

**Davis, Lisa**

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**From:** Davis, Lisa  
**Sent:** Wednesday, October 2, 2019 2:17 PM  
**Subject:** New Rochelle Business Newsletter: October, 2019



October 2, 2019

## Hello Business Owners,

As summer wanes, the busy end of the year begins. Here is some information to help your business get a jump on the year-end push:



## New Rochelle Boosts Local Businesses with New Resident Discount Card

In a move that will drive visibility for and store traffic to New Rochelle's Featured Businesses, the City has launched a discount card to encourage new downtown residents to support the local economy.

“We want to ensure that New Rochelle’s unprecedented downtown growth benefits all of us,” said New Rochelle Mayor Noam Bramson. “These discount cards are a great way to introduce new residents to the outstanding businesses and restaurants in our community, so that their buying power boosts our economy, supports local entrepreneurs, and enhances our tax base.”

Through this card, new downtown residents will have access to discounts and special offers from each Featured Business, incentivizing them to explore New Rochelle’s diverse local dining, retail, service and entertainment offerings while simultaneously growing the customer base of each small business. The card will be presented to each new resident as they receive their keys from the building managers and will remain valid for 60 days from the start date of their occupancy.

As part of the City's ambitious redevelopment plan, all New Rochelle businesses are invited to apply for this designation and those qualifying - determined by five criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances - will receive Featured Business benefits including a profile on the [Interactive Map](#), visibility in City advertising and co-marketing activities and free access to tools to expand their marketing reach to residents and visitors. Featured Businesses can be identified by a window decal corresponding to its category on the Interactive Map.

Currently 51 businesses have qualified, providing residents and visitors a wide range of offerings ranging from international cuisines, interior design services, flower arrangements, a place to rock climb and much more. Interested businesses can apply online at no cost by submitting a [Featured Business application form](#).

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## ArtsFest 2019 Set for October 4<sup>th</sup> - 6<sup>th</sup>

This year marks the 10th annual "ArtsFest," a weekend-long celebration of the arts in New Rochelle and Pelham organized by the New Rochelle Council on the Arts, and NRCA has plenty of exciting surprises in store. "It's amazing to me that this will be our tenth annual ArtsFest!" said NRCA President Theresa Kump Leghorn. "We started out in 2009 with 14 venues, and this year we will have 45 representing the work of more than 100 artists."

Participating artists and venues as of press time include **Alvin & Friends Restaurant**, the Classic Car Show sponsored by **AJ's Burgers**, Ajkun Ballet, Atelier Crashcup, Bennett Academy of the Performing Arts, **Diner Brew Co. Tap Room**, **Enchanted Flowers**, Charles Fazzino Museum Editions Studio, Flowerbake by Angela, **Flowers by Sutton**, Gallery Roc, **Ground Floor Co-Working**, the High Brook Highline, High Brook Studios, Hudson Park Children's Greenhouse, Hugh Doyle Center, Huguenot Children's Library, INSPO, **Jolo's Kitchen**, Amelia E. Jones Studio, **Lord and Andra Gallery**, Museum of Arts & Culture, **New Beginnings Performing Arts Studio**, NRCA Rotunda Gallery at City Hall, New Rochelle High School, New Rochelle Public Library, **New York Sports Club**, Pelham Art Center, **the Rock Club at Pine Brook Fitness**, **Pizzeria LaRosa**, Queen City Gallery at Montefiore NR, Fred Spinowitz Studio, St. John's Wilmot Episcopal Church, Successful Vision, Patricia Miner-Sutherland Studio, **TF Andrews**, Thomas Paine Cottage Museum, **R Cafe and Tea Boutique**, Thornton Donovan School, VAEA Venezuelan American Endowment for the Arts, Martha Valenzuela Studio.

Visit the NRCA website at <http://www.newrochellearts.org> or email [info@newrochellearts.org](mailto:info@newrochellearts.org) for more information.



## 2019 NYS Law Changes for Small Business Owners

As a business owner in New York State, there have been some recent changes to requirements and Labor Laws with which you must comply. As of October 09, 2019, all employers in NYS are required to adopt a sexual harassment prevention policy. Each employer that does not currently have a **sexual harassment prevention policy** in place is encouraged to adopt the NYS model policy.

Once adopting a policy, employers must provide each employee with a copy of its policy in writing. With the employee's receipt of the sexual harassment prevention policy, we encourage employers to have each employee acknowledge receipt of the policy in writing and post a copy where it is easily accessible by all employees.

In addition to adopting a sexual harassment prevention policy, employers must provide their employees with sexual harassment prevention training. Like the model policy

provided by NYS, they have also provided a model training program that meets the state guidelines.

Please visit the [website](#) for model policies, training, complaint forms, and more information. Additionally our New Rochelle Chamber of Commerce has partnered to provide [sexual harassment prevention training](#) to all interested businesses.

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## Governor Cuomo Announces Emergency Executive Action to Ban the Sale of Flavored E-Cigarettes

New York Governor Andrew Cuomo announced an "emergency executive action" to place a ban on the sale of flavored e-cigarettes. The governor's office said the executive order will advance legislation that aims to eliminate deceptive marketing practices of e-cigarettes to underage users and raises the purchasing age of e-cigarettes from 18 to 21-years-old.

To further crack down on retailers selling tobacco and vaping products to underage youth, State Police is partnering with DOH to conduct undercover investigations across the state under The Adolescent Tobacco Use Prevention Act, which enlists underage youth to attempt to buy tobacco and e-cigarette products. Retailers found selling tobacco and vaping products to underage individuals will now face criminal penalties in addition to civil penalties. When the legislation signed in July is effective on November 13, these sweeps and compliance efforts will continue with a renewed focus on sales to those under age 21.

Retailers are advised to contact the New York State Department of Health for additional information.

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## Westchester Goes Global

Westchester Goes Global is a seminar for local small business exporters seminar sponsored by the Westchester County Economic Development office.

On Thursday, October 17, 2019 join us at the Westchester County Center from 8am-11:30am.

**In the seminar businesses will learn how to:**

- Find foreign buyers
- Protect against the risk of nonpayment
- Extend credit terms to buyers
- Access vital working capital

To register, please visit:  
[Westchester Goes Global](#)

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## First Source Referral Center

The First Source Referral Center is New Rochelle's job training and placement center. For businesses, it is a free resource to identify employee candidates who have been pre-screened and often have training. If you need employees on a permanent or part-time basis, call First Source and initiate the job referral process. If you are looking to fill multiple roles or want to use the "speed dating" approach, contact First Source to arrange a table at their next job fair.

Call 914-365-2454 to get started.

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## Business in the News

**LaRosa Pizzeria** in Westchester Magazine's [Coming Home for Great Pizza](#)

**Sonny Orza's Bread Factory** in Westchester Magazine's [Where to Buy Challah Bread in Westchester for the High Holy Days](#)

Alan Cohen from **AJ's Burgers** appeared on Food Network's show Chopped

**Monroe's The Dining Lab** in Westchester Magazine's [5 Westchester BYOB Restaurants With No Corkage Fee](#)

**North End Tavern, AJ's Burgers** and **Alvin & Friends** are participating in [Eating for Orange](#) to raise awareness of food insecurity in Westchester

**Mini's Latin Fusion** in LoHud's [What you missed this summer: 16 more restaurants opened in Westchester, Rockland](#)

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## Upcoming Events

**Oct. 4 - 6:** ArtsFest - venues around New Rochelle and Pelham

**Oct. 17 8am - 11:30 am:** Westchester Goes Global - small business exporter seminar

**Oct. 17 2:30pm:** MiNi's Latin Fusion ribbon cutting, 235 Main St.

**Oct. 19 10am - 3:00pm:** Grand Opening for Wallauer's, 750 Main St.

**Oct. 24 1pm - 3pm:** First Source Job Fair, New Rochelle Public Library. Interested employers looking for employees should call 914-365-2454 to arrange to participate.

**Nov. 6 6pm-8 pm:** SCORE Workshop, 247 North Ave. (HOLD THE DATE, more details to come)

As always, contact me if you have a business question, an idea or news to share. I look forward to working with you.

Sincerely,

**Lisa Davis**

Business Ambassador

City of New Rochelle

914-654-2189