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From: Lisa Davis

New Rochelle Business Newsletter - December, 2018

Hello Business Owners,

I wish you a very happy, and successful, holiday season! As 2018 comes to a close, I also want to thank you for investing your time and passion in your New Rochelle business – which helps create a better city for residents and visitors.

Here's to a great new year!



Annual Business Registration and Renewal

All New Rochelle business owners are reminded that **annual registration or renewal** for New Rochelle's Retail Business Registration Program must be completed by January 31, 2019.

All retail businesses are required to register and all other businesses are encouraged to do so. The information collected will help the City:

- Create a comprehensive business directory
- Provide important contact information in the event of an emergency
- Provide notification of community events, seminars, etc.
- Encourage tourism to New Rochelle
- Collect valuable demographic information for grants and funding.



In 2018, registered businesses attended free business education sessions and received valuable communications about resources available to help grow their businesses. Registered businesses are also eligible for the city's free Featured Business program, providing them opportunities for co-marketing and promotion and access to marketing tools.

There is **NO FEE** to register or renew but annual registration or renewal is required for retail businesses and encouraged for all others. Annual renewal or registration must be completed by **January 31, 2019**.

To register or renew visit www.newrochelleny.com/business and select Register Here. If it is the first time you are registering, select Apply Online. If you have registered in the past, select Renew / Update and then follow the prompts.

Energy Savings for Commercial Property Owners

The City of New Rochelle has partnered with Energize NY to help businesses cut their utility costs and make the most of their buildings. Energize NY provides low-cost, long-term Property Assessed Clean Energy (PACE) financing for commercial building owners and non-profits to install energy efficiency and renewable energy upgrades. Other Westchester business owners are already taking advantage of this program. Natlew Corporation used 20-year PACE financing to replace an aging boiler in its 23-unit Mount Vernon apartment building, and also afforded a comprehensive set of energy efficiency measures including insulation, on-demand hot water heating, and high efficiency lighting. The result was greater comfort, reduced maintenance costs, and an estimated annual average positive cash flow of \$19,000. The owners of Terra Tile and Marble in Ossining used a 10-year PACE financing to install rooftop solar which offset over 95% of their electricity use and planned to put their energy savings (an estimated average of \$26,000/year) toward hiring an additional employee.

If high energy costs or deferred maintenance are cutting into your profit, or you want to go green with renewable energy, you can preserve your business capital and lines of credit when you finance 100% of the project with Energize NY PACE. PACE is an alternative form of financing that offers competitive, fixed interest rates and is repaid through a charge on the property's annual tax bill. Customizable terms up to 20 years allow for extensive improvements generating energy savings that typically more than cover the cost of the annual payment.

Energize NY is part of Energy Improvement Corporation, a New York non-profit local development company. You can learn more and apply for financing at www.EnergizeNY.org or call (914) 302-7300.

New Rochelle Businesses are in the news

[An Architectural Walking Tour Guide to Downtown New Rochelle](#)

"If you're looking for a great day trip out of New York City in any season, New Rochelle has a lot to offer (and the city is just thirty minutes from Grand Central Terminal!). From the New Rochelle train station (which services Metro North and Amtrak), you can walk through all of downtown New Rochelle, explore 330 years of history and have a meal from one of the many restaurants serving international cuisine, without ever having to take a car or mass-transit." Untapped Cities



[15 Must-Visit Places in New Rochelle](#)

Just 30 minutes from Grand Central, New Rochelle has it all: a fairy tale castle, beautiful architecture, international food scene, gorgeous waterfront parks, and more. Check out our [guide to the must-visit places in New Rochelle!](#) Untapped Cities

Best Bits: New Rochelle

“If downtown Brooklyn and some charming small town in New England had a baby, it may look something like New Rochelle. Part up-and-coming cityscape, part diverse, tree-lined neighborhoods, the city is quickly drawing the attention of young artists, entrepreneurs and growing families looking to lay down roots in more low-key (and affordable) environs while still being within view of New York City.” Time Out New York

The 4 best Southern spots in New Rochelle

Check out Alvin & Friends, Sweet Potatoes, Smokehouse Tailgate Grill and D’Chef Restaurant from ABC News

5 Places to Get the Most Delicious Ramen in Westchester

Including Roc-N-Ramen in Westchester Magazine

CBS hit 'God Friended Me' films in New Rochelle; star speaks out

Featured Business, A-Game Sports, in Lohud

14 coolest winter 2018 restaurant openings in Westchester; what's coming in 2019

Including Hurley’s Steakhouse and Pub in Lohud

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. Thank you.

Sincerely,

Lisa Davis
Business Ambassador
City of New Rochelle
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