

# “Featured Business” Program Overview

Objective: Enhance the **appeal** and **reach** of New Rochelle’s shopping and dining experience by highlighting “featured businesses” to residents and visitors

Businesses can apply and qualify in 4 categories:



Arts / Entertainment



Food / Dining

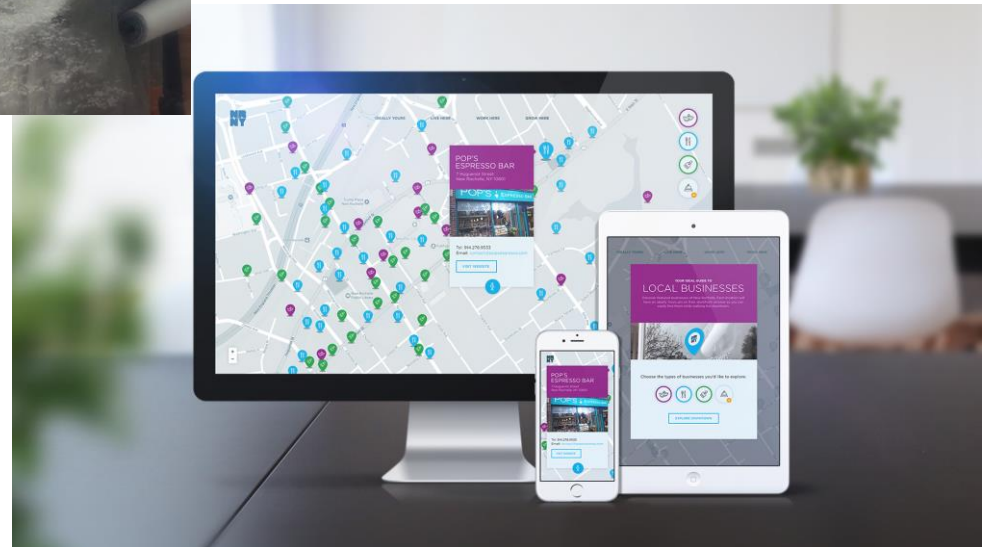


Services



Retail

“Featured Businesses” will be identifiable through **window decals** and locatable on a new **online map** and **interactive kiosks**



# Featured Businesses will have **free** use of **Burbio** to promote their own events to a broader community



- Burbio is an online calendar tool; aggregating events from public calendars and Facebook and sharing them with users
- New “**New Rochelle Business Calendar**” will expand users’ feeds to include events, sales and promotions from Featured Businesses
- Each business will publish their own calendar which will be consolidated into a single business calendar and promoted to users
- Burbio’s tool and coaching will be available *at no charge* to businesses
- Users receive personalized calendars in their feed as emails, in Burbio or via Amazon’s Alexa



The screenshot displays the Burbio interface. At the top, two business profiles are shown: 'The Guidance Center of Westchester' (marked '75th Anniversary') and 'Alvin & Friends Restaurant'. Both have a '+ Follow' button. A blue arrow points from the 'Alvin & Friends Restaurant' profile to an event listing below. The event listing shows 'Friday October 27 7:00pm - 10:30pm EDT' for 'The Victor LaGamma Trio'. Below this, there is a 'Select' checkbox and a 'Share:' button with icons for email, Facebook, Twitter, and LinkedIn. A second event listing for 'Saturday October 28 7:30pm - 11:00pm EDT' for 'The Leslie Pintchik Trio' is also visible, with similar 'Select' and 'Share' options.

# 25 businesses can also receive free use of Buxton's **LSMx** tool for **targeted marketing**



- Through the City's contract with Buxton, 25 free licenses of LSMx (Local Store Marketing) are available for marketing use by local businesses
  - Powered by Buxton's customer data, LSMx helps businesses **identify potential customers** based on attributes within their profiles
  - LSMx customizes placement of ads by showing where specific competitors are in relation to potential customers and when key events are occurring
  - Helps **create and send 5 types of ads** quickly and easily (advertising & mailing fees still apply)
    - Facebook, email, direct mail, banner ads and Google Search
- Interested businesses must qualify for Decal Program plus...
  - Be willing and able to utilize marketing guidance and spend money on ad campaigns
  - Have regional draw



All businesses in New Rochelle are **eligible** to apply and can **qualify** based on 5 criteria



### Compliant with City Code

- ✓ Registered in the Business Registration System
- ✓ No open violations, overdue permits nor taxes / fees due to the City
- ✓ Compliant with appropriate City code relevant to Signage, Sidewalk Cafes or Outdoor Dining at their physical location available to the public

### Appealing to Customers

- ✓ Have moderate or better rating on social media sites including Yelp, Google, Trip Advisor and Four Square

### Committed to Excellence

- ✓ Willing to submit an application to the City validating the above, plus answering 2 questions to be used for marketing purposes
  - “Why is New Rochelle ideal for your business?”
  - “Why is your business ideal for New Rochelle?”

# Apply Now

[www.newrochelleny.com/FeaturedBusiness](http://www.newrochelleny.com/FeaturedBusiness)



**Questions: Contact Business Ambassador Lisa Davis at 914-654-2189**