

Davis, Lisa

From: Davis, Lisa
Sent: Monday, February 12, 2018 2:29 PM
Subject: February, 2018 New Rochelle Business News
Attachments: Bisnow Feb 28 New Rochelle.pdf

Hello Business Owners,

February is busy with opportunities to engage new customers and plan for the coming year. I am sharing some ideas for you to consider for your business. And, please remember to register your business if you have not already completed the renewal / registration.

Required Business Registration

Each year, all retail businesses are required to register or renew on the City's Business Registration system. All other businesses are encouraged to register. Registration provides benefits to the businesses, the public and the city's administration.

The deadline was Jan. 31, 2018 so register immediately if you have not already done so. Renewals are still being processed and those who have completed the registration already will receive their certificates shortly. www.newrochelleny.com/business

And, all registered businesses are asked to provide brochures, menus or flyers to post in the racks at the train station. With over 5,000 commuters daily, it's a great way to get the word out about your business. The best format is a 3x8 card but other formats can be used. Drop off your brochures at City Hall Development office, or call me to come pick them up.

Attend Bisnow

You are invited to join industry experts at Bisnow's first event in Westchester on Feb. 28, 2018. The city's economic

plan combined with its convenient location to NYC puts New Rochelle on the map. "New Rochelle is launching the most ambitious downtown development plan in the history of the Hudson Valley," says Frank Marino, CEO of Marino PR, the firm chosen to further the city's economic development plans.

Find out what all the buzz is about and who the big players are that are involved in the \$4 billion development plan in New Rochelle. Learn about strategies developers are using to draw tenants to New Rochelle; the tools the City is using to incite development; and how art and technology play a role in shaping development. There will be plenty of opportunities to network with industry leaders and learn from top executives.

The event will take place on Wednesday, Feb. 28 from 8:30 – 11:30 am at TF Andrew, located at 607 Main St & 370 Huguenot St. in New Rochelle.

Visit <https://www.bisnow.com/events/new-york/New-Rochelle-The-Best-of-Both-Worlds-1181> and as a New Rochelle business owner, use the Discount Code **CONR209WOU** for 20% off the price of admission!

Tap TAP

The Acceleration Project (TAP) is a consulting firm based in Westchester that is dedicated to providing strategic and tactical advice to small businesses and entrepreneurs. They provide customized solutions to small businesses who need support to bring their businesses to the next level.

TAP's consultants have deep expertise developed from their work in the corporate world, and they use this to guide clients through a broad array of business challenges including strategic planning, goal setting, marketing, financial planning, and operations. TAP consultants work in partnership with business owners to understand their goals, and they provide well-structured, accessible, results-oriented services.

TAP is a not-for-profit, and their mission is to support the vitality of local economies and to empower professionals to make a meaningful impact in the community while advancing their skills. They are supported primarily by funding from individuals, corporations, and foundations, enabling them to provide high-caliber services at a very accessible rate.

Businesses interested in their services are encouraged to apply [here](https://www.theaccelerationproject.org). For more information, please visit www.theaccelerationproject.org.



Advertise via Bike Share

Bike share is coming to town! New Rochelle Bike Share will provide a convenient transportation option for commuting, errands, sightseeing, or just for fun! Users can check out and return bicycles interchangeably from stations conveniently located throughout New Rochelle. With bike share comes opportunity for businesses to associate their brand with New Rochelle's sustainable, healthy, and economical transportation alternative.

Sponsorship opportunities will include branding and advertisements on bikes, mobile app, and website, and activation opportunities, as well as benevolence within the community. In addition, the system will support advertising opportunities on permanent illuminated panels, 6 feet high and 4 feet wide, located at various bike share stations around town.

For more information about sponsorship and advertising please contact Mary Lynch at MLynch@p3gm.com or (212) 574-5470 X.104

Kiosk / Ad panel advertising

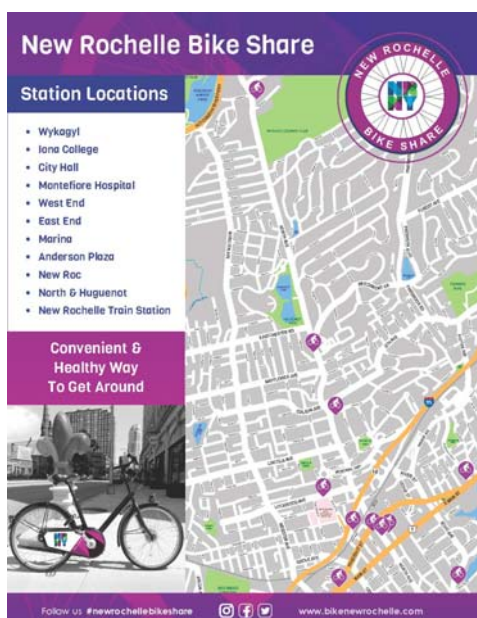
Additional advertising opportunities will be coming for the wi-fi kiosks and ad panels to be placed around New Rochelle.

Congratulations

- [Pizzeria La Rosa](#) celebrated their grand opening with a packed house
- Virtuous Vogue, a fashionable women's boutique, is now open at the corner of Memorial Highway and Main St.

Sincerely,

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





NEW ROCHELLE
IDEALLY YOURS

BISNOW'S NEW ROCHELLE: THE BEST OF BOTH WORLDS

— New York —

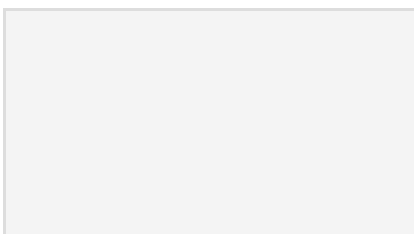
Use the Discount Code
CONR209WOU for 20% Off the Price
of Admission!

GET TICKETS

Wednesday, February 28th

SPEAKERS

Keynote Interview





**Mayor Noam
Bramson**
Mayor
City of New Rochelle



Moderator

Ayall Schanzer
Director,
Development
Marketing
Greiner-Maltz

4 Billion Dollar Redevelopment Plan



Alex Twining
President and CEO
Twining Properties



Joe Apicella
Managing Director of
Development
*MacQuesten
Development*



Bill Balter
President
*Wilder Balter
Partners, Inc*



Jerry Bermingham
Executive Vice President
of
Development/Acquisitions
*National Realty &
Development Corp.*



Jose Cruz
Senior Managing
Director & Co-
Head of NJ Office
HFF



Moderator

**Michael
Gilbert**
Business
Development
Manager
Con Ed of NY

Culture and Tech Infusion



Seth Pinsky

EVP, Metro Emerging
Markets & Public Affairs
Director, Fund Manager
RXR



David Brause

President
Brause Realty



Luiz Aragon

Commissioner for
Development
*City of New
Rochelle*



Anthony Hammel

Managing Partner & CEO
ELD Properties



Oshi Rabin

Executive Director
Mahlstedt Gallery



Moderator

**Sadie
McKeown**

EVP/COO
*Community
Preservation
Corporation*



1) Too good to be true? Find out about the city's fast track permitting program, which

promises application approval within 90 days!

2) What are the biggest projects in the pipeline, how is new development changing the landscape of the area, and what do we foresee as the future of New Rochelle?

3) What strategies are developers in New Rochelle using to draw tenants in?

4) What does all this construction mean for the [New Rochelle train station](#)?

5) How are [art and technology](#) playing a big role in shaping the new developments?

LOCATION

TF Andrew

607 Main St & 370 Huguenot St.
New Rochelle, NY 10801

Parking/Shuttle Information:

Free valet parking is available at 25 Maple Ave from 7:30 am to 12:00 pm

Free shuttle to/from New Rochelle Train station.

GET DIRECTIONS



AGENDA

Time	Activity
8:30 AM - 9:30 AM	Breakfast & Networking
9:30 AM - 9:40 AM	Keynote Interview
9:40 AM - 10:30 AM	4 Billion Dollar Redevelopment Plan
10:30 AM - 11:15 AM	Culture and Tech Infusion
11:15 AM - 11:45 AM	Post Game Networking

ADD TO CALENDAR

\$ 94 

GET TICKETS

Registration Questions:
202-293-0370
eventregistration@bisnow.com

**Price may not reflect real-time ticket price, prices are changed as thresholds are met.

**Bisnow is a cashless, checkless operation. Please only submit payment via credit card.

Share this Event:

