

Davis, Lisa

From: Davis, Lisa
Sent: Tuesday, September 25, 2018 11:21 AM
Subject: New Rochelle Business Newsletter - September, 2018

Hello Business Owners,

The sprint to year end is upon us and many businesses are planning their holiday approach already. This month's newsletter covers opportunities for training, setting up storefront displays and hiring employees to help you get ready for the holidays. If you have any questions or ideas, please contact me.

SCORE workshops

In September, the City of New Rochelle, the Chamber of Commerce and the BID partnered to host a social media workshop by SCORE. This informative workshop covered the key platforms of Facebook, Instagram, YouTube, LinkedIn and Snapchat and when to use each. My key takeaway – customers spend 20- 40% more on companies who ENGAGE with them (not just post). Great opportunities to share content that incite action exist on each platform. Based on interest we will be repeating this session in 2019.

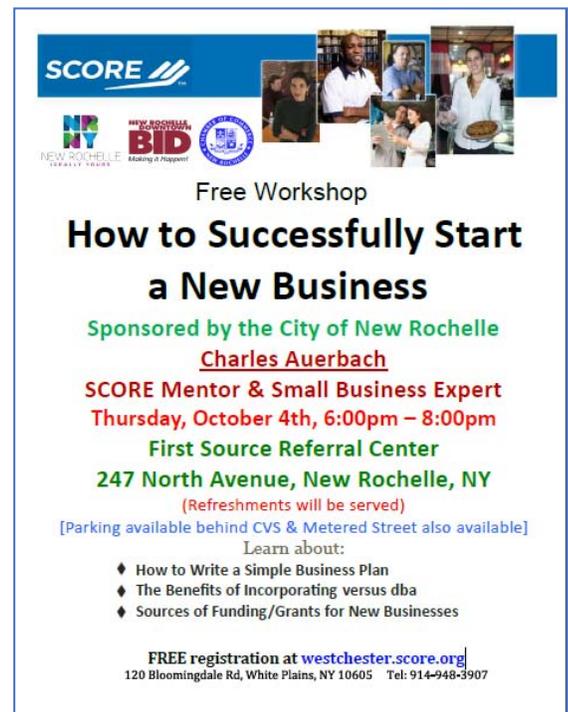
Next in the series is a session for new business owners, **“How to Successfully Start a New Business.”** Invite your friends and neighbors if they are thinking about starting their own business, or feel free to join as you look to make changes in your own business plan. Free registration at www.westchester.score.org

Thursday, Oct. 4 from 6:00 – 8:00 pm

Located at First Source Referral Center
247 North Ave., New Rochelle

Ample parking on street or in municipal lot behind CVS
Refreshments will be provided

In November, we will host another session about financial planning for existing business owners and we are preparing the schedule for 2019. If there is a particular topic you are interested in, please let us know.



SCORE
NEW ROACHELLE
THE ASSOCIATION
BID
NEW ROACHELLE
MAKING IT HAPPEN!

Free Workshop
**How to Successfully Start
a New Business**
Sponsored by the City of New Rochelle
Charles Auerbach
SCORE Mentor & Small Business Expert
Thursday, October 4th, 6:00pm – 8:00pm
First Source Referral Center
247 North Avenue, New Rochelle, NY
(Refreshments will be served)
[Parking available behind CVS & Metered Street also available]
Learn about:
◆ How to Write a Simple Business Plan
◆ The Benefits of Incorporating versus dba
◆ Sources of Funding/Grants for New Businesses
FREE registration at westchester.score.org
120 Bloomingdale Rd, White Plains, NY 10605 Tel: 914-948-3907

First Source Referral Center Job Fair

As an employer, you want to find quality employees. The First Source Referral Center is a local resource available to New Rochelle businesses and residents to make employment matches. First Source provides job readiness and training plus placement services to New Rochelle residents. Businesses can benefit by sourcing pre-screened, and in some cases, pre-trained employees from First Source. If you need help finding employees at any time, please contact First Source at 914-365-2545 and identify yourself as an employer.

First Source is hosting a Job Fair on **Tuesday, Oct. 23** at their location at 247 North Ave. If you have an immediate need for employees and would like to reserve a table to meet their job seekers please be sure to call or email Nicholas J. Rosa, Employment Services Coordinator at Cell: (914) 610-9978 or Email: nicholas.rosa@westhab.org as soon as possible.

First Source Referral Center

247 North Ave.

New Rochelle, NY

(located next to the main post office at North and Huguenot, parking available on-street at meters, in the New Roc parking garage, or in the parking lot located behind CVS between North and Lawton)

Signs and Sidewalk Displays

All business owners want customers to walk through their door. An enticing storefront makes it more likely to happen. To support safety and appearance, the city of New Rochelle has zoning code that regulates:

- Signs and awnings
- Window displays
- Safety of doors & stairways
- Placement of items on sidewalks.

Here are some common problems with signs to **AVOID** to maintain compliance with City Code.

- Excessive use of window signs covering more than 15% of window area – whether one large sign or many smaller ones
- Cluttered signs with too much information
- Blinking, flashing, chasing or overly bright signs
- Merchandise piled or stacked in the window
- Covering architectural details or exterior building elements such as windows and cornices with signs
- Easel type signs (never permitted)
- Feather or wind signs (never permitted)

Signs and awnings require permits from the Bureau of Buildings. These must be submitted by a licensed sign hanger and are complete when a Certificate of Compliance has been issued. Temporary banners also require permits and once issued, may be hung outside for a limited period of time.

In addition, planters or other furnishings placed on the sidewalk require a **one-time permit** from the Department of Development and must be reviewed by the Municipal Arts Commission. If you have any questions about permits, please let me know.

New Rochelle businesses are in the news

The food editors have been doing a great job covering New Rochelle restaurants. Here is a view of recent press:

- **Maria:** <https://www.lohud.com/story/life/food/restaurants/2018/09/17/dinner-jeanne-first-look-new-rochelles-maria/1293024002/>
11 Huguenot St., opened on September 17
- **The Nook Eatery:** <https://www.lohud.com/story/life/food/restaurants/2018/09/12/nook-eatery-new-rochelle-homemade-middle-eastern-food/1277859002/>
229 Main St, Grand Opening Sept. 21
- **Juicy Chicken:** <http://www.westchestermagazine.com/Blogs/Eat-Drink-Post/September-2018/New-Rochelle-Rotisserie-Juicy-Chicken-Peruvian/>
6 Division St.
- **Magno's Grill:** <http://scarsdale10583.com/section-table/119-arts-and-entertainment/6973-argentinean-and-italian-cuisine-expertly-combined-at-magno-s-grill>
108 Centre Ave., Grand opening Sept. 20
- **R Patisserie:** <http://www.westchestermagazine.com/Blogs/Eat-Drink-Post/September-2018/Where-to-Grab-Lunch-With-Friends/>
302 Huguenot St.
- **Pizzeria La Rosa:** Try their chicken parm – chosen as one of the dishes to try in September by Westchester Magazine
<http://www.westchestermagazine.com/Blogs/Eat-Drink-Post/September-2018/Cool-Local-Dishes-September/>
12 Russell Ave.
- **AJ's Burgers:** #1 Restaurant in New Rochelle on [TripAdvisor](#)
- **The Wooden Spoon:** #1 New Rochelle restaurant on [Yelp](#)

Advertise at the New Rochelle Train Station

Are you missing out on some free advertising? Every day over 5,000 commuters pass through the New Rochelle train station. We have a brochure rack for registered New Rochelle businesses and the information goes out very fast. We need brochures or menus to keep the rack full. The best size is a 3x8 portrait printed on cardstock paper. If you want to drop off brochures, please give them to the concierge at the train station or bring them to City Hall for my attention.

For more information on any of these topics, please contact me. If you do not wish to receive this newsletter in the future, please reply with Unsubscribe in the subject line. Thank you.

Sincerely,

Lisa Davis

Business Ambassador
City of New Rochelle
914-654-2189

