

# Belmont Business Improvement District Summer 2014 Newsletter

- The Dancing of the Giglio
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- Exciting Ferragosto News





## The Dancing of the Giglio and the Saint Anthony Feast

Once again Belmont brought Italian tradition back to the Bronx with the “Dancing of the Giglio” in conjunction with the Feast of St. Anthony. On Saturday, June 14, several thousand people came to the neighborhood to see the Dancing of the Giglio. It really was a memorable and enjoyable day. The Feast of Saint Anthony was very successful as well, and featured more carnival games, rides, and food than ever before.

The ancient tradition of the giglio originated in Nola, Italy in 409 A.D. and is still celebrated today. Our giglio is a custom, hand-made wooden structure, measuring 65 feet high (they are over 100 ft. tall in Italy) and weighing several tons. It artfully depicts images of revered saints and is the centerpiece of a traditional procession in Italian communities throughout the world. This marked the third year that Belmont “Danced” its own giglio.

It took over 100 lifters, or paranza in Italian, to hoist the enormous structure up on their shoulders and carry it through the streets while performing various ritual maneuvers. A band played traditional music associated with the celebration as they were carried upon the giglio.

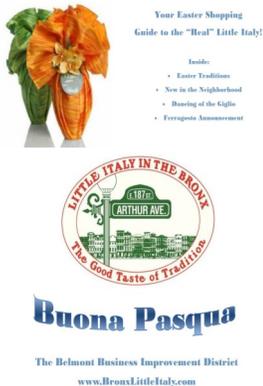
## Lamppost Banners Go Up in the Neighborhood

The Belmont Business Improvement District is placing branded lamppost banners throughout the district to increase awareness of the community, and to highlight the businesses and companies who are vested here. The sponsors of the lamppost banners receive brand recognition and logo placement throughout the community. Placement of the banners is guaranteed for 52 weeks. The program has been successful for the BID, and we plan on continuing it next year as well.



## Easter Shopping Guide to the Real Little Italy in the Daily News

On Palm Sunday, the BID published a neighborhood shopping guide in the Daily News. It featured articles on new businesses, the newly formed Belmont Society of Arts and Culture, the Dancing of the Giglio, Ferragosto and its first annual Grand Marshal, popular Italian Easter dishes, and what some of the local business owners eat at home for the holiday. The BID would like to thank Biancardi's, Borgatti's Ravioli, Cerini Coffee & Gifts, Cosenza's Fish Market, Emilia's Restaurant, Felix's Custom Alterations, John's Pizzeria, La Casa Grande Cigars, Pasquale's Rigoletto Restaurant, and Teitel Brothers for taking out advertisements in the shopping guide. Besides being distributed throughout the tri-state area, the guide was also online on the Daily News website. We received a lot of positive feedback about the guide from people both in and outside of the neighborhood.



## Run for the Wild

The Belmont Business Improvement District was proud to be a promotional sponsor of the Bronx Zoo's 6th Annual 'Run for the Wild.' The event raised funds to support 96 elephants, a campaign to fight the number of elephants killed every day in Africa. To encourage participants to visit Belmont, the BID asked merchants to offer in store promotions for the month of April. The BID was also at the event in the Bronx Zoo, raffling off authentic items from the neighborhood, and distributing promotional materials and sandwiches. The BID would like to thank all the businesses who donated items and/or offered an in-store promotion: Anthony's Unisex Hair Salon, Arthur Avenue Apparel, Arthur Avenue Floral, Arthur Fashion, Artuso Pastry, Blue Mediterranean Restaurant, Borgatti's Ravioli, Café al Mercato, Cosenza's Fish Market, Emilia's, Felix Custom Alterations, Full Moon Pizza, La Dolce Vita, Liberatore's Garden, Marie's Roasted Coffee, Mario's Restaurant, Mike's Deli, Modern Food Center, Mount Carmel Gourmet Food, Stepping Out, Teitel Brothers, and Tino's Deli.



### Joe Fantozzi Named Grand Marshal for Ferragosto 2014

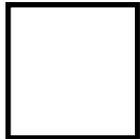
Belmont is once again preparing to host the annual Ferragosto festival, that draws thousands of visitors from the tri-state area and beyond, to the intersection of all things Italian at world famous Arthur Avenue and East 187th Street on Sunday, September 7, from noon to 6pm. The ancient Roman festival dates back to 18 B.C. when the first Roman Emperor, Caesar Augustus, declared celebrations and festivals be held throughout the month of August, which was named in his honor. The Ferragosto celebration includes traditional Italian street performances, celebrity guests, great musical performances, and of course the goods and services that Little Italy is known for. For the first time ever, Ferragosto will have a Grand Marshal, and we're proud to announce that it will be Joe Fantozzi. Mr. Fantozzi is President and Chief Operating Officer of White Rose Inc; the largest independent wholesale food distributor in the Metropolitan Area and supplier of grocery, dairy, frozen, HBA and specialty food lines. Fantozzi's family, especially his two children, play an integral and precious part in his daily life. In his spare time, Joe enjoys boating, fishing, building and cooking. Those lucky folks considered to be his friends, will tell you that Joe works and plays hard, lives life with a passion, and values with thankful pride, all that he has accomplished.



## Con Edison Small Business Direct Installation (SBDI) Program

The Con Ed Green Team will be in the neighborhood in the coming weeks to offer a free on-site energy survey. They will conduct a free energy efficiency survey of your business; 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 with incentives of up to 70% when you install high efficiency lighting, ballasts and fixtures, retro commission your existing heating, ventilation and cooling (HVAC) system, and more. So if your business is a retail operation or a property management company, an industrial based business, a non-profit company or a place of worship, please contact the SBDI program. You'll also receive \$100 worth of free cost saving measures in addition to the free survey. For more information call 1-877-870-6118 or, to schedule your free survey, please call your Green Team surveyor, Chastity Castillo at 646-647-0494. Join us in making our communities more energy efficient!

Belmont District Management Association  
P.O. Box 580-203  
Mt. Carmel Station  
Bronx, NY 10458



### **Be Featured on our Website & Social Media Accounts**

The BID wants to feature your business on our website and social media accounts. All businesses are invited to send us pictures, recipe's, stories etc. that we can feature. It's great exposure for your business, and really connects people to the neighborhood. Please send submissions to [atucker@bronxlittleitaly.com](mailto:atucker@bronxlittleitaly.com).

### **Belmont BID offers free help with e-mail & Facebook**

Technology is impacting different types of businesses all over the world. In some ways staying up to date can be really beneficial for your business. If your business would like help creating an e-mail address and setting up a business Facebook page, please call the office and we can set up a time to work together, 718-BX-ITALY.

### **Italian Actress Iaia Forte with Laura Caparrotti at Opening Night of In Scena! The Italian Theater Festival was held in the Arthur Avenue Retail Market.**

### **Good Neighbor Basketball Camp**

Ten years ago, White Rose developed an ethnic marketing program called "Good Neighbor—Buenos Vecinos". The program works with many non-profit organizations and city agencies to recognize the importance of community and neighborhood. The program started a Basketball Camp which will run from July 28—August 1 at Fordham University. They were looking for food donations for the 150 kids and 20 adults who attend the program. The BID asked the pizzerias of the neighborhood to donate some food and we wanted to thank Catania's Pizzeria & Café, Full Moon Pizza, Giovanni's of Arthur Avenue, and Ivana's Pizzeria and Restaurant for their donations.

