

Davis, Lisa

From: Davis, Lisa
Sent: Monday, January 13, 2020 2:51 PM
Subject: New Rochelle Business Newsletter: January, 2020



January 13, 2020

Dear Business Owner,

Welcome to 2020 - a year for insight and hindsight. Here's some information to get your year started off right...



Business Registration - Annual Renewal

This is a reminder that annual registration or renewal for New Rochelle's Retail Business Registration Program must be completed by **January 31, 2020**.

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.

Registered businesses can attend free business education sessions, receive valuable communications about resources available to help grow their businesses and promote their businesses at the New Rochelle train station. Registered businesses are also eligible

for the city's free Featured Business program, providing additional opportunities for co-marketing and promotion.

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 is free and must be completed by **January 31, 2020**.
Failure to register or renew will result in a penalty of up to a maximum of \$350.

A retail business is any retail commercial operation or occupation, of any kind, including, without limitation, any sole proprietorship, partnership, limited partnership, joint venture, association, corporation, limited liability company, franchisee, cooperative, or any other entity recognized by law that owns, leases, or occupies any premises in the City, and is engaged in the sale of goods or services that are subject to New York state sales tax. The registration requirement shall include the retail store component of any not-for-profit entity.

To renew or register visit the City's website at www.newrochelleny.com/business and select "Register Here" under the Retail Business Registration system. Registration is available in English and Spanish. When renewing, please update any changed information. Please include the required current proof of insurance and authorization to do business in the "Licenses" section.

New York State's Minimum Wage

As part of the 2016-17 State Budget, Governor Cuomo signed legislation enacting a statewide \$15 minimum wage plan that will lift the earnings of more than 2.1 million New Yorkers, in all industries across the state. The Governor's plan takes the needs of workers and businesses alike into account.

As of December 31, 2016, the first in a series of wage increases went into effect. Rates will differ based on region and industry because the increases are calibrated to provide businesses ample time to adjust. **The new wage is \$13.00 per hour.**

General Minimum Wage Rate Schedule						
Location	12/31/16	12/31/17	12/31/18	12/31/19	12/31/20	2021*
Long Island & Westchester	\$10.00	\$11.00	\$12.00	\$13.00	\$14.00	\$15.00

* Annual increases for the rest of the state will continue until the rate reaches \$15 minimum wage (and \$10 tipped wage). Starting 2021, the annual increases will be published by the Commissioner of Labor on or before October 1. They will be based on percentage increases determined by the Director of the Division of Budget, based on economic indices, including the Consumer Price Index.



Voting is underway for Westchester Magazine's Best of Westchester awards. Ask your clients and customers to vote for your business by **Jan. 22 at 5 pm**.

Results will be published in the July 2020 issue of Westchester Magazine.

Best of Westchester Readers' Ballot Rules:

1. Please limit your votes to county-based businesses - no national chains*
2. Businesses cannot incentivize votes with discounts, freebies, etc.
3. Votes originating from identical IP addresses will not be counted.
4. Please fill in name and town of business.
5. Please fill out at least 5 categories.
6. The Ballot is live from Dec 2 at 9 a.m. to Jan 22 at 5 p.m.
7. A special series of run-off voting will take place for the top six vote-getters in all Food & Drink and Health & Beauty categories starting Jan 27th and going weekly through March 8.

*The Fast-Casual Chain and Steakhouse categories under Food & Drink, Department Store under Shopping, Hotel, Hotel Bar, and Adult Dance Classes under Fun & Leisure, and Senior Residence under Services are exceptions to this rule.

Vote [HERE](#)

Business News

- Grand opening for **New Rochelle Farms** at 465 North Ave. on Tuesday, Jan. 21 at 4:30 pm - all invited
- **Dubrovnik Restaurant** in [Eat the World NYC](#)
- **Diner Brew Co.** in Daily Voice [Diner Brew Co. Is Full-Blown Taproom In Westchester](#)
- **Maria Restaurant** in Westchester Magazine's [Read our Most-Clicked Business Blogs in 2019](#)
- **We Rock the Spectrum**, a gym for children with autism, now open on Main St. in New Rochelle. Coverage on [News 12](#)
- **Pop's Espresso Bar, Consign It on Main, The Wooden Spoon, Mahlstedt Gallery, R Cafe, Modern Restaurant and Lounge, Dubrovnik, Diner Brew and FunFuzion** in Time Out NY's [A perfect day in New Rochelle](#)
- **Krave** in Where to Dine after the Holiday Train Show at NYBG in New Rochelle Review

Sincerely,

Lisa Davis
Business Ambassador

City of New Rochelle
914-654-2189

