

Davis, Lisa

From: Davis, Lisa
Sent: Thursday, January 18, 2018 4:11 PM
Subject: January, 2018 New Rochelle Business Newsletter

Hello Business Owners,

Here's to a successful 2018! To start off the new year, I am sharing actions to help our business community in New Rochelle be even stronger.

Complete your 2018 Business Registration

The City of New Rochelle's Retail Business Registration Program requires all retail businesses to register with the City and renew their registration annually. All non-retail businesses in New Rochelle are also encouraged to register. Thank you to the many businesses who have submitted their registrations and renewals. These are being processed and you will receive your certificate shortly. If you haven't already done so, businesses can renew/register online in English or Spanish at www.newrochelleny.com/business.

Registered businesses will become part of the City's business directory, and will receive emergency alerts as well as notification of business-related events and opportunities. In 2017, registered businesses attended free business education sessions, participated in promotional events like our city-wide FoodFest Restaurant Week, and received valuable communications about business resources available to help grow their businesses. Registered businesses are also eligible for the city's new free Featured Business program, providing them opportunities for co-marketing and promotion and access to tools from Burbio.com and Buxton.

Businesses are reminded that this year's registration deadline is January 31, 2018. There is *NO FEE* to register; however, failure to register/renew on time could result in a penalty of \$50 per month, up to a maximum of \$350. Once registration is complete you will be issued a Retail Business Registration Certificate for display in your business.

(A retail business is defined as any for-profit commercial operation or occupation, of any kind, including, without limitation, any sole proprietorship, partnership, limited partnership, joint venture, association, corporation, limited liability company, franchisee, cooperative, or any other entity recognized by law that owns, leases, or occupies any premises in the City, and is engaged in the sale of goods or services that are subject to New York state sales tax. The registration requirement includes the retail store component of any not-for-profit entity.)

Apply to become a Featured Business

In November, the City of New Rochelle announced the Featured Business program and we are about to roll out the first list of businesses that make New Rochelle ideal. If you want your business to be considered, please complete an application at www.newrochelleny.com/FeaturedBusiness.

Featured Businesses will receive City support for advertising and co-marketing activities, starting with a window decal that corresponds to an online map available on the City's website and on the city-wide interactive Wi-Fi kiosks launching in early 2018. The decals are color-coded to four categories (Food / Dining, Arts / Entertainment, Retail and Services).

As a plus, Featured Businesses can also receive free access to online tools that further their own marketing reach to residents and visitors. Featured businesses will have free event postings on Burbio.com, a calendar-sharing and synchronization platform that marries local events and activities with personal calendars. The new Burbio.com New Rochelle Business Calendar will enable businesses to share their own events and special offers with a broad community.

As part of New Rochelle's efforts to expand the City's retail and restaurant offerings the City has partnered with customer analytics experts Buxton and The Business Council of Westchester. As a result, twenty-five featured businesses will also be provided free usage of Buxton's new marketing tool, Local Store Marketing (LSMx). LSMx easily allows businesses to tailor marketing and deploy targeted advertising. Interested businesses can qualify for LSMx as part of their "featured business" application.

All businesses in New Rochelle are eligible to apply and will qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances.

Vote and promote the Best of Westchester

Vote for your favorites, and ask your customers to vote for you in the Best of Westchester balloting. Votes for the first round are being collected through January 24 at <http://www.westchestermagazine.com/Best-Of-Westchester-Readers-Voting-2018>

Congratulate!

- Little Beehive on their grand opening and for hosting Holiday Pop-up markets at the New Rochelle Train Station
- Popeyes Louisiana Kitchen on their grand opening at 2 Joyce Road. See [photos](#)

Learn

- [Updated 2018 Withholding information](#)
- Best Small Business Administration [blogs](#) from 2017

Advertise at the New Rochelle Train Station

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.

For more information on any of these topics, please contact me. If you do not wish to receive this newsletter in the future, please reply with Unsubscribe in the subject line. Thank you.

Sincerely,

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



