

Davis, Lisa

From: Davis, Lisa
Sent: Thursday, January 23, 2020 12:35 PM
Subject: New Rochelle Business Newsletter: January 23, 2020



January 23, 2020

Hello Business Owner,

With so much news this month, I am sending a second newsletter full of information for New Rochelle businesses.

Required Business Registration

Thank you to the businesses who have already submitted their renewal / registration for 2020. Please be aware these are being processed in the order received and you will be notified when it is complete.

If you haven't renewed yet, please visit www.newrochelleny.com/business and select the Retail Business Registration. The deadline is **Jan. 31, 2020**. All retail businesses are required to register or renew annually, and all other businesses are encouraged to do so. There is no fee to register but failure to renew could result in a \$350 fine. Please contact me at 914-654-2189 to make an appointment if you need assistance completing the form.

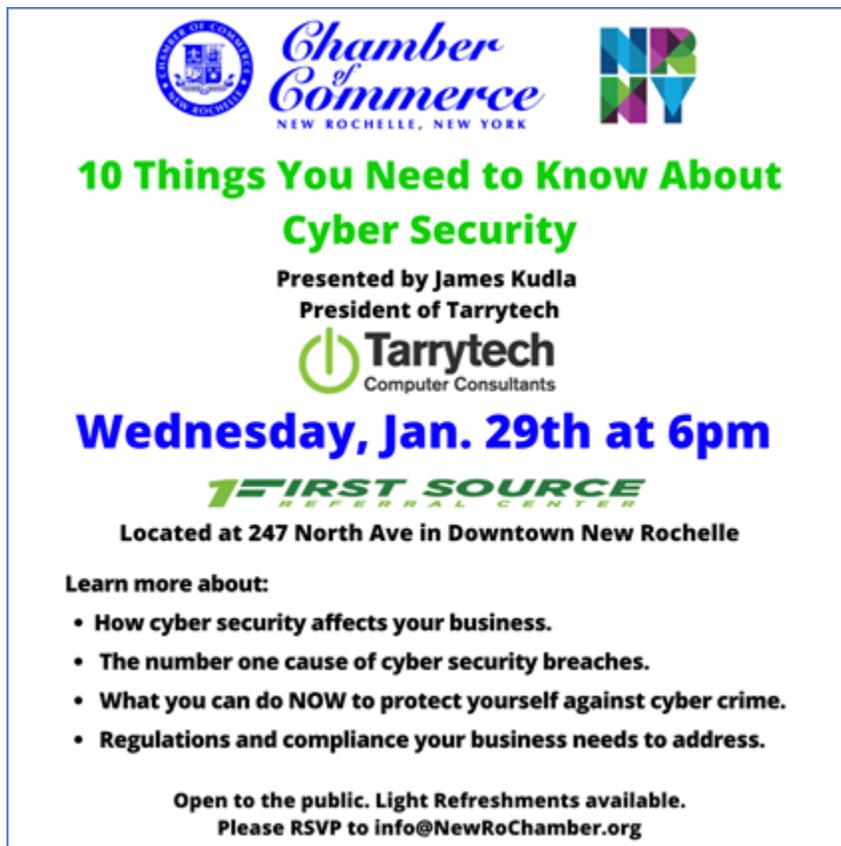
Future newsletters will be sent to registered businesses as a way to build our business community. If you have information you would like to share, send me a note or call me.

As a registered business, you can share flyers and brochures at the New Rochelle train station for

free. With over 5,000 riders daily, the train station is a great place to spread the word about your business. To fit in the racks, the best size is 3x8 portrait layout on cardstock paper. Please contact me if you have brochures to share.

Free Business Workshop on Cybersecurity

All businesses today need to worry about the security of their data and online presence. The New Rochelle Chamber of Commerce and City of New Rochelle invite you to a free cybersecurity workshop on Jan. 29th at 6pm. Please RSVP to info@NewRoChamber.org.



 *Chamber of Commerce*
NEW ROCHELLE, NEW YORK 

10 Things You Need to Know About Cyber Security

Presented by **James Kudla**
President of **Tarrytech**

Computer Consultants

Wednesday, Jan. 29th at 6pm

FIRST SOURCE
REFERRAL CENTER

Located at 247 North Ave in Downtown New Rochelle

Learn more about:

- How cyber security affects your business.
- The number one cause of cyber security breaches.
- What you can do NOW to protect yourself against cyber crime.
- Regulations and compliance your business needs to address.

Open to the public. Light Refreshments available.
Please RSVP to info@NewRoChamber.org

Census 2020

The once-a-decade population count provides rich data to communities and is valuable to businesses in their own decision making. All businesses are asked to partner with the City of New Rochelle in helping everyone in New Rochelle participate in the Census. It could be as simple as posting the census 2020 poster in your window (let me know if you want one and we will drop it off) or taking one

of the actions described in the partnership fact sheet below.

Partnership Fact Sheet: Businesses

The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. These data are valuable to businesses—they help inform better decision-making regarding business expansions, closures, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your customers and employees.

Census data:

- Provide the basis for distributing grants for economic development and inform business decisions, such as local business expansion.
- Create projections of growth and help you identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations.
- Determine how much funding your community receives and its representation in government.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As a trusted voice in your community, you have an important role to play in the success of the 2020 Census.

These are some of the many ways you can get involved:

- Host a workshop with your company's leaders, employees, or influential partners to discuss possible solutions to 2020 Census challenges.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to your employees and customers about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Add 2020 Census digital content to your Web site and link to 2020census.gov.
- Encourage your customers to work for the Census Bureau, and share this link with them: 2020census.gov/jobs

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.



New Businesses

New Rochelle Farms and Wash & Shop:

The long awaited opening of New Rochelle's newest supermarket occurred on Jan. 21. Located at 465 North Ave, New Rochelle Farms provides fresh and prepared foods including organic, vegan and gluten-free options as well as a full-service laundromat. Video of the [opening](#) and more coverage at LoHud's [New supermarket opens in New Rochelle, bringing fresh produce and jobs](#)



Bank of America grand opening in their new location at 810 Main St.



Waffle Café opened at 618 North Ave.



Sincerely,

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

