



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



It's Coming!

**Much Anticipated
Belmont Web Site
Scheduled for
May 2011.**

See Page 3 for more details.



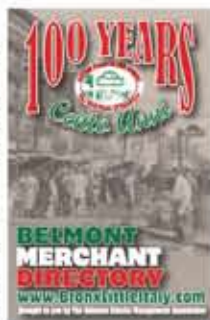
**Belmont District
Management Association
Spring 2011 Newsletter**

SANITATION SERVICES

Cleaner streets are more inviting to shoppers. That's why in August 2010, the BelmontDMA hired ACE to begin providing sanitation services on our busiest days (Fridays, Saturdays and Sundays). You may have seen ACE employees picking up litter from the streets. They also line garbage bags into litter baskets throughout the BelmontDMA and then remove and replace bags that are full. This prevents spillover into the streets and garbage overflow from becoming an eyesore. ACE also surveyed where the BelmontDMA needs additional litter baskets and has followed up on this with the Department of Sanitation. The BelmontDMA office has also reached out to the Department of Sanitation.

MERCHANT DIRECTORY

You may have noticed that we have been reaching out to you to update our records about your business. We are putting together a comprehensive "yellow pages" of all businesses within the BelmontDMA. These directories will be distributed this summer to capitalize on the interest in the neighborhood. Guides will also be sent to tour groups who are within driving distance of the neighborhood and to all the major institutions in the area. The merchant directory will help guide them on their dining and shopping options within the business improvement district. Many potential customers will also be interested in learning of the area's proximity to St. Barnabas Hospital, the Bronx Zoo, the New York Botanical Gardens, Yankee Stadium and Fordham University.



IMPROVED LIGHTING

People come here to shop or eat after dark. That's why, in order to enhance safety and security, the BelmontDMA asked the Department of Transportation (DOT) to increase lighting in the area. DOT will add new lighting or replace existing bulbs with brighter bulbs at the following locations:

- South side of East 187th St. between Beaumont Ave. and Crotona Ave.
- Crescent between East 187th St. to Arthur Ave.
- Southside of East 186th St. from Arthur Ave. and Hughes Ave.
- Northeast corner of Belmont Ave. and Crescent Ave.
- Southeast corner of Hughes Ave. and East 187th St.
- Southwest corner of Crotona and East 189 St.

GRAFFITI REMOVAL

Removing incidents of vandalism is also important in creating a clean environment and a pleasant experience for our shoppers and residents. The BelmontDMA is working with the Office of State Senator Jeff Klein to remove graffiti from the business district on a regular basis at no cost to us. More than 100 incidents of graffiti were removed during the first two weeks of November. This includes incidents on the sides of buildings, pull down gates, windows, and street furniture (e.g. telephone poles and mail boxes). Please feel free to report graffiti to belmontdma@yahoo.com or call (718) 294-8259.

FERRAGOSTO

Our Annual Ferragosto event was a smashing success despite the weather. Buses pulled in from the tri-state area letting people off on Arthur Avenue and East 187th Street. Attendance was down from last year's high of approximately 17,000-20,000 people because of the bad weather. Even so, over 13,000-15,000 people fanned into the neighborhood to spend the day with us. Even with lower attendance, many merchants saw an increase in revenue compared to last year. Ferragosto journals, containing over 150 ads, were distributed to over 5,000 people. A seven-hour musical program included soloists or groups performing operas, traditional music, and tributes to Italian-American rock- and-roll bands. Once all the funds are collected, this event will have produced approximately \$22,000 in additional revenue for the BelmontDMA's operating expenses.

PARKING STUDIES, MUNI-METERS, ADDITIONAL PARKING, TRAFFIC FLOW AND STREET CONDITIONS

The BelmontDMA has just signed a contract to conduct a comprehensive study of parking and traffic patterns in the area with the intent of making suggestions as to how we can maximize parking and traffic flow throughout Belmont. At our request, the DOT filled over 30 potholes in the area. They have also repaved East 189th Street from Belmont Avenue to Hoffman Street and Belmont Avenue from East Fordham Road to Crescent Avenue. The BelmontDMA has also reached out to the DOT about improving the amount of parking, traffic flow, and pedestrian safety in the area. We have requested that traditional meters be replaced by muni-meters. Statistics show that the installation of muni-meters usually allow for one additional parking space on each side of each block. This should result in the addition of approximately 60 new parking spaces from Fordham Road to East 184th Street.

JOSEPH ZINZI

The streetcorner at 187th Street & Arthur Avenue was named in honor of longtime community activist Joseph Zinzi. Originally, the plans for this event called for a stage to be set up on 187th Street and Arthur Avenue which would have required these streets to be closed down for 4 – 6 hours – causing economic havoc to our businesses.

After the intervention of the BelmontDMA, the event was moved to Ciccarone park at 188th Street and Arthur Avenue. As a result, 187th Street was only closed down for ½ hour and Arthur Avenue was not affected at all. The BelmontDMA paid for the stage, chairs, set-up and breakdown, as well as providing cleaning services for the park.

BANNERS

The BelmontDMA has replaced all the old banners hanging on the poles throughout the area with new banners during the holidays. The banners have a new image that continues to promote the community's reputation for authenticity and tradition. The banners also include the BelmontDMA's new website name at the bottom.

WEBSITE, FACEBOOK, AND TWITTER

A new interactive website is under construction for the BelmontDMA. It will be phased in over the next few months beginning in May and will eventually include:

- a listing of all businesses in the BelmontDMA by category;
- web links to those BelmontDMA businesses with websites;
- a description of the history of the Belmont area;
- directions to Belmont by car and train;
- web links to our strategic partners like the Bronx Zoo, Fordham University and the Botanical Garden to show ways of "making a day" of it in the neighborhood;
- fun facts about Belmont, Little Italy and the Bronx;
- videos, photographs, news articles, and contemporary and historic images of the area.

The BelmontDMA will also incorporate social network sites like Facebook and Twitter to help build a following for Belmont. In the short term, we have "borrowed" the Facebook sites of others, reaching out to about 24,000 people.



FORDHAM ROAD REZONING

The City Planning Commission is currently in the process of rezoning the section of Fordham Road that is included in the BelmontDMA. This rezoning will replace the current automotive district zone established approximately 50 years ago, with a district that will allow for more versatile retail business, office space and housing. This should help promote more retail traffic and economic development in the future.

At the request of the BelmontDMA we have asked that Arthur Ave., between Fordham Road and 188th Street, be included in the commercial zone already in effect on the lower portion of Arthur Ave. This would allow for increased development and new retail stores to be located on Arthur Ave. and hopefully this development will continue up to and out onto Fordham Road.

SECURITY CAMERAS

We have begun a "pilot program" of installing security cameras on Fordham Road between Arthur Avenue and Lorillard Place. These high-definition cameras will be placed onto strategically located buildings and feed into a state-of-the-art DVR recording device.

The cameras will provide the BelmontDMA with the capability of recording the events occurring on the street. It will allow us to review any and all activities for a significant period of time, as we can archive the recordings and utilize them as needed. Additionally, we will be sharing all of the recordings with the local Police Department in a joint effort to fight crime and make our community that much safer for all of us.

Based upon the anticipated success of this "pilot program", the BelmontDMA will be prepared to expand it to other areas of our neighborhood. In future newsletters, we will provide updates concerning this program.

NEWSLETTERS, EMAIL AND TELEPHONE

These newsletters will now be coming to you no less than once a quarter. However, we all know that this world moves faster than that and there are always new developments in the air. Therefore I would like to say thank you to all of you who have already forwarded us your e-mails so we can stay in touch more often. If you would like to join our e-mail list and receive updates no less that once a month, please forward your e-mail address to us at BelmontDMA@yahoo.com. We can also be reached by telephone at (718) BX-ITALY or (718) 294-8259.