

“Featured Business” Program Overview

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

Businesses can apply and qualify in 4 categories:



Arts / Entertainment



Food / Dining

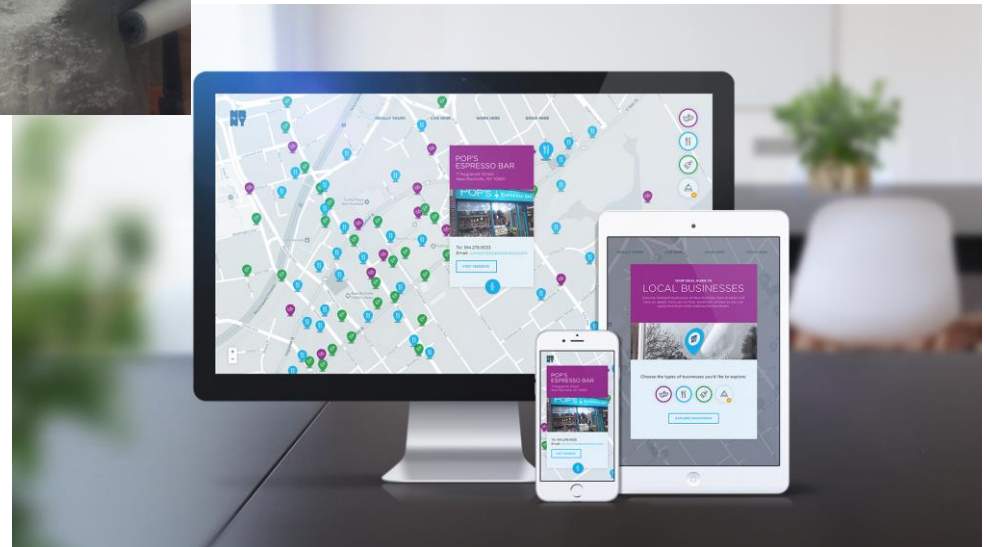


Services



Retail

“Featured Businesses” will be identifiable through **window decals** and locatable on new **online map** on City website



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



Compliant with City Rules

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

Appealing to Customers

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

Committed to Excellence

5. Willing to submit an application to the City validating the above plus answering 2 questions (“Why is New Rochelle ideal for their business?” and “Why is your business ideal for New Rochelle?”)

25 businesses can also receive licenses of Buxton's LSMx tool

- Through the City's contract with Buxton, we have 25 complimentary licenses of LSMx (Local Store Marketing) for marketing use by local businesses
 - Powered by Buxton's customer data, LSMx matches customers to businesses based on attributes within their profiles
 - LSMx shows where specific competitors are in relation to potential customers
 - Creates and sends 5 types of ads quickly and easily
 - Facebook, email, direct mail, banner ads and Google Search
- Businesses qualify for Decal Program plus...
 - Are willing and able to utilize marketing guidance and spend money on ad campaigns
 - Have regional draw

