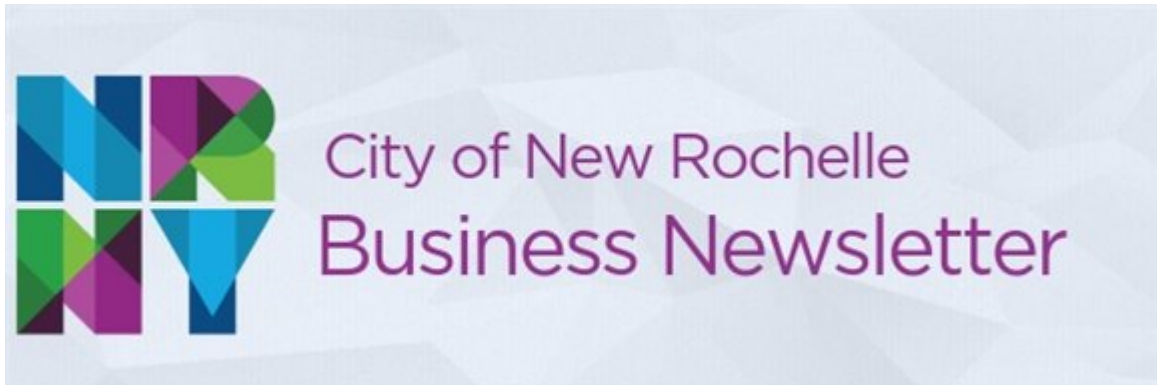


Davis, Lisa

From: Davis, Lisa
Sent: Thursday, July 18, 2019 4:24 PM
Subject: New Rochelle Business Newsletter: July, 2019



July 18, 2019

Hello Business Owners,

As the summer heats up, here are a few opportunities to promote your business and some news about the businesses in New Rochelle. If you have a news item to share, please send it over to me.

Promotional Opportunities

Remember that New Rochelle registered businesses are welcomed to display flyers and brochures in the rack at the New Rochelle train station. The best size is 3x8 on cardstock but other formats are accepted. Drop them off at the station with the concierge or to City Hall. Check out these new one-time events for additional options for promotion.



New Rochelle Street Fair

The New Rochelle Street Fair will be held on Sunday, Sept. 8 from 11:00 to 5:00 pm at a new location near City Hall. Vendors, artisans, food providers and entertainment are invited to take part in the annual celebration. Please download the [application](#) to register by the Aug. 2nd deadline.



Mariano Rivera Parade & Rally

New Rochelle is the site for a parade and rally to celebrate Mariano Rivera's unanimous induction into the National Baseball Hall of Fame. The event will be held on Saturday, July 27, 2019. The New Rochelle Chamber of Commerce is organizing sponsorships that include free Yankee tickets and special perks during the event. Please contact Jennifer Lanser at jlanser@newrochamber.org for more details.

Playland New Rochelle Day

Rye Playland and the Westchester County Executive have designated August 1st as New Rochelle Day at Playland Park. The New Rochelle Chamber of Commerce is coordinating business participation for the day. What that means for New Rochelle is that the park is giving us a 10 x 10 area where we can promote New Rochelle and our businesses / organizations. August 1st is a Thursday and on a typical Thursday Playland expects to see 8,000 -10,000 visitors a day.

The Chamber of Commerce is putting together an offer booklet that will advertise businesses in New Rochelle at a cost of \$100 per business. They will give out the booklets free to interested patrons leaving the park if enough businesses participate. In addition, leftover booklets will be given out at our Street Fair taking place in September. If you are interested, please reach out to Jennifer Lanser at jlanser@newrochamber.org.

Free Business Workshop

SCORE, Community Capital of New York and Shiloh Baptist Church are partnering to host a free seminar for potential business owners. All are welcome to attend. Register [here](#)



Thursday, July 25th

6:30-8:30 p.m.

Shiloh Baptist Church

185 Lincoln Avenue, New Rochelle

Learn how to create an action plan for your business idea

- Critical Success Factors
- Components of Business Ownership
- Funding Options
- Business Plan Basics
- And more

REGISTER at <https://westchester.score.org/event/what-consider-starting-your-own-business-4>



Westchester



Business News

Best of Westchester winners named by Westchester Magazine

Congratulations to the
New Rochelle winners of Westchester Magazine's

BEST OF WESTCHESTER 2019

Alvin & Friends

Best Caribbean Restaurant
[readers' pick](#)

Atit Thai

Best Spicy Thai

Clarissa Reyes at Glam

Beauty Studio
Best Makeup Artist

Empire Harley-Davidson

Best place to buy a motorcycle

Graze New York

Best Caterer
[readers' pick](#)

Little Mexican Café

Best Salted Beef Taco

Maria Restaurant

Best New Restaurant
[readers' pick](#)
& must-have Gnocchi Dish

**Melissa Lonquich, "Dive
into Life" on WVOX**

Best Radio Broadcaster

New Rochelle Opera

Best Underappreciated Arts
Organization

North End Tavern

Best Burgers
[judge's choice](#)

Pop's Espresso Bar

Best Grilled Cheese

Smokehouse Tailgate Grill

Best BBQ
[readers' pick](#)

Style Society

Best Barbershop

The Wooden Spoon

Best Burgers
[people's choice](#)

Weddings by Debra Thompson

Best Wedding Planner

WVOX

Best Radio Station
[readers' pick](#)

WestchesterMagazine.com

Leno's Clam Bar and **Pepe's Place** in Westchester Magazine's [3 Sound Shore Seafood Spots to Hit This Summer](#)

Pepe's Place in Westchester Magazine's [4 Places to Get Creamy, Delicious Mac 'N' Cheese This Weekend](#)



New Rochelle's Mayor and Chamber of Commerce welcomed **Black Mountain Capital** to 371 North Ave. with a ribbon cutting ceremony on June 27.



Down to Earth's New Rochelle Farmers' Market is held on Fridays in a new location near the Thomas Paine Cottage on North Ave. This market was recently highlighted as one of the best in Westchester. [Photos](#) and [more details](#)



Saturday's bring the **Downtown New Rochelle Farmer's Market** to Ruby Dee Park at Library Green. This market is brought to you by the Downtown Business Improvement District (BID) with support from the City of New Rochelle, Montefiore Hospital and Bulfamante Landscaping. LoHud covered [A Day at the Market](#). [More information](#)



Featured Business **The Rock Club** rocked a pride event on June 18

A story about The Acceleration Project's consulting program for New Rochelle businesses was picked up by [MSN Money](#). As part of its revitalization efforts, the City of New Rochelle has launched a unique economic development program to provide local businesses with access to consulting services to fuel their growth and success. TAP consultants will provide four to five months of strategic advisory services to those business owners selected to participate in the project, which is being funded by the City of New Rochelle Corporation for Local Development. Businesses participating in the program include **Handcrafted Catering & Events, The Curtain Shoppe, Encore Esports, Patria's Restaurant and CrossFit POP.**

As part of Caribbean-American Heritage Month in Westchester County, the Board of Legislators celebrates the outstanding contributions of individuals and organizations within the community including Alvin Clayton- Artist, restaurateur and owner of **Alvin & Friends** in New Rochelle.

North End Tavern and The Wooden Spoon: [New Rochelle Won Big at Westchester Magazine's 2019 Burger & Beer Blast](#)



Kemesha Salmon, owner of **TP Toys** is named an Under 40 Rising Star by The Business Council of Westchester

Brothers Giovanni and Peter Cucullo hit the sweet spot between peasant and polished at this New Rochelle charmer. [Restaurant Review: New Rochelle's Maria Restaurant](#)

New addition at **Mamma Francesca**: Wood-Burning Pizza Oven

This newsletter is sent to registered businesses in New Rochelle. If you do not wish to receive it, reply with unsubscribe as the subject.

Sincerely,

Lisa Davis
Business Ambassador
City of New Rochelle
914-654-2189

Copyright © 2019 City of New Rochelle All Rights Reserved.
515 North Ave., New Rochelle, NY 10801

Powered by
