

**Davis, Lisa**

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**From:** Davis, Lisa  
**Sent:** Friday, June 7, 2019 4:13 PM  
**Subject:** New Rochelle Business Newsletter: June, 2019



June 7, 2019

## **Hello Business Owners,**

Just like the buildings beginning to dot the landscape throughout New Rochelle, many ideas for business growth are popping up daily. If you haven't seen the new video highlighting these development activities, visit [www.ideallynewrochelle.com](http://www.ideallynewrochelle.com). Then take part in one of the activities listed below..

## **Free Business Workshop: "Finding Funding"**

One of the major challenges facing small business owners is access to funding through traditional sources such as banks. Many entrepreneurs are unaware of the variety of alternative funding sources created specifically for small businesses through federal, state and local programs. In partnership with Westchester County Office of Economic Development, Community Capital and Excelsior Growth Fund, New Rochelle is one of the locations for a series of free information sessions for businesses.

**Join us for an information session to learn about the grant funding available through the Mid-Hudson Regional Economic Development Council's Consolidated Funding Application (CFA) program and other alternative lending programs.** This session will be hosted by Bridget Gibbons and Corazon Pineda from the Westchester County Office of Economic Development. Click for [more details](#) including examples of businesses who have received grants through the CFA program. The deadline to apply for a CFA grant is July 26.

### **"Finding Funding" - CFA and Lending Information Session for Businesses**

First Source Referral Center  
247 North Avenue  
New Rochelle, NY  
June 20, 7:00 - 8:30 pm

Parking available at meters, in the New Roc garage or in the public lot behind CVS on North Ave.

Additionally, at the session in New Rochelle representatives from Community Capital and Excelsior Growth Fund will inform business owners about other grant and alternative lending programs (CDFI/SBA) that can be possible options for accessing capital. One such program is Empire State Development's Metropolitan Economic Revitalization Fund ("MERF") which provides loans to small businesses located within the underserved communities of Mount Vernon, New Rochelle, Yonkers and parts of Nassau County.

Please RSVP to [EconomicDevelopment@Westchestergov.com](mailto:EconomicDevelopment@Westchestergov.com) to attend the workshop on June 20th.



## Job Fair

Looking for Employees?

New Rochelle has a job training and placement center to help place New Rochelle residents into jobs. As a business owner, you can work with the First Source Referral Center to help find pre-screened employees for a variety of roles. First Source is planning a job fair on **June 28** and is looking for businesses who need employees. If you want to host a table at the job fair to find new candidates, please contact Nick Rosa at First Source at 914-365-2454.

First Source can also provide employee referrals at any time using their "job request" form. Contact First Source for more information or drop by 247 North Ave. in New Rochelle.

See [photos](#) from the last job fair



## Street Fair

Vendors and sponsors are wanted for the New Rochelle Street Fair. This annual event draws thousands of people for fun, food and shopping. The Street Fair is scheduled for Sunday, September 8th from 11 am to 5pm and has been moved to the area surrounding City Hall. Click [here](#) to download an application.



## Sidewalk Cafes and Planters Permits

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

Dining establishments: If you want to create a seating area on public property, then you apply for a *Sidewalk Cafe* 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 cafe) Include all the components of the **café** (tables, chairs, planters, rails, umbrellas..) in the application and drawing. You will need to provide a drawing with dimensions, insurance listing the City of New Rochelle as additional insured and pay the annual fee. Apply [here](#) for your annual permit.

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](#). You will need an architectural drawing of the space including amount of seating, means of egress and any other items in the dining area, plus insurance.

The city encourages *planters or other sidewalk furnishings* to beautify storefronts but placing these items on public property requires 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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## Business Workshop: Barter as a Business Solution

The New Rochelle Chamber of Commerce is offering a workshop open to all businesses and free to members



**June Workshop**  
**BARTER**  
*as a Business Solution*

Grow Bigger, Live Better with Barter

Imagine having an additional professional sales staff out there selling your products or services to companies that you aren't doing business with. Add to that a personal broker who helps you get the things you need for yourself and your business, without using cash...and you have Hudson Barter Exchange.

Free for Members  
RSVP @ [JLANSER@NEWROCHAMBER.ORG](mailto:JLANSER@NEWROCHAMBER.ORG)

June 11, 2019 | 10 AM  
American Legion Post 8  
112 North Avenue  
New Rochelle, NY 10801



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## ConEd

Conditions permitting, ConEd will continue working along Main St. heading south from Harrison St. Traffic and parking will be affected intermittently. Please contact ConEd with any questions or concerns.

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## New Westchester County Legislation Banning Polystyrene Containers

New County legislation has been approved that will ban the use of polystyrene (including Styrofoam) for food service, mobile food vendors and retail stores in Westchester. The policy was recently approved although dates for implementation have not yet been published. Please plan ahead for your business to remove this type of packaging. [More details.](#)

The proposed law will prohibit food service vendors, mobile food commissary and retail stores from possessing, selling or offering any food service ware that consist of expanded polystyrene. This includes containers, bowls, plates, trays, cups, and other like items that are sold for one-time use for prepared foods, including service wares for takeout foods or leftovers from partially consumed meals prepared by food service vendors. Food service vendors include any restaurant, cafe, store, shop, sales outlet, cafeteria, temporary food service, food truck, vending truck, vending cart or other establishment including a grocery store or delicatessen that sells, serves or gives prepared food or sells food service wares to the consumer. Mobile Food Commissary shall mean any facility which provides services to food service vendors that are located in or is a pushcart, stand or vehicle, including but not limited to: access to potable water, waste water and refuse disposal, the provision of supplies for food service, storage for food and supplies, or commercial cooking facilities. Retail Store is a retail or wholesale establishment other than a food service vendor which sells consumer commodities at retail, which store is not primarily engaged in the sale of food for consumption on the premises.

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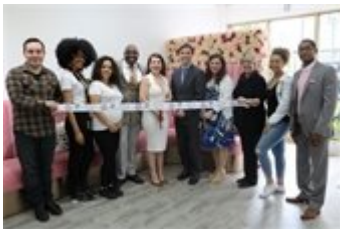
## Grand Openings



### Marina di Calabria

Marina Di Calabria, conveniently located overlooking the Long Island Sound, delivers a vibrant experience to customers who are passionate in sharing wine, music, and culinary arts.

Located at Wright Island Marina at 290 Drake Ave.



### Lash Out Loud

On May 10, the Mayor and the Chamber of Commerce welcomed Lash Out Loud to 384 North Ave. Opened by New Rochelle residents, Lash Out Loud is a brand new beauty salon in New Rochelle that prides themselves on offering eyelash extensions, makeup application, and full body waxing.



### Krave

Chyrisse Crisp, former owner of A Place 2 Go, and her team have brought Westchester an exciting new Caribbean/American Southern restaurant loaded with colorful, comforting dishes from the islands called KRAVE: A New York Eatery. KRAVE, New Rochelle's newest addition to the already vibrant dining scene, boasts a long sparkling bar/lounge area leading into the dining room, a dramatically glass enclosed part which allows for banquet seating. The Mayor and Chamber of Commerce cut the ceremonial ribbon at Krave on May 17.



## New Rochelle Radiology

A grand re-opening of their expanded facility at 175 Memorial Highway was held on June 6, 2019 with the Mayor and Chamber of Commerce. Their mission is to provide high quality imaging in a friendly and stress-free environment.

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## Businesses in the News

**Wooden Spoon** wins [Best Burger in Westchester](#)

**North End Tavern** – Judges' Choice Best Burger in Westchester

**Ridgewood Banks** [To Hold Shredding Service Events](#): New Rochelle's is Sept. 28

**CVS** [Will Relocate to New North Avenue Retail Space](#)

**Smokehouse Tailgate Grill** in Westchester Magazine: [Smokehouse Tailgate Grill Is Shuttering Their New Rochelle Location at the End of the Year. Don't worry, they're moving across the street.](#)

**Black Mountain Capital** in NYREJ: [Black Mountain Capital opens new 2,500 s/f storefront at 371 North Ave. in New Rochelle](#)

**Pizzeria La Rosa** on [Barstool Pizza](#)

**Joey's Cannoli's and Espresso Bar** on News 12's [Lunch with Lisa](#), and [Westchester Magazine's 4 Places to Cool Down With Gelato This Weekend](#)

**Patsy's, Alvin & Friends in LoHud's** ["Dine outdoors this spring: 43 options, from rooftops to river views"](#)

Have some news to share? Send your links to me to include in the next newsletter.

Sincerely,

**Lisa Davis**

Business Ambassador  
City of New Rochelle

