

# STARTING AND OPERATING YOUR BUSINESS IN NEW ROCHELLE



IDEAL FOR BUSINESS

Edition 5.1



The City of New Rochelle values your business and wants to help you succeed! Whether you are opening a business for the first time or thinking about relocating or expanding a business that is already here, please consider all that New Rochelle has to offer:

- **Unparalleled location**, just half an hour from Grand Central Station (and soon Penn Station) in NYC by train, minutes from other regional centers such as Greenwich, Stamford and White Plains, and with convenient direct links to I-95 and Amtrak
- **Superb quality of life**, characterized by charming and historic neighborhoods, an extensive shoreline on Long Island Sound, and an outstanding public school system
- **Diverse and talented residents**, who are ready to serve as loyal customers or skilled employees
- **Focused business climate for development**, with a sweeping Downtown Development Plan supported by new zoning that opens the path to the economic rebirth of downtown

The City of New Rochelle actively supports the development of a vibrant and diverse business community and stands ready, together with partners in the public and private sectors, to help you.

**This guide will lead you through questions to consider as you start and run your business, and the resources available to make yours' *an ideal business.***

Additionally, visit the New Rochelle official website: [www.NewRochelleNY.com](http://www.NewRochelleNY.com) for a list of City departments, contacts and valuable information. Call the City's Business Ambassador who can provide more information about available resources or assistance with issues or concerns that you may have.

*Mariana Jusufaj*

Business Liaison/  
MWBE Coordinator  
Phone: 914-654-2193  
[mjusufaj@newrochelleny.com](mailto:mjusufaj@newrochelleny.com)

*Jorge Ventura*

Director of Economic Development  
Phone: 914-654-2175  
[jventura@newrochelleny.com](mailto:jventura@newrochelleny.com)

---

Mayor Noam Bramson  
City Council:  
District 1: Martha Lopez-Hanratty  
District 2: Albert Tarantino  
District 3: Yadira Ramos-Herbert  
District 4: Ivar Hyden  
District 5: Sara Kaye  
District 6: Liz Fried  
City Manager Kathleen Gill  
Development Commissioner Adam Salgado

# Part I: Starting a Business

<b>Questions</b>	<b>Resources</b>	<b>Page</b>
Is your business idea a good one?	Business Plan: SBA, SCORE, WEDC Market Information: WC Dept. of Planning, Census, NAICS	<a href="#">5</a>
How will you set up your business?	Dept. of State, Westchester County Clerk, Business Taxes, Insurance	<a href="#">6</a>
Where should you locate your business?	NR Development Office, Downtown Overlay district	<a href="#">7</a>
How will you fund your business?	IDA, Empire State Development, Community Capital	<a href="#">8</a>
What permits or licenses do you need to obtain?	Building Dept.: Plumbing, Electric, Signs Fire/ Smoke; Dept. of Public Works <a href="#">Restaurants</a> – Health Dept., NYS Liquor Authority	<a href="#">9</a>

# Part II: Running a Business

<b>Questions</b>	<b>Resources</b>	<b>Page</b>
How will you let customers know about your business?	Business Registration, Chamber of Commerce ribbon cutting, BID, City Website, Social Media	<a href="#">12</a>
How can your storefront attract more customers?	City Zoning Code, Municipal Arts Commission, Sign Awning & Façade Program	<a href="#">13</a>
How can you expand your marketing and promotion?	Featured Business Program	<a href="#">14</a>
How can you connect with other business owners in New Rochelle?	Business Ambassador, Chamber of Commerce, BID, The Business Council of Westchester	<a href="#">15</a>
Where can you find good employees?	Local colleges, First Source Referral Center, One-Stop	<a href="#">16</a>
How can you bid on local, county, state and federal contract opportunities?	Empire State Development, WC registration, WMBE, New Rochelle Public Works	<a href="#">17</a>

# Part I: Starting a Business

## Is your business idea a good one?

An important first step to starting a business is **developing a Business Plan**. Building the plan requires knowledge about yourself, the market, and the solutions or products you want to offer and can be useful to secure financing.

- What is your business concept?
- What are the estimated costs of opening and operating?
- What are the strengths and weaknesses of your idea?
- What is the market environment?
- Who are your competitors?
- Are you ready to run a business?

**The Small Business Administration** offers many resources to assist in business planning. **SCORE** is a non-profit association which through education and mentorship aims to help small business startups grow and achieve their business goals. They are able to provide their services at no charge or a very low cost.

**The Women's Enterprise Development Center** is a not-for-profit micro-enterprise development program servicing Westchester County and the Lower Hudson Valley. Its focus is to assist women through small business development including training, advisory services and access to capital.

### Who to Contact:

Small Business Administration  
26 Federal Plaza - Suite 3100  
New York, NY 10278  
212/264-4354  
[answerdesk@sba.gov](mailto:answerdesk@sba.gov)  
[www.sba.gov](http://www.sba.gov)

SBA - **Your Business**: a downloadable guide to owning and operating a small business in New York State.  
[www.esd.ny.gov/SmallBusiness/Data/YourBusiness.pdf](http://www.esd.ny.gov/SmallBusiness/Data/YourBusiness.pdf)

Service Corp. of Retired Executives (SCORE)  
120 Bloomingdale Road  
White Plains, NY 10605  
914/948-3907, [help@score.org](mailto:help@score.org)  
[westchester.score.org](http://westchester.score.org)

Women's Enterprise Development Center, Inc.  
Nikki Hahn  
Executive Director, Westchester  
1133 Westchester Avenue, Suite N-220  
White Plains, NY 10604  
Tel: 914/948-6098  
Fax: 914/470-2972  
E-mail: [nhahn@wedc.biz](mailto:nhahn@wedc.biz)  
[www.wedcbiz.org](http://www.wedcbiz.org)

---

### Market Information:

Westchester County Dept. of Planning  
<https://planning.westchestergov.com/initiatives/census-2020>

Census / NAICS  
<http://www.census.gov/en.html>,  
<http://www.census.gov/cgi-bin/sssd/naics/naicsrch>

# How will you set up your business?

No matter what type of business you are in you will need to establish a **legal business organization**. Sole proprietorships, partnerships and corporations each have their own benefits and drawbacks. Choosing the right one can be complex; *please consult an attorney to learn more about your legal rights and obligations*.

The US Small Business Administration and NY State also provide information to guide you.

All businesses are required to file tax returns. To obtain the necessary **tax identification numbers**, contact the IRS as well as the NYS Department of Taxation & Finance. Your business may also be required to collect sales taxes and whether you are self-employed or have employees you will need to pay Social Security and Withholding Tax.

If your business will not be a corporation, limited partnership or limited liability company, and will not be operating under your own name, you will need to **register your business name** with the Westchester County Clerk. Prior to visiting you are encouraged to check your business name for availability.

If you have employees, NYS requires that you obtain Worker's Compensation **Insurance**. Liability insurance is a good idea to protect your assets, especially if you are working at your clients' properties.

## **Who to Contact:**

Small Business Administration

<https://www.sba.gov/starting-business/choose-your-business-structure>

Corporations: New York State Department of State  
One Commerce Plaza, 99 Washington Avenue  
Albany, NY 12231

518/473-2492

<http://www.dos.ny.gov/corps/index.html>

[Form a Corporation or Business | Department of State \(ny.gov\)](#)

Sole Proprietorship, DBA: Office of the  
Westchester County Clerk

110 Dr. Martin Luther King Jr. Blvd.

White Plains, NY 10601

Tel: 914/995-3070

Fax: 914/995-4030

Email: [CC-Legal@westchestergov.com](mailto:CC-Legal@westchestergov.com)

[www.westchesterclerk.com](http://www.westchesterclerk.com)

Name check:

<https://wro.westchesterclerk.com/Login/Login>

Designated Newspapers for Legal Notice

<https://www.westchesterclerk.com/about/designated-newspapers>

Internal Revenue Service

[www.irs.gov](http://www.irs.gov)

Search for "Apply for an Employer Identification Number (EIN)"

New York State Tax Department

Sales Tax Registration Unit

W. A. Harriman Campus

Albany, NY 12227

518/485-2889

[www.tax.ny.gov](http://www.tax.ny.gov)

New York State Department of Labor

Building 2

W. A. Harriman Campus

Albany, NY 12240

518-457-9000

[www.labor.ny.gov](http://www.labor.ny.gov)

New York State Worker's Compensation Board

328 State Street

Schenectady, NY 12305

518/462-8880

[www.wcb.ny.gov](http://www.wcb.ny.gov)

# Where should you locate your business?

Now that you have a business plan and know the type of business structure you will be operating under you will need to determine where your business will be located. Before you lease or purchase a building or property you should determine the **zoning for that site**. Zoning is the City's tool for protecting neighborhoods and the City as a whole from incompatible uses. The Planning staff of the City's **Department of Development** can help in providing zoning information and guidance in working with real estate agents specializing in commercial spaces.

The **Bureau of Buildings** can help obtain specific approvals that may be needed. One key step that can avoid problems later is to check for open permits or violation on the property *before* you sign a lease.

Any one of many locations throughout New Rochelle could be the right one for your business. Significant focus is on the downtown area with a new zoning plan which paves the way for vibrant, yet intelligently designed new development. It permits construction of up to 990,000 square feet of new retail space, 1,805,000 square feet of new non-medical office space, 420,000 square feet of medical office space and 5,500 apartments, hundreds of which will be affordable housing – changing the daytime and evening population of the downtown area.

## **Who to Contact:**

City of New Rochelle Department of Development  
Mariana Jusufaj, Business Liaison  
914/654-2193  
[mjusufaj@newrochelleny.com](mailto:mjusufaj@newrochelleny.com)

City of New Rochelle Bureau of Buildings  
515 North Avenue  
New Rochelle, NY 10801  
Phone: (914) 654-2035



**All the news about development  
in New Rochelle**  
[Ideally New Rochelle](#)

# How will you fund your business?

One of the biggest concerns with getting your business started or growing is **financing**. In addition to the traditional sources of financing through a **bank**, or family and friends, other alternatives may be available. Grants are often requested but hard to come by.

The NR **Industrial Development Agency** (IDA) and NR Corporation for **Local Development** (CLD) provide support to manufacturing and commercial businesses, residential rental builders and non-profit institutions. It can be a vehicle for long term, low-interest financial assistance for capital projects. Financing can be used for acquisition, expansion, rehab, and purchase of equipment through the issuance of State bonds and other incentives, such as mortgage, sales and property tax exemptions.

**Partner agencies** provide sources of funding along with education and planning resources. The U.S. **Small Business Administration** has a new tool to help borrowers find lenders (LINC) plus a directory of available loans and grants.

## **Who to Contact:**

New Rochelle Industrial Development Agency  
New Rochelle Local Development Corp.  
Adam Salgado, Executive Director  
515 North Avenue  
New Rochelle, NY 10801  
Tel: 914/654-2083  
Fax: 914/632-3626  
[asalgado@newrochelleny.com](mailto:asalgado@newrochelleny.com)

Empire State Development Corporation  
Rafael Salaberrios  
Senior Director, Economic Revitalization  
633 Third Ave., 34<sup>th</sup> Floor  
New York, NY 1017  
Tel: 212/803-3219  
Fax: 212/803-3919  
[rsalaberrios@empire.state.ny.us](mailto:rsalaberrios@empire.state.ny.us)  
[www.esd.ny.gov](http://www.esd.ny.gov)

Community Capital New York  
7 West Cross Street  
Hawthorne, NY 10532  
Tel: 914/747-8020  
Fax: 914/747-2049  
[www.communitycapitalny.org](http://www.communitycapitalny.org)

Small Business Administration (SBA) LINC  
[www.sba.gov/tools/linc](http://www.sba.gov/tools/linc)

Small Business Administration  
<https://www.sba.gov/funding-programs/grants>



# What permits or licenses do you need to obtain?

Whether you are building new or renovating an existing property, it is important that you end up with a safe place to do business. Contact the City's **Bureau of Buildings** to check for existing permits or violations, review plans, obtain new permits (building, plumbing, electrical, sign) and do site inspections. All construction must be approved by the Bureau of Buildings *prior to starting work* and on completion.

For street openings or site work, contact the Department of Public Works. Depending upon the nature of your business, the Police and/or Fire Departments may need to inspect the premises.

If you are **preparing or serving food**, you will need a license from the Westchester County Health Department. Serving alcohol requires a permit from New York state.

Certain types of businesses (i.e. Pawn Shops, Secondhand Auto Dealers, Cabarets, Secondhand Merchandise Dealers) must obtain a special permit/license from the **City Clerk**.

The City's Business Ambassador manages a **registry of businesses** in New Rochelle. Within one month of opening, new retail businesses are required to register and all other businesses are encouraged to do so. Registration is free and provides many benefits.

## Who to Contact:

**New Rochelle Bureau of Buildings**  
515 North Avenue  
New Rochelle, NY 10801  
Tel: 914/654-2035  
Fax: 914/654-2031  
Online permit system:  
[www.citysquared.com/#/app/NewRochelleCityNY](http://www.citysquared.com/#/app/NewRochelleCityNY)

**New Rochelle Police Department**  
Ana Childs, Alarm Unit  
475 North Avenue  
New Rochelle, NY 10801  
914/654-2240

**New Rochelle Fire Department**  
Susan Hamill, Senior Clerk - Licenses  
90 Beaufort Place  
New Rochelle, NY 10801  
914/654-2212  
[shamill@newrochelleny.com](mailto:shamill@newrochelleny.com)

**Westchester County Department of Health**  
145 Huguenot Street – 8<sup>th</sup> Floor  
New Rochelle, NY 10801  
914/813-5000  
<http://health.westchestergov.com/sanitation>

**City of New Rochelle**  
Michelle Oliveros, City Clerk  
515 North Avenue  
New Rochelle, NY 10801  
914/654-2159  
[MOliveros@newrochelleny.com](mailto:MOliveros@newrochelleny.com)

**Business Registry**  
[Business Registration Program](#)

**State and Federal Permitting**  
<https://www.sba.gov/business-guide/launch/apply-for-licenses-permits-federal-state>

## BUILDING PERMITS CHECKLIST

1. CHECK FOR OPEN VIOLATIONS / PERMITS
2. GET YOUR REQUIRED PERMITS
3. DO THE WORK
4. SCHEDULE INSPECTION(S) FOR CofO OR CofC



## PERMIT CHECKLIST: If you are opening a RESTAURANT...

### City Permits

Obtain a building permit from the New Rochelle <b>Bureau of Buildings</b>	<p><b>New Rochelle Property Portal</b>            City Hall – 515 North Avenue            New Rochelle, New York 10801            Phone (914) 654-2035            Fax (914) 654-2031  <a href="http://www.citysquared.com/#/app/NewRochelleCityNY">www.citysquared.com/#/app/NewRochelleCityNY</a>            *Fees vary according to project parameters</p>
Obtain plumbing and electrical permits from the <b>Bureau of Buildings</b> for any changes to systems (if applicable)	
Obtain a sign permit from the New Rochelle <b>Bureau of Buildings</b> for permanent signs or temporary banners <ul style="list-style-type: none"> <li>• Appear before the Municipal Arts Commission (for all awnings or if your proposed sign exceeds code regulations)</li> </ul>	
Obtain a permit from the <b>Department of Public Works</b> for any street opening, obstruction of the sidewalk or tree removal	
Obtain a permit from <b>Department of Development</b> for any sidewalk café or street furnishings including planters	
Review Chapter 270 of New Rochelle City Code for <b>sign regulations</b> (no easel signs, no wind flags, no blinking signs, coverage of no more than 15% of window space...) before spending money on signage	<p><a href="https://ecode360.com/6736751">https://ecode360.com/6736751</a></p>
Obtain a permit from the <b>New Rochelle Fire Department</b> <ul style="list-style-type: none"> <li>• For approval on hood installation / fire suppression system</li> <li>• For a Public Assembly license (if applicable for over 49 people)</li> <li>• For approval of fire/smoke detection system (if applicable)</li> </ul>	<p><b>New Rochelle Fire Department</b>            City Hall – 90 Beaufort Pl.            New Rochelle, New York 10801            Phone (914) 654-2111</p>
Register your business in the New Rochelle <b>Business Registration System</b>	<p><b>Business Liaison</b>            914-654-2193  <a href="#">Business Development</a></p>

### County Permits

For DBA, Partnerships or Sole Proprietors: New York State Law requires you to register your business in the county in which the business is located. You may register in person or by mail to the Westchester County Clerk's office. Prior to visiting you are encouraged to check your business name for availability via <a href="https://wro.westchesterclerk.com/Login/Login">https://wro.westchesterclerk.com/Login/Login</a> <ul style="list-style-type: none"> <li>• You must go to the County Clerk's Office with proper identification such as a driver's license or Passport and a \$35.00 processing fee. This fee includes 2 certified copies. If a partnership, both partners must attend.</li> <li>• If you are AMENDING a previously filed Business Certificate because your business location has changed, the business name has changed, or if you are adding/dropping a partner, you may fill out an Amended Business Certificate.</li> </ul>	<p><b>Office of the Westchester County Clerk</b>            110 Dr. Martin Luther King Jr. Blvd.            White Plains, NY 10601            Phone (914) 995-3080            E-mail <a href="mailto:cclerk@westchestergov.com">cclerk@westchestergov.com</a>    <a href="http://westchesterclerk.com/legal-division/starting-a-business">http://westchesterclerk.com/legal-division/starting-a-business</a></p>
Obtain a permit from the <b>Westchester County Health Department</b> to operate a food services establishment <ul style="list-style-type: none"> <li>• For kitchen/cooking equipment/food storage</li> </ul>	<p><b>Health Department Central Office</b>            145 Huguenot Street, 7th and 8th Floors            New Rochelle, New York 10801            Phone (914) 813-5000  <a href="#">Westchester County Department of Health</a></p>

### State Permits

Obtain a license from the <b>New York State Liquor Authority</b> (if you will be serving alcohol)	<p><b>State Liquor Authority</b>            11 Park Place            New York, New York 10007            Phone (212) 417-4115  <a href="#">State Liquor Authority</a></p>
---	---

**PERMIT CHECKLIST: If you are opening a PROFESSIONAL OFFICE or RETAIL STORE...**

**City Permits**

Obtain a building permit from the New Rochelle <b>Bureau of Buildings</b>	<p><b>New Rochelle Property Portal</b>                  City Hall – 515 North Avenue                  New Rochelle, New York 10801                  Phone (914) 654-2035                  Fax (914) 654-2031  <a href="http://www.citysquared.com/#/app/NewRochelleCityNY">www.citysquared.com/#/app/NewRochelleCityNY</a>                  *Fees vary according to project parameters</p>
Obtain plumbing and electrical permits from the <b>Bureau of Buildings</b> for any changes to systems (if applicable)	
Obtain a sign permit from the New Rochelle <b>Bureau of Buildings</b> <ul style="list-style-type: none"> <li>• Appear before the Municipal Arts Commission (for all awnings or if your proposed sign exceeds code regulations)</li> </ul>	
Obtain a permit from the <b>Department of Public Works</b> for any street opening, obstruction of the sidewalk or tree removal	
Obtain a permit from <b>Department of Development</b> for any sidewalk café or street furnishings including planters	
Review Chapter 270 of New Rochelle City Code for <b>sign regulations</b> (no easel signs, no wind flags, no blinking signs, coverage of no more than 15% of window space...) before spending money on signage	<p><a href="https://ecode360.com/6736751">https://ecode360.com/6736751</a></p>

Obtain a permit from the <b>New Rochelle Fire Department</b> <ul style="list-style-type: none"> <li>• For approval of fire/smoke detection system (if applicable)</li> </ul>	<p><b>New Rochelle Fire Department</b>                  City Hall – 90 Beaufort Pl.                  New Rochelle, New York 10801                  Phone (914) 654-2111</p>
--	---

Register your business in the New Rochelle <b>Business Registration System</b>	<p><b>Mariana Jusufaj – Business Liaison/MWBE Coordinator</b>                  914-654-2193  <a href="mailto:mjusufaj@newrochelleny.com">mjusufaj@newrochelleny.com</a>  <a href="http://www.newrochelleny.com/business">www.newrochelleny.com/business</a></p>
--	---

**County Permits**

<p>For DBA, Partnerships or Sole Proprietors: New York State Law requires you to register your business in the county in which the business is located. You may register in person or by mail to the Westchester County Clerk's office. Prior to visiting you are encouraged to check your business name for availability via <a href="https://wro.westchesterclerk.com/Login/Login">https://wro.westchesterclerk.com/Login/Login</a></p> <ul style="list-style-type: none"> <li>• You must go to the County Clerk's Office with proper identification such as a driver's license or Passport and a \$35.00 processing fee. This fee includes 2 certified copies. If a partnership, both partners must attend.</li> <li>• Notarized forms are required if submitting by mail.</li> <li>• If you are AMENDING a previously filed Business Certificate because your business location has changed, the business name has changed, or if you are adding/dropping a partner, you may fill out an Amended Business Certificate.</li> </ul>	<p><b>Office of the Westchester County Clerk</b>                  110 Dr. Martin Luther King Jr. Blvd.                  White Plains, NY 10601                  Phone (914) 995-3080                  E-mail <a href="mailto:cclerk@westchestergov.com">cclerk@westchestergov.com</a>    <a href="http://westchesterclerk.com/legal-division/starting-a-business">http://westchesterclerk.com/legal-division/starting-a-business</a></p>
---	--



# Part II: Running a Business

## How will you let customers know about your business?

Getting the word out is the key to success in a business.

The City of New Rochelle's **Business Ambassador** sends out regular communications to all business owners in New Rochelle. Share the news of your opening with others in the community.

Businesses located in the Downtown **Business Improvement District** can utilize the services of the BID including notifications on the BID website and participation in BID sponsored events.

Joining the New Rochelle **Chamber of Commerce** provides benefits including:

- Ribbon Cutting ceremony
- Radio time on WVOX
- Advertising and marketing assistance.

Local online newspapers, Facebook groups and other **social media marketing** tools can help you inform potential customers about your business. You can submit a request to New Rochelle Patch who regularly features new businesses for free.

### **Who to Contact:**

New Rochelle Development  
Mariana Jusufaj, Business Liaison  
515 North Avenue  
New Rochelle, NY 10801  
Tel: 914/654-2193  
Fax: 914/632-3626  
[mjusufaj@newrochelleny.com](mailto:mjusufaj@newrochelleny.com)

Downtown Business Improvement District (BID)  
Executive Director: Karel Littman  
[newrochelledowntownbid@gmail.com](mailto:newrochelledowntownbid@gmail.com)  
<http://www.newrochelledowntown.com/>



Chamber of Commerce  
Catherine White  
417 North Ave.  
914/632-5700  
[catherine@newrochamber.org](mailto:catherine@newrochamber.org)  
<http://newrochellechamber.org/>

New Rochelle Patch  
[New Rochelle Patch New Business](http://NewRochellePatch.com)

### **New Rochelle hashtags**

#IdeallyNewRochelle #NewRoStrong  
#NewRochelleNY #NewRochelleBusiness



# How can your storefront attract more customers?

All business owners want customers to walk through their door. An enticing storefront makes it more likely to happen.

To support safety and appearance, the city of New Rochelle has **zoning code** that regulates:

- Signs and awnings
- Window displays
- Safety of doors & stairways
- Placement of items on sidewalks.

Planters and sidewalk cafés placed on the public way **require a permit** from the Department of Development.

Wall **signage**, both temporary like a “Grand Opening” sign or permanent require permits from the Bureau of Buildings.

Window signage (whether one large sign or many small ones) is limited to covering *no more than 15%* of available window space. No signage can be pasted or painted to the exterior of windows, doors or building. Blinking, flashing or overly bright signs are not permitted.

Also, not permitted - easel type signs, feather or wind signs, or any other items placed on the sidewalk.

New Rochelle has a **Sign, Awning & Façade program** to help subsidize the cost for improvements to signage and storefront facades.

## Who to Contact:

**Business Liaison/MWBE Coordinator**  
Mariana Jusufaj  
914-654-2193

**Zoning Code**  
[www.newrochelleny.com/](http://www.newrochelleny.com/)  
Select Departments, then “municipal code” under City Clerk

**Sign permits**  
<http://www.newrochelleny.com/725/Frequently-Used-Forms-and-Applications>  
Select Sign Permits under Buildings section

**Planters, Sidewalk Cafes permits**  
<https://newrochelleny.com/1468/Sidewalk-Cafe-Permits>  
<https://newrochelleny.com/1490/Planter-Permits>



# How can you expand your marketing and promotion?

An exciting free program highlighting businesses that demonstrate a commitment to excellence and customer attraction is in place in the City of New Rochelle. As part of the City's ambitious redevelopment plan, all New Rochelle businesses are invited to apply - at no cost - to the **Featured Business Program**, coordinated by the City's Department of Development.

## Featured Business Program

[www.ideallynewrochelle.com/Featured-Business-Program/](http://www.ideallynewrochelle.com/Featured-Business-Program/)

Featured Businesses will receive City support for advertising and co-marketing activities, starting with a window decal that corresponds to an online map available on the City's website and on the city-wide interactive Wi-Fi kiosks. The decals are color-coded to four categories (Food / Dining, Arts / Entertainment, Retail and Services).

Additionally, to enable greater access to residents of the new development in New Rochelle, Featured Businesses are included in the New Downtown Residence Card program. This program provides new residents special offers at the Featured Businesses throughout the City.

All businesses in New Rochelle are eligible to apply and will qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances.



# How can you connect with other business owners in New Rochelle?

Whether you are a new business owner or a seasoned professional, access to other business owners operating in a similar business environment is invaluable.

Within New Rochelle, the Downtown Business Improvement District (BID) and Chamber of Commerce provide opportunities to network with other business owners. On a county level, The Business Council of Westchester also helps their members build their businesses.

## Who to Contact:

Downtown Business Improvement District (BID)  
Executive Director: Karel Littman  
[newrochelledowntownbid@gmail.com](mailto:newrochelledowntownbid@gmail.com)  
<http://www.newrochelledowntown.com/>

Chamber of Commerce  
Executive Director: Catherine White  
417 North Ave.  
914/632-5700  
[catherine@newrochamber.org](mailto:catherine@newrochamber.org)  
<http://newrochellechamber.org/>

The Business Council of Westchester  
<https://thebcw.org/>





# Where can you find good employees?

## **First Source Referral Center**

To maximize employment opportunities sparked by ongoing revitalization, the City of New Rochelle has partnered with Westhab and STRIVE to implement a multi-tiered job placement and training program. Potential employers should contact First Source to identify qualified candidates who are local to New Rochelle.

With **two colleges** located in our city and a highly rated education system, New Rochelle provides a diversity of talent. Each college has a process to match employers with interns and full time employees.

**Westchester/Putnam Workforce Investment System – One Stop Employment Centers** provide employee recruitment and training and resources for worker retention. Employers can post available jobs, receive customized employee screening and review resumes of qualified candidates, and apply for funding for worker training.

### **Who to Contact:**

First Source Referral Center  
247 North Avenue  
New Rochelle, NY 10801  
Tel: 914-365-2454 or 2455  
[Westhab First Source](#)



Iona College  
<http://www.iona.edu/Academics/Career-Development/Employer-Services.aspx>

Monroe College  
<https://www.monroecollege.edu/career-services/employers/>

Westchester One Stop Employment Center  
120 Bloomingdale Road  
White Plains, NY 10605  
Tel: 914/995-3910  
[Onestop Employer \(westchesterputnamonestop.com\)](http://westchesterputnamonestop.com)

# How can you bid on local, county, state and federal contract opportunities?

Government offices procure a significant amount of products and services. Opportunities to bid for these are coordinated through different purchasing programs.

The **City of New Rochelle** posts bids on the city website. You can sign up to be notified when new bids are requested.

Forty municipalities across NY, including New Rochelle, use the Empire State Purchasing Group to publish bids. The [Procurement Technical Assistance Center](#) can help you understand the competitive bidding process and find opportunities appropriate for your company.

**WestWorks** is a weekly synopsis of advertised contracts, bid opening results and awarded contract and agreements.

Additional opportunities to compete are available for women and minority owned businesses plus for disadvantaged business enterprises. There is a rigorous process to qualify for each of these with very specific criteria. Contact the Business Liaison or Westchester County **MWBE** Office to understand the guidelines and process.

## **Who to Contact:**

Purchasing Dept. – City of New Rochelle  
Sandi Murray  
914/654-2072  
[smurray@newrochelleny.com](mailto:smurray@newrochelleny.com)

See open bids and register for notifications  
<http://newrochelleny.com/bids.aspx>

Register for County opportunities  
[www.Westchestersmart.com](http://www.Westchestersmart.com)

Qualification process for NY State  
Empire State Purchasing Group  
<http://www.empirestatebidsystem.com/>

WestWorks  
<http://publicworks.westchestergov.com/contractors/westworks>

Westchester County MWBE Office  
Martha Lopez  
Director of Minority Women Owned Business  
Development and Immigrant Affairs  
Michaelian Office Building  
148 Martine Avenue, 9th floor  
White Plains, NY 10601  
(914) 995-2900  
[mlopez@westchestergov.com](mailto:mlopez@westchestergov.com)  
<https://westchestercatalyst.com/mwbe/>