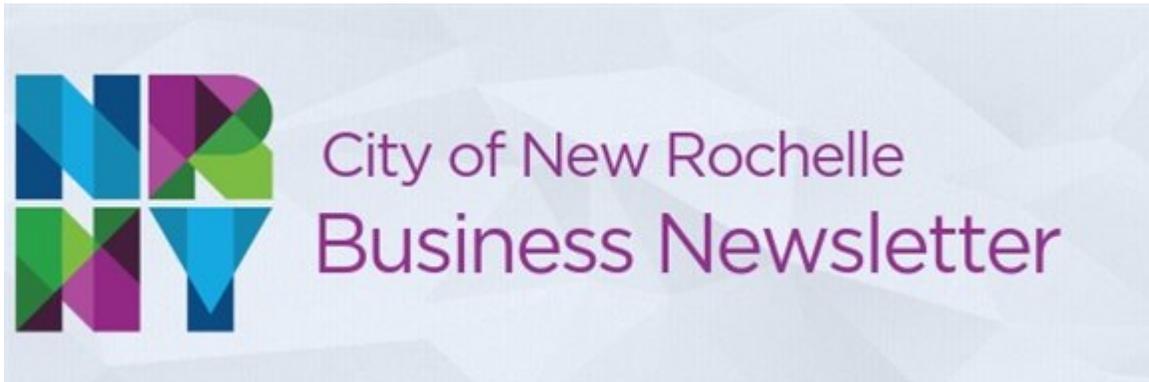


Davis, Lisa

From: Davis, Lisa
Sent: Friday, October 25, 2019 10:04 AM
Subject: New Rochelle Business Newsletter: October 25, 2019



October 25, 2019

Hello Business Owners,

Business opportunities this month include a free business seminar; sponsorship and participation in the Thanksgiving parade; and guidelines for safely promoting your business storefront. The newsletter also includes some great press about our local businesses. Let me know if you have news to share.

Free Business Seminar

All new and existing business owners are invited to a free business workshop, "Four Pillars of Business Wisdom." Sponsored by the City of New Rochelle and led by SCORE professionals, this workshop provides the basics for starting and maintaining a strong business.

Four Pillars of Business Wisdom

Wednesday, Nov. 6 from 6-8 PM
Located at The First Source Referral Center
247 North Ave., New Rochelle, NY
Metered parking available on street and at New Roc
Registration requested at Westchester.score.org



Agenda:

- 1) **Simply Starting Your Business**
Presented by Charles Auerbach

Learn the basic steps required to launch a new business, including examining the feasibility of the business concept, refining the idea, analysis of startup and operating costs, developing a marketing plan and selecting the right legal structure.

2) **Perfecting the Elevator Speech**

Presented by Fred Claar

Understand the need and uses of an elevator speech, a brief, accurate, clear description of the nature of your business and how to phrase it to gain the interest of the listener.

3) **Obtaining Financing**

Presented by Glenn Shell

Learn how to determine whether to borrow & how much money to request. Hear about the SBA insured loan program & local sources like Community Capital. Understand the three crucial factors a lending institution will examine in deciding whether to grant a loan: credit rating, cash flow & collateral. See how to prepare a business plan to get a loan.

4) **Maintaining Financial Control**

Presented by John Chester

Learn how to: manage and control cash flow, select an appropriate bookkeeping system, & create a strategic plan for business growth and the allocation of financial resources.

Annual Thanksgiving Parade

The Chamber of Commerce of New Rochelle & City of New Rochelle, NY presents the 56th Annual Thanksgiving Parade on Saturday, Nov. 23rd at 10am.

This year's Grand Marshal is The New York Empire, the only professional sports team to call New Rochelle home and 2019 Champions of the American Ultimate Disc League (AUDL).

The parade will feature several big balloons including New Rochelle's hometown hero, Mighty Mouse, sponsored by United Hebrew celebrating their 100th Anniversary. Tom the Turkey, the iconic, Kermit the Frog, and more will join marching bands playing throughout the parade, clowns, beauty princesses, superheroes, singers and marchers from Iona and Monroe Colleges, local schools, businesses and organizations

New Route

Parade starts at Eastchester Road on North Avenue and proceeds down North Avenue ending at Bonnefoy Place.

Businesses can participate by marching or sponsoring the activities. For more info, please contact the Chamber at info@newrochamber.org or 914-632-5700.



Promote with Compliance

There have been an increasing number of complaints about businesses who have too many or unacceptable signage. We all want to promote our businesses but the sign regulations are in place to be sure this is done safely. Please review the reminders and call to check before spending money on signage that might not be permitted.

Reminder – Sign regulations

- No easel, A-Frame or stick-in portable signs are permitted at any time
- Combined signs must cover no more than 15% of available doors and windows
- No blinking or flashing signs

Reminder – Sidewalk regulations

- Nothing can be placed on the sidewalk without a permit
 - o Restaurants need a sidewalk café permit for seating on the sidewalk.
 - o Planters require a one-time permit and review by the Municipal Arts Commission.
-

Michelin awards Bib Gourmand distinction to 2 New Rochelle restaurants

Every year, the “Good Little Restaurants” guide is published immediately after the MICHELIN guide. It contains their “Bib Gourmands,” the delightful little restaurants selected by MICHELIN guide inspectors for their very good value for the money. This year for the first time, Westchester County restaurants were included in MICHELIN’s awards and **New Rochelle’s Dubrovnik Restaurant** and **Maria Restaurant** both received Bib Gourmand distinction from Michelin.



Grand Openings

Mayor Noam Bramson and the New Rochelle Chamber of Commerce celebrated the openings of two new businesses on Main St.



MiNi's Latin Fusion is a new restaurant providing Spanish food with a twist from other cultures ranging from Asian to American cuisines. Inspired by many similar Bronx restaurants, Nicole Pirraglia-Piparo wanted to bring this extraordinary cuisine to 235 Main Street in New Rochelle.



Wallauer Paint and Design opened its newest location at 750 Main Street in New Rochelle with a ribbon cutting and party. Wallauer Paint & Design has a total of 17 family-owned locations throughout Westchester and Rockland; offering paint, Hunter Douglas window fashions, decorative hardware, designer wallpaper, fabrics, design services and more. For more information, visit www.wallauer.com.

Business in the News

Outgoing **Chamber of Commerce** Executive Director Jennifer Lanser was honored as the Boys and Girls Club of New Rochelle’s “Woman of the Year”

The Guidance Center of Westchester proudly welcomed Michael Weissman, owner of **Mikey Dubb’s Frozen Custard**, and Anthony Russo of **Modern Restaurant**, as 2019 Back to School Bash honorees.

Tecatlin Mexican Restaurant in LoHud’s [National Taco Day is Oct. 4: Where to find the best in Rockland, Westchester](#)

Diner Brew Co. in Westchester Magazine's [The Latest News and Notes From Westchester's Dining Scene](#)

AJ's Burgers, The Wooden Spoon and Maria Restaurant in Westchester Magazine's [3 Amazing Things to Eat in New Rochelle](#)

Carlo's Restaurant and Maria Restaurant in [Westchester Food Blogger 'Breakfast Ate Tiffany' Can't Get Enough Gnocchi and Whiskey](#)

FiOS1 Restaurant Hunter covered **Rinconcito, Juicy Chicken,** and **Magno's Grill** with a spotlight on great [New Rochelle Latin Restaurants](#)

To share information or learn more about any of these items, please contact me.

Sincerely,

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

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