

## Davis, Lisa

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**From:** Davis, Lisa  
**Sent:** Tuesday, October 30, 2018 11:07 AM  
**Subject:** New Rochelle Business Newsletter - October, 2018

Hello Business Owners,

The weather is getting cold but the business climate in New Rochelle is hot. We're thrilled to announce that New Rochelle has been selected as a Bloomberg Philanthropies U.S. Mayors Challenge winner. Our city will receive \$1 million to implement our plan to imagine and build a better city using virtual reality. We're using tech to engage our residents and gain valuable feedback about city development projects. Learn more about our award-winning idea: <https://buff.ly/2RQ6q53>

On Sept. 27, Governor Andrew M. Cuomo announced that New Rochelle's Lincoln Avenue Corridor will receive \$10 million in funding as the Mid-Hudson winner of the third round of the Downtown Revitalization Initiative. The Downtown New Rochelle Strategic Investment Plan will build upon significant public-private investment over the past few years to spur commercial, residential, and mixed-use development in the city. The city envisions infrastructure improvements that will improve pedestrian and traffic circulation and extend the downtown's walkable, sustainable, transit-oriented design into this corridor to create a bustling environment in which to live and work. [Read the New York State announcement](#)

We have a growing number of development projects (check them out [here](#) on the Ideally New Rochelle website's interactive map). Thirty five new businesses have opened in New Rochelle and registered on the Business Registration system in the last 6 months. This month's newsletter shares some ways to help you and your business be part of the growth. As always, if you have any questions or ideas, please contact me.

## SCORE Workshop

The last of our SCORE workshops for 2018 addresses key questions for most business owners: "How to Access Capital?", and "Why Legal Contracts are Important?". Join SCORE experts and other business owners as we explore various resources available to you to help build and grow your business. Sponsored by the Chamber of Commerce, the BID, and the City of New Rochelle.

**Free!** - register at [www.westchester.score.org](http://www.westchester.score.org)

**Thursday, November 8 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

## Featured Business Program



The flyer is titled "Free Workshop 'Business Capital and Contracts'" and is presented by Kim Jacobs, CEO of Community Capital, NY, and Richard St. Paul, St. Paul Law Firm. It is scheduled for Thursday, November 8th, from 6:00pm to 8:00pm at the First Source Referral Center, 247 North Avenue, New Rochelle. Light refreshments will be available, with metered parking behind CVS and on the street. The flyer includes logos for SCORE, New Rochelle Downtown BID, and the City of New Rochelle. It also provides contact information for registration at [www.westchester.score.org](http://www.westchester.score.org), located at 120 Bloomingdale Rd, White Plains, NY 10605, with a telephone number of 914-948-3907.

**SCORE**  
NEW ROCHELLE DOWNTOWN BID  
NEW ROCHELLE

**Free Workshop**  
**"Business Capital and Contracts"**

Presented by  
**Kim Jacobs, CEO Community Capital, NY**  
**Richard St. Paul, St. Paul Law Firm**

**Thursday, November 8th, 6:00pm – 8:00pm**

**First Source Referral Center**  
**247 North Avenue, New Rochelle**

Light refreshments will be available  
[ Metered parking behind CVS and on street ]

Learn how to:  
Get Answers on How to Access Capital; Why Legal Contracts are Important

FREE registration at [www.westchester.score.org](http://www.westchester.score.org)  
120 Bloomingdale Rd, White Plains, NY 10605 Tel: 914-948-3907



Forty businesses have earned the title of “Featured Business” in New Rochelle. Residents and visitors look for the pins on Featured Business storefronts across New Rochelle. You can also find these arts, retail, dining, and service businesses on the Ideally Yours website at <https://www.ideallynewrochelle.com/work-here/featured-business-program/>, on the Wi-Fi kiosks coming across the City and via the Burbio.com calendar.

As part of the City’s ambitious redevelopment plan, all New Rochelle businesses are invited to apply - at no cost - to the Featured Business Program, coordinated by the City’s Department of Development. Featured businesses will receive increased visibility online and will have free access to tools to expand their marketing reach to residents and visitors. One of the tools is [Burbio.com](https://www.burbio.com) which streams school and community event calendars from New Rochelle and surrounding communities through a website, iPhone and Android app. Burbio has an audience of thousands of tech-savvy parents who use the service to keep track of what is going on in their lives and it's a great way to promote your business’ special events and programs to this audience.

Applications are being accepted now for the next round of businesses. Businesses will qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances.

**If you are interested in becoming a featured business, apply on the [Featured Business page](#).**

## Parking Changes

You may have noticed new pay machines in the City’s downtown. Changes are coming that will replace the single head meters with consolidated pay machines and an online app, simplifying payment for users and maintenance for the city. For now, parkers should continue to pay at the meters. You will be informed as the new system is rolled out.

Additionally, with the influx of diners at the restaurants on Division Street and nearby, a new valet parking process will soon be in place on Division St. near Westchester Place.

## Calendar of Upcoming Events

- **Nov. 2 5:30 PM:** [Grand Opening](#) of Brightway, The Ramirez Agency
- **Nov. 2 6:00 PM:** [Ribbon Cutting](#) for New Beginnings Performing Arts Studio
- **Nov. 8 6:00 – 8:00 PM:** [“Business Capital and Contracts”](#) free SCORE business workshop
- **Nov. 17:** New Rochelle Thanksgiving Parade: Contact the [Chamber of Commerce](#) about sponsorship opportunities for your business

## 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

