

Davis, Lisa

From: Davis, Lisa
Sent: Tuesday, July 10, 2018 3:58 PM
Subject: New Rochelle Business Newsletter - July 2018

Hello Business Owners,

Welcome to the new businesses now receiving this newsletter. New Rochelle has seen a recent increase in business openings – 7 new businesses have registered in the last 2 months and there are about 10 more in the final stages readying to open. This month's newsletter focuses on advertising and promotion – key factors in getting new customers into your business.

12 New Rochelle businesses included on 2018 Best of Westchester list

Every year, Westchester Magazine polls their editors and readers about the best that Westchester has to offer. This year, twelve New Rochelle businesses were selected amongst the food, service, entertainment and shopping categories. With a circulation of 67,000, online presence and a fun celebratory event, Westchester Magazine reaches many consumers throughout the County and beyond. Congratulations to our winners!

- [Alvin & Friends Restaurant](#) (Readers' Pick for Best Caribbean Restaurant);
- [Brother Kenneth Chapman Gallery](#) (Best Under-Appreciated Gallery);
- [Coromandel](#) (Readers' Pick for Best Indian Restaurant);
- [Dubrovnik Restaurant](#) (Best Octopus Dish);
- [Iona College](#) (Readers' Pick for Best College/University);
- [The Little Ranch](#) (Best Cowboy Boots);
- [Magic Cuts for Kids](#) (Best Kids Haircuts);
- [Pizzeria La Rosa](#) (Best New Pizzeria);
- [Raymond Opticians](#) (Readers' Pick for Best Optical Store);
- [Smokehouse Tailgate Grill](#) (Readers' Pick for Best Barbecue);
- [Tlaquepaque](#) (Best Mexican Torta);
- [The Wooden Spoon](#) (Best Frose).

New Rochelle businesses are in the news

- [Tailgate Dogs and Sausages Opens in New Rochelle](#): Former Fairway Markets executives choose New Rochelle as the first location for their soon-to-be nationwide chain featuring an innovative menu and dining experience.
- [Westchester firefighter hoping not to get 'Chopped' on Food Network special](#): New Rochelle firefighter Nick Triscari who grew up in Rockland — and is the owner/chef behind [The Wooden Spoon](#) in New Rochelle — will compete against other firefighters in the "Fire it Up!" episode of "[Chopped](#)" airing July 17 at 9 p.m.
- [An Inside Look at New Rochelle's Hot New eSports Lounge](#): "The professional-grade, high-tech lounge provides the local gaming community 3,600 square feet of prized real estate and a cool atmosphere to hone their skills" at Encore eSports located on the second level at 538 Main St.
- The owners of [Posto 22](#), [Westchester Taco Grill](#) and [Gemelli's Pizza](#) have been busy with creative ad placement – at the New Rochelle train station, on billboards around the City, and online.
- [How virtual reality is helping create real change in cities](#): New Rochelle's [Grand Market](#) was the location for interactive testing for [Bloomberg's Mayor's Challenge](#). The City of New Rochelle looks to deploy virtual-reality technology to allow city planners and citizens to visualize the development plans for buildings and public spaces,

promoting more informed stakeholder engagement. Shoppers at the weekly market were invited to test out the augmented and virtual reality tools and provide feedback.

Exhibitors wanted for sixth annual 2018 New Rochelle Street Fair



Registration Deadline Aug. 1, 2018

The **Sixth Annual New Rochelle Street Fair** returns to Downtown on Sunday, **September 9** from **11AM to 5PM**. This ever-popular event is presented by the City of New Rochelle in partnership with the Chamber of Commerce, BID, Council on the Arts and Volunteer New York!

Many businesses find the street fair to be a great way to get the word out to local residents and visitors. Consider hosting a tent or table along the Street Fair route.

To register for the fair, contact the Parks and Recreation Department at info@newrochelleny.com or download and mail in an application from the City's website: www.newrochelleny.com/streetfair.

* If your business is on one of the street fair streets and you want to set up a table on the sidewalk in front of your business, no fee is required. However, the main foot traffic is on the street – so if you want to set up a tent or table at curbside directly outside your business, please register as an exhibitor and indicate your preferred location on your application. These requests cannot be guaranteed so apply early to reserve your space.

Featured Business program taking off

Over 40 businesses in New Rochelle have qualified to become Featured Businesses. In addition to placement on the [Ideally New Rochelle map](#) and the ability to list events on [Burbio.com](#), info about Featured Businesses will soon be found on the wi-fi kiosks being placed around the City. The first kiosk is live at the corner of Memorial Highway and Lockwood near the hospital. Visitors and residents will have another easy way to locate places to shop, eat and play.

Interested businesses should apply and can qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances. Visit <https://www.ideallynewrochelle.com/featured-business-program/> for more information or to apply.

Advertise at the New Rochelle Train Station

Are you missing out on some free advertising? Every day over 5,000 commuters pass through the New Rochelle train station. We have a brochure rack for registered New Rochelle businesses and the information goes out very fast. We need brochures or menus to keep the rack full. The best size is a 3x8 portrait printed on cardstock paper. If you want to drop off brochures, please give them to the concierge at the train station or bring them to City Hall for my attention.

Advertising Tips

Good resource for getting started on advertising your business: <https://www.thebalancesmb.com/advertising-101-tips-to-get-you-started-3514741>

For more information on any of these topics, please contact me. If you do not wish to receive this newsletter in the future, please reply with Unsubscribe in the subject line. Thank you.

Sincerely,

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

