

# Belmont Business Improvement District

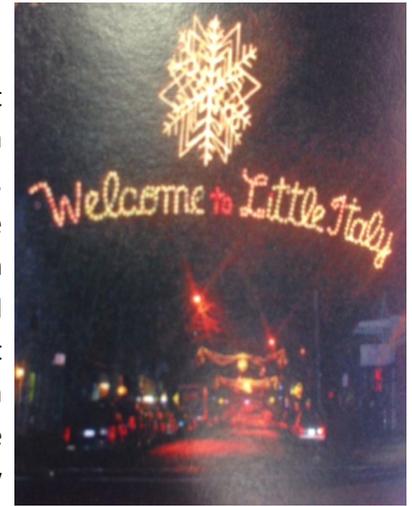
## Winter 2014 Newsletter



- **Tree Lighting in Ciccarone Park**
- **New staff at The Belmont BID**
- **Arthur Avenue becomes part of Neighborhood x Neighborhood**
- **Bid Offers free help with E-mail & Facebook Page**

## Holiday Lighting

Holiday Lighting has become more and more extensive and sophisticated throughout the city. It creates good will and adds to the charm factor of the neighborhood at a time of the year when many businesses earn their greatest profits. This year, Belmont's holiday lights shined brighter than ever. Custom made "Welcome to Little Italy" signs were placed on Arthur Avenue and Fordham Road, and Southern Boulevard and East 187th Street. Illuminated "Tiffany" style snow flakes were placed at major intersections, and illuminated stars were placed on every block throughout the main commercial shopping areas. The bright white LED design presented a cheerful, clean, uniform approach helping to define our united community. We received many compliments directly from residents and tourists alike, as well as many indirect compliments from our merchants who relayed to us all the compliments they received from their customers. The fact that our lighting program was so extensive when other neighborhoods cut back made our community stand out even more.



## New Staff at The Belmont Business Improvement District

For nearly four years The BID has been run by the chairman and board of directors, we are now happy to announce the hiring of Philip Marino and Alyssa Tucker. Our new Executive Director, Philip, is a retired Chief of Operations from the New York City Department of Sanitation. After only several months of being here he has already accomplished a renegotiated contract with Ace Sanitation and the sponsorship of the Fordham University Athletic Department. Our new Assistant Director, Alyssa, has volunteered for the BID for many years, and recently received her Masters in Business Administration, and has become our liaison with New York Small Business Services, as well as taking over many of our marketing tools. Philip and Alyssa have introduced fresh ideas to the BID, and really want to see the neighborhood thrive.



## Tree Lighting

On December 7th, the BID held its third annual tree lighting ceremony in Ciccarone Park on Arthur Avenue. This year we erected our biggest tree yet at 24 feet! Over 300 children and adults came to sing along with The Jolly Holidays and The Metropolitanones and dance to holiday music. Santa Claus and two elves made an appearance to take pictures and pass out candy canes. The Bronx Dance Theatre stopped by to do a wonderful performance of The Nutcracker. Guests stayed warm with the cookies and hot chocolate that were purchased from neighborhood merchants. This year was also special because people were able to honor their loved ones by hanging a memory card on the tree. Local TV and newspapers covered the story, which added to the success of the event. A special thanks goes to our sponsors D'Bari / Lucia Brothers Funeral Home and The New York City Department Sanitation Columbia Association.



### Other Holiday Events

This winter the Belmont BID sponsored two different acapella singing groups to come and perform at various key locations throughout the community during the holidays. Both groups, The Jolly Holidays and The Metropolitones, had small crowds gathering around them every place they went. Santa Claus and his two elves also came to town. The trio strolled around the entire neighborhood the week before Christmas. They posed for pictures, passed out candy canes, and even got to eat some neighborhood favorites!



### NYC & Company Announces Arthur Avenue will be featured in

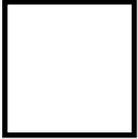
#### Neighborhood x Neighborhood

After a year of collaborative effort, NYC & Company has announced Arthur Avenue and Fordham Road as a destination to be featured in Neighborhood x Neighborhood, an ongoing communications campaign designed to spotlight local businesses in all five boroughs and encourage consumers to explore areas of the City outside of traditional tourist locations. To support the initiative NYC & Company has launched a dedicated webpage, [nycgo.com/neighborhoods](http://nycgo.com/neighborhoods), which features itineraries, maps, and other information to help visitors navigate the hidden gems of the great city. As a result of this, the neighborhood has been approached by several media outlets about this event, and promoting the neighborhood. This can possibly be the single most successful advertising campaign ever accomplished by the Belmont Business Improvement District. It has the potential to reach millions of qualified tourists to New York on an annual basis.



#### Merchants featured on Bronx Little Italy Facebook Page

The Belmont BID has started a new initiative where participating merchants are featured on the BID's Facebook Page. The Facebook Page has nearly 50,000 followers and reaches thousands of people daily. Merchants have chosen to post pictures and specials, and even though it's newly started, the feedback has been positive. If you are interested in being featured on the Facebook page, send an email to [atucker@bronxlittleitaly.com](mailto:atucker@bronxlittleitaly.com). A week prior to your turn, Alyssa will notify you via email so you can prepare what you would like to be posted. These items are at your discretion, but some suggestions are pictures, text, links, recipes, etc. Check out the Facebook page for yourself at [Facebook.com/BronxLittleItaly](https://www.facebook.com/BronxLittleItaly).



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### **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

### **Belmont BID has new Board Members**

On January 31, the BID hosted its annual meeting. At the meeting new board members were elected. The board is now comprised of: Anthony Artuso, Harry Bajraktari, Celeste Calabro, Scott Frankland, Frank Franz, Betty Giordani, James Izzo, Frank Kolovic, Richard Liberatore, Peter Madonia, and Jerome Raguso. There are also representatives on the board for the mayor, department of finance, borough president, and city councilman.

### **Billboard in Fordham University Rose Hill Gymnasium**

**Valarie D'Elia, travel correspondent for NY 1 News, came to the neighborhood for her segment Travel With Val**

