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From: Davis, Lisa
Sent: Monday, April 30, 2018 4:11 PM
Subject: Business Newsletter - April 2018

Hello Business Owners,

As New Rochelle continues to transform through our revitalization efforts, one thing has not changed – the commitment to aid and grow the business community. This month’s newsletters covers a wide variety of topics to help your business be more successful...

Better weather means it’s time to get permits for your sidewalk café, planters and other outdoor items

As the weather finally improves, many businesses try to entice customers by putting seating, planters and even signage outside their stores. The guidelines for placement of any items on the sidewalk are clear and intended to create a safe and attractive streetscape. Here is what you need to know about permitting required for different items:

- **Sidewalk café** – Restaurants can provide seating outside their restaurant on the city sidewalk by applying for a “sidewalk café” permit. To apply for a permit, visit <http://www.newrochelleny.com> and select Applications and Permits, then Public Works Application. Follow the prompts to submit a permit for a Sidewalk Cafe. This is an annual permit and the application must include a diagram showing the number and placement of all chairs, tables, planters, enclosures or other objects. If planters are included and were not previously approved by the Municipal Arts Commission (MAC), the application will need to be reviewed and approved by the MAC prior to setting up outside.
- If you have a **planter or other “furnishing zone”** item placed on the sidewalk, you must submit an application for a permit or remove the item. The permit requires a one-time application process and fee. Unless you previously completed the process and received your permit, you will need to apply for a permit. To apply, visit <http://www.newrochelleny.com> and select Applications and Permits, then Public Works Application. Follow the prompts to submit a permit for a Sidewalk Obstruction. All planter permits are to be reviewed by the Municipal Arts Commission.
- **Outdoor Dining** – Restaurants can provide outdoor seating on their own property by applying for an “outdoor dining” permit. To apply for a permit, visit <http://www.newrochelleny.com> and select Applications and Permits, then Buildings. Follow the prompts to submit a permit as “other” and in the detailed description include the parameters of the dining area. The application must include a diagram showing the number and placement of all chairs, tables, planters, enclosures or other objects plus any structural changes, means of egress and more.
- **Signage** – as a reminder, no easel signs, feather flags, stands or other portable signage are permitted on the public sidewalk.

Contact me if you need any assistance with the permitting process.

Exhibitors wanted for sixth annual 2018 New Rochelle Street Fair



Calling all restaurants, vendors, artists and crafters!

The **Sixth Annual New Rochelle Street Fair** returns to Downtown on Sunday, **September 9** from **11AM to 5PM**. This ever-popular event is presented by the City of New Rochelle in partnership with the Chamber of Commerce, BID, Council on the Arts and Volunteer New York!

The New Rochelle Street Fair Committee is offering an Early Bird Special with 2017 rates to all vendors (out of town and New Rochelle-based). The deadline for

Early Bird pricing is June 29th. The deadline for regular registration is August 1st. Interested exhibitors are encouraged to register early since booths are on a first-acceptance basis.

“Our annual fair draws thousands to our revitalized downtown,” said Parks and Recreation Commissioner Bill Zimmermann. “It remains the perfect venue for vendors and businesses throughout the metropolitan area to showcase their talent, designs and services to thousands of residents and visitors.”

Since its inception in 2013, the New Rochelle Street Fair has grown to become one of the largest downtown events in the Lower Hudson Valley, transforming Main Street into a fun-filled festival with artists, artisans, crafters, entertainment and an international assortment of food.

To register for the fair, contact the Parks and Recreation Department at info@newrochelleny.com or download and mail in an application from the City’s website: www.newrochelleny.com/streetfair.

* If your storefront is on one of the street fair streets and you want to set up outside, please indicate that on your application. These requests cannot be guaranteed so apply early to reserve your space.

Bike Share offers an easy way for customers, employees and visitors to Bike Around New Rochelle



New Rochelle Bike Share is a fun, convenient and healthy way to get around New Rochelle for locals and visitors alike. New Rochelle Bike Share provides the most convenient option for choosing bicycling for errands around town, sightseeing, or just for fun! Users can check out and return bikes interchangeably from stations conveniently located throughout New Rochelle.

Please join us for the New Rochelle Bike Share Launch event, **Friday, May 4 at 11:30 AM** at Anderson Plaza (side adjacent to Lecount Place). Free giveaways to include free ride tickets and a limited number of “NR NY” bicycle helmets! To learn more about the program, please visit www.bikewrochelle.com.

First Source Referral Center hosts Restaurant Job Fair and provides a way for businesses to find pre-screened candidates

With almost 200 restaurants in New Rochelle and more being added every month, restaurants are a vital component of New Rochelle’s economy. First Source Referral Center hosted a job fair on April 23, 2018 to connect pre-screened New Rochelle applicants with local restaurant employers. Excitement was high as New Rochelle residents and local

restaurants connected on a variety of openings in culinary positions. One business owner exclaimed, “The Jobs Fair was EXCELLENT!”

The City of New Rochelle partnered with Westhab and STRIVE to implement a multi-tiered job placement and training program. The First Source Referral Center (FSRC) is located at 247 North Avenue in New Rochelle. First Source Referral Center brings their mission statement of “building communities and changing *lives*” to New Rochelle. They offer FREE assistance to business owners, by connecting businesses to qualified job seekers for available employment opportunities. They have candidates with Servsafe certification and experience in the food service industry as well as other industries. FSRC helps streamline the interview process; pre -screening qualified candidates and narrowing the candidate pool to identify the very best candidates for opportunities.

View [photos](#)

Interested employers can learn more about First Source at <http://www.westhab.org/FirstSourceJobCenter.html>

Featured Business Program taking off

You may have seen the window decals popping up on businesses around the city. Thirty-seven have qualified to be “featured businesses” - designating their commitment to helping make New Rochelle ideal for residents and visitors. Featured Businesses benefit from increased visibility and the opportunity for co-marketing and promotion. Interested businesses should apply and can qualify based on 5 criteria that demonstrate customer appeal, commitment to excellence, and compliance with all City ordinances. Visit <https://www.ideallynewrochelle.com/featured-business-program/> for more information or to apply.

Congratulate!

- [Encore E-Sports](#), Westchester County’s first e-sports center, will host their ribbon cutting ceremony on **Friday, May 4 at 4:00 pm**. Join the mayor, Chamber of Commerce and gamers of all ages for the event. Encore is located at 538 Main St. 2nd floor, with an entrance on Division St. South.
- [Ps Bella](#) is a new consignment store located at 557 North Ave.
- [Rib King](#) has opened their doors selling bbq ribs, chicken, sandwiches and more. Located at 464 North Ave.
- [Tailgate Dogs](#) will be opening later in May with a ribbon cutting ceremony on **May 30th at 3:30 pm**. Tailgate Dogs & Sausages is the labor of love of 4 successful entrepreneurs bonded by a passion for great food and tailgate celebrations. Their flagship location will be located at 766 North Ave. Read [more](#)
- Farewell to [The Fountainhead](#), a New Rochelle catering establishment for over 50 years. Read [more](#)

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.

Think about this...

From the Small Business Newsletter from the U.S. Small Business Administration

- By creating 2 out of 3 net new jobs over the last five years, small businesses were persistent job creators, topping large businesses job creation in 15 of the last 20 quarters.

- The small business loan approval rates for traditional lenders continue to improve as borrowers seek low credit costs. Alternative lenders continue to be accommodating at higher interest rates.

Read more: [SMALL BUSINESS QUARTERLY BULLETIN](#)

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,

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