

## Davis, Lisa

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**From:** Davis, Lisa  
**Sent:** Thursday, January 3, 2019 10:54 AM  
**Subject:** New Rochelle Business Newsletter - Jan. 2019

Dear Business Owner,

Happy new year! May 2019 be a successful year for you. Its time for register your business on the City of New Rochelle Business Registration system. This must be renewed annually so please take a few minutes and complete your registration today. Future newsletters will go to registered businesses only. Lots of good information here to help you get the year started off right.

### Annual Business Registration and Renewal

All New Rochelle business owners are reminded that **annual registration or renewal** for New Rochelle's Retail Business Registration Program must be completed by January 31, 2019.

*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.

In 2018, registered businesses attended free business education sessions and received valuable communications about resources available to help grow their businesses. Registered businesses are also eligible for the city's free Featured Business program, providing them opportunities for co-marketing and promotion and access to marketing tools.



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 must be completed by **January 31, 2019**.

To register or renew visit [www.newrochelleny.com/business](http://www.newrochelleny.com/business) and select Register Here. If it is the first time you are registering, select Apply Online. If you have registered in the past, select Renew / Update and then follow the prompts. Please don't hesitate to contact me if you need any assistance.

### New minimum wage - \$12.00 for Westchester workers

For more information, see this article...

<https://dailyvoice.com/new-york/newrochelle/business/new-minimum-wage-increases-set-to-take-effect-in-new-york-heres-a-rundown/745927/>

### Congratulations to the new businesses that opened in 2018

About 50 businesses opened and registered on the Business Registration system in 2018. Here is a great [video](#) showing some of those as we ceremonially “cut the ribbon” with the Mayor and Chamber of Commerce to help the businesses open.

## **New Rochelle Businesses in the News**

*Did you catch these articles about New Rochelle businesses?*

### **Esports on the rise in New Rochelle**

<https://www.lohud.com/story/news/local/westchester/new-rochelle/2018/12/21/esports-rise-new-rochelle/2362071002/>

### **Top of the morning: The 4 best breakfast and brunch spots in New Rochelle**

<https://hoodline.com/2018/12/top-of-the-morning-the-4-best-breakfast-and-brunch-spots-in-new-rochelle>

### **"New Italian" Is the Latest Culinary Adventure in New Rochelle , Westchester**

Magazine <http://www.westchestermagazine.com/Blogs/Eat-Drink-Post/December-2018/Maria-New-Rochelle-Restaurant-New-Italian/>

### **New Rochelle Featured Business – Premier Martial Arts is closing**

Premier Martial Arts closed its doors on December 31<sup>st</sup> after 30 years in business in New Rochelle.

**Prime time show films at A-Game Sports** - [https://dailyvoice.com/new-york/newrochelle/lifestyle/ready-for-prime-time-top-cbs-show-films-in-new-rochelle/745737/?utm\\_source=breaking-email-trending-story&utm\\_medium=email&utm\\_campaign=breaking-new-rochelle-40825](https://dailyvoice.com/new-york/newrochelle/lifestyle/ready-for-prime-time-top-cbs-show-films-in-new-rochelle/745737/?utm_source=breaking-email-trending-story&utm_medium=email&utm_campaign=breaking-new-rochelle-40825)

### **This New Rochelle Mom Just Opened Her Own Middle Eastern Kitchen**

Fatima Saleh is serving fresh, eclectic, made-to-order dishes at The Nook. – Westchester Magazine

<http://www.westchestermagazine.com/Blogs/Eat-Drink-Post/December-2018/The-Nook-Middle-Eastern-Restaurant-New-Rochelle/>

## **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.

## **SBA Workshop for Business Owners**

### The 3 C's of the SBA: Discussion on Capital, Counseling and Contracting

New Rochelle businesses are invited to a free workshop hosted by the Office of Economic Development for the County of Westchester. This introductory workshop describes what the Small Businesses Administration is and how it can help small businesses, including help with financing, business education and contracts. No pre-registration required.

**Friday, January 11, 2019**

9:30 – 11:00 am

Westchester County Center, Little Theater



**The 3C's of the SBA**

Attention Westchester's Small Businesses:  
Join us for a discussion on Capital, Counseling and Contracting

- Understand what the Small Business Administration is all about.
- Learn how the SBA can help you with financing, business education and contracts.
- Sign up for one-on-one counseling with the Small Business Development Council.
- Get involved with SCORE and the Women's Business Center.
- Explore how government contracts can start or expand your business.

Special Guest: Man-Li Lin, Economic Development Specialist, Small Business Administration

**FRIDAY, JANUARY 11, 2019 • 9:30 - 11 a.m.**  
WESTCHESTER COUNTY CENTER, LITTLE THEATER

**We ♥ Small Business**

  
Westchester  
County  
Office of  
Economic  
Development  
George Latimer  
Westchester County Executive

For more information on any of these topics, please contact me. Thank you.

Sincerely,

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

