew in the very near future in order to develop a profile of our neighborhood. They will take photographs, video and conduct interviews in order to highlight Belmont on their website. The NYC&Co. website receives over 7,000,000 hits a year. Visitors to the NYC&Co. website will be able to access current information about our community and find out why our neighborhood is so special and what we have to offer. And, because the NYC&Co. website attracts hundreds of thousands of visitors to New York City, they will be directed to our neighborhood through the website's highlighting of our community and its special attractions.

NYC&Co. has also directed travel and tourism writers to Belmont so they can present our community to their readers through various travel books and magazines, as well as online travel websites. This will also help us get a larger share of one of New York City's largest industries, tourism.

We are also working on plans to attract more tour buses into the community. Many tour groups have already found the neighborhood as evidenced by an almost daily stream of buses that already come here. This has happened almost entirely on its own. We now want to take an organized approach at promoting Belmont to bus tour operators with the intent of further developing this largely undeveloped market.

THE BID AND THE BRONX ZOO RUN JOINT PROMOTION

The BID has always maintained close cooperation with the Bronx Zoo and has advocated on behalf of the Zoo in maintaining financial support from the City of New York. The BID has also testified on behalf of the Zoo to various NYC governmental committees.

The Wildlife Conservation Society (Bronx Zoo) annual "Run For The Wild" was held on Saturday, April 28th, at the Zoo. This annual event attracts tens of thousands and receives international attention with participants from around the world. This year the Belmont Business Improvement District (BID) was a major part of that success, hosting a "Pasta for the Planet" dinner on the night before the race for the participants and supporters of the event. Hundreds of runners and their supporters came to Belmont and enjoyed this "pre-run" pasta dinner which was sponsored by the BID and local merchants. Funds raised by the dinner were donated to the Zoo.

For our efforts, Belmont received free press along with the Zoo in the newspapers, television, radio and the internet. The Zoo included Belmont's participation in e-mails sent to over 700,000 of their members and the BID had prominent signage at the zoo on the day of the event, including the merchant logo on the runners shirts.

This first time event was a great success by any standard and we are already examining ways to further develop this opportunity in the future. We feel this can become one of the premiere annual events in Belmont bringing customers and publicity from the world over. Some of you might surely remember how small the first Ferragosto was and now see how it has developed. With a little work we hope to create another showcase event for "Little Italy".





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



YANKEE MAGAZINE AD RUNS FOR THIRD STRAIGHT MONTH

New York Yankee fans have always been fans of Belmont. This is easily observed everytime our restaurants and shops swell either before or after a game. I don't even want to bring up what it is like during the World Series. Advertising with the Yankees is extremely expensive and we have been looking for the right vehicle to work with them for many years.

The Yankee Magazine is issued monthly and sold at all home games during that month (approximately 91,000 copies), as well as 40,000 issues that are mailed out monthly to subscription holders. That 131,000 issues monthly. The cost of a full page, full color ad is still extremely expensive, but the BID considers this an important market in which to be involved. Therefore we are subsidizing these ads to make it affordable to the average merchant. Each ad will highlight 6 merchants for a price of \$500. The Yankees sweetened the pot by adding 2 main level tickets for every merchant in the ad. At \$140 per ticket, that's \$280 back in ticket value, making the ad only \$220 each.

Different ads are being targeted for different businesses (i.e. restaurants, retailers, services, etc.). If anyone is interested in future editions please contact Lightning Graphics at (718) 364-3616. The BID will sponsor as many issues as there is support from the community. You must be a member in good standing with no back fees due and there must be a minimum of 5 or 6 merchants per issue.

SANITATION PROGRAM EXPANDED

The Belmont Business Improvement District (BID) has listened to you, our members. In our most recent survey, shopkeepers have told us that sanitation is a priority. As a result, we have expanded our current sanitation program to include Thursday.

By adding Thursdays, the BID now provides four days of sanitation services for our neighborhood every week: Thursday, Friday, Saturday and Sunday. By adding this extra day, we have committed resources to keep the community clean and to make it attractive to area residents and visitors as well.

We know the cleanliness of a community will help form a good impression on our shoppers and enhance their experience in Belmont. Cleanliness is even more important in a community that is primarily known for its specialty food shops. Furthermore, a cleaner community will increase the quality the life among our residents and make it a more desirable community to live in.

The BID has also asked all storeowners to pitch in and keep the area around their businesses as clean as possible. The BID views sanitation as a joint effort between our hired personnel, merchants and residents. With the cooperation of everyone, our streets can really "shine"