

**From:** Davis, Lisa  
**Sent:** Wednesday, May 1, 2019 11:01 AM  
**Subject:** New Rochelle Business Newsletter - May 2019



May 1, 2019

## Hello Business Owners,

As the weather warms up we see more people (potential customers!) out and about. Here are some ideas about getting your business more customer ready:



### Sidewalk Cafés and Outdoor Dining

**REMINDER: GET A PERMIT BEFORE YOU PLACE SEATING OUTSIDE OR ANY OTHER ITEM ON THE SIDEWALK**

If the seating is on private property, you need a one-time *Outdoor Dining* permit. If you don't already have one on file, you can apply for a Building Permit for Outdoor Dining [here](#).

If the seating is on public property, then you apply for a *Sidewalk Café* permit. We have a new system this year so you will need to create a new login using the same email address you registered with in the past (if you previously had a sidewalk café.) Include all the components of the café (tables, chairs, planters, rails, umbrellas...) in the application and drawing. Apply [here](#) your annual permit.

The City also requires that any *planters or other sidewalk furnishings* placed on public property have a one-time permit. With the change to the new system, some applicants who previously applied will be receiving notifications that payment is required so the permits can be issued. New applicants should apply [here](#) and create a new login on the system to complete the application process. These items must be reviewed by the Municipal Arts Commission before a permit is issued.

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## Free Business Workshop: “Digital Advertising - What's Hot, What's Not”

All are invited!

Free Business Workshop: “Digital Advertising – What’s Hot, What’s Not”

Monday, May 13 6:00 – 8:00 pm

Location: First Source Referral Center, 247 North Ave.

All New Rochelle businesses are invited to attend a free workshop to explore the most popular digital advertising tools and where they are best deployed in the customer journey. Sponsored by the City of New Rochelle, SCORE Westchester and the New Rochelle Chamber of Commerce.

RSVP at [Westchester.score.org](http://Westchester.score.org)



Jennifer Shaheen  
president.  
technology therapist.

**DIGITAL ADVERTISING –  
WHAT’S HOT,  
WHAT’S NOT.**

**MONDAY  
MAY 13TH  
6-8 PM**

Explore the most popular digital advertising tools and where they’re best deployed in the customer journey .

First Source Referral Center  
247 North Ave. New Rochelle

Learn how to:

- Choose your digital advertising channels
- Understand how to measure the success of your digital advertising
- Draw important insights from the engagement data provided
- Use social media advertising to attract and convert customers quickly

RSVP to <http://westchester.score.org> by 5/10/19

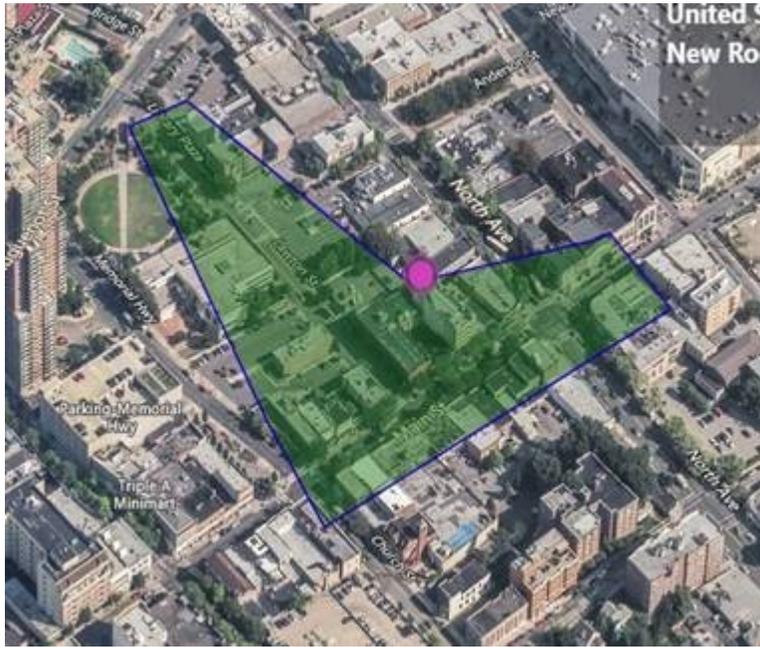
sponsored by



## Ongoing Utility Work

As previously shared, there are rolling closures and detours during work hours, as well as parking restrictions in the work zones, for ongoing utility work. On Tuesday, April 30, Con Edison will begin replacing gas mains in the vicinity of Main Street & North Avenue. It will then progress to Lawton St. Please observe posted restrictions. For more information please call Con Ed at 1-800-752-6633.

We appreciate your support and cooperation and will send along updates as needed.



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## Business Contracting Opportunity



**A One Stop Shop!**

Connecting MWBE, SDVOB, & DBE's to Purchasing and Contracting Opportunities

**May 14th – 8 a.m. – Noon  
Westchester County Center**

At conXpo you will have the opportunity to hear exciting speakers, attend informative workshops and network with businesses and municipalities within Westchester County. Come to conXpo to learn about different contracting opportunities and how to make your business succeed. Participants will include municipalities, colleges and universities, the New York State Power Authority, hospitals and more.

Workshop topics will include:

- Informing MWBEs, SDVOBs, and DBEs about purchasing and contracting opportunities
- Showing how to successfully bid on RFP opportunities
- Accessing capital to help grow your business
- Guiding you through the New York State and Westchester County MWBE Certification processes
- Walking businesses through compliance requirements

Register here: <http://bit.ly/conxpo2019>

For any questions please contact: [ce-mwob@westchestergov.com](mailto:ce-mwob@westchestergov.com)

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## **Businesses in the News**

**Westchester Taco Grill** in Westchester Magazine: [Tacos Aren't the Only Reason to Check Out This New Ro Hotspot](#)

**Alvin and Friends** in LoHud: [Viola Davis spotted at celebrity hangout in New Rochelle](#)

**The Wooden Spoon** in Westchester Magazine: [Drool Over These 7 Ooey-Gooey Instagram-Ready Grilled Cheeses](#)

Iona College's new certificate program- **entrepreneurship & innovation**: <https://patch.com/new-york/newrochelle/iona-college-offers-immersion-program-start-ups>

**energia fitness + health** is closing the studio at 987 Main Street and will be training clients and holding classes at **A Game Sports** right down the road. Both are Featured Businesses.

Among the artists, **Lord & Andra Gallery** and **R Café** are mentioned in Untapped Cities [An Intimate Look at Six Artists in New Rochelle NY's Thriving Art Scene](#)

**The Wooden Spoon** in Westchester Magazine's [Drool Over These 7 Ooey-Gooey Instagram-Ready Grilled Cheeses](#)

[Dudley's in New Rochelle, along with its marina, has been sold for \\$3.7M](#)

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I hope you enjoyed the new format for the newsletter. If you no longer wish to receive it, please reply with Unsubscribe in the subject line. If you have questions or ideas, please

contact me.

Sincerely,

**Lisa Davis**

Business Ambassador

City of New Rochelle

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