

For Immediate Release

NEW ROCHELLE AND RXR ANNOUNCE WINNER OF COMPETITION FOR FREE YEAR'S RENT AT ONE CLINTON PARK, CONTINUE TO UPLIFT LOCAL ARTS COMMUNITY

Following a Months Long Social Media Competition, Artist Mona Balgobin will Live 12 Months Rent-Free at RXR's Newest Luxury Residential Building, One Clinton Park, in Downtown New Rochelle

NEW ROCHELLE, NEW YORK, October 7, 2022 – Today, the City of New Rochelle, in partnership with [RXR](#), announced the winner of a social media competition created to award an entrepreneur in the creative industry a free year of rent within the city's newest residential offering, [One Clinton Park](#), in the heart of downtown New Rochelle. Mona Balgobin, an artist from New Rochelle, was officially announced the winner at the building's grand opening event this week where city officials, RXR executives, and more gathered to celebrate the grand opening of the 28-story tower and the latest success for the private-public partnership uplifting the local arts community and fostering new opportunities for creatives moving to Downtown New Rochelle.

The social media competition challenged artists and entrepreneurs from creative industries in the tri-state area to feature their work in a 90-second video and make a compelling case for why they want to live and grow their business in New Rochelle. Following the contest announcement on July 18, participants submitted their entry as a video on Twitter or Instagram using the hashtag, #NewRoConnects. A selection committee, made up of representatives from RXR and Greystar, the building's property management company, chose the winner from the full pool of entries.

“In the last several years, RXR has proven themselves to be a terrific partner, not only in their commitment to building up Downtown's streetscape and skyline, but also in fostering all the artistic and creative attributes that make a community like New Rochelle thrive. I look forward to welcoming new residents to our community and, in the spirit of the free rent contest, celebrating the special contributions of local artists to New Rochelle's heritage and future,” **said Mayor of New Rochelle Noam Bramson.**

“As the City of New Rochelle continues to grow and expand, we are proud to offer a unique, welcoming environment in which artists can thrive,” **said Adam Salgado, Commissioner of Development at City of New Rochelle.** “Compounded with revitalization and development across the city, we are proud to say that New Rochelle's spirit of authenticity and artistic culture has provided a space where fellow artists like Balgobin and other residents can foster and support the arts. We are grateful for our continued partnership with RXR and thank them for providing such an accessible and distinctive residence for the competition winner.”

RXR is the master developer for Downtown New Rochelle and has been committed to supporting New Rochelle's commitment to cultural innovation. "We have enjoyed partnering with the City on programs that bring new residents to the burgeoning downtown and build upon the city's spirit of creativity, innovation and entrepreneurship," **said Joanne Minieri, Senior Executive Vice President, Chief Operating Officer for Construction & Development at RXR.** "With a full suite of amenities, exceptional design and captivating views, One Clinton Park is the perfect space to foster one's creative and entrepreneurial spirit."

A self-taught artist, Mona Balgobin will live at One Clinton Park for a year rent-free beginning in fall 2022, where she will grow her art career and foster a deeper connection to the arts community in New Rochelle. Originally from the Bronx, Balgobin and her family moved to New Rochelle amid the pandemic for a more spacious and quiet lifestyle. Having originally started her creative career as a nail artist, she began developing her painting style during the lockdown and has since collaborated with local small businesses to liven different spaces, from nail salons to bagel shops. Balgobin's latest work includes a line of multi-purpose workout mats printed with her hand-painted art collection, which was inspired by the seven chakras and third eye energy. Her work can be found on [Instagram](#) and her [website](#).

"The environment in which I live and work is very important to my creative process, which is why I am thrilled to have the opportunity to live and work in One Clinton Park rent-free. I'll be able to spend more time and energy on painting and creating, while staying close to my family. The convenience of being in the heart of Downtown will allow me to still have easy access to New York City, which is a major plus for me," **said Mona Balgobin, a Certified Artist in the City of New Rochelle and Member of the local Hudson Park Children's Greenhouse Committee.**

One Clinton Park is RXR's second residential tower in downtown New Rochelle. An architecturally modern residential development, the building redefines the New Rochelle skyline and offers a mix of studio to 3-bedroom apartments. All apartments feature open kitchens, floor-to-ceiling windows, 9-foot ceilings, walnut cabinetry with soft-close doors and drawers, stainless steel appliances and tastefully fashioned interiors designed by MdeAS Architects and Lisa Galano Design. One Clinton Park offers 8,000 square feet of outdoor amenities across two landscaped terraces featuring barbecues, turf lawns, fireplaces, a dog run, and a gaming area, as well as direct access to a 16,000 square foot landscaped outdoor public plaza.

Photos from the event can be [viewed here](#).

Find more details about the contest at www.ideallynewrochelle.com/contest and more on One Clinton Park at <https://oneclintonpark.com>

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About the City of New Rochelle

With its unparalleled location, superb quality of life, diverse and talented residents, and a

focused business climate, New Rochelle is experiencing the transformation of a generation. The City's current economic development plan will provide a spark for the entire Hudson Valley region, positioning the City as "open for business" and embracing smart, transit-oriented development growth patterns that promote open space, its close proximity to New York City and opportunities for businesses to rebound, recover and succeed in the current economic climate. Accelerated by a new, fast-track zoning process along with resources for small businesses and micro-enterprises, the ongoing Master Development initiative will continue to enhance the downtown area by supporting job creation, property values and private investment – while enhancing sustainability and livability through green and energy-efficient design. For more information on why New Rochelle is ideally yours, please visit <https://www.ideallynewrochelle.com>.

About RXR

RXR is an innovative investor, developer and place-maker committed to applying a customer and community-centered approach to building properties, services, and products that create enduring value for all stakeholders. Headquartered in New York with a national platform strategy, RXR is a 500+ person, vertically integrated operating and development company with expertise in a wide array of value creation activities, including ground up real estate, infrastructure and industrial development, uncovering value in underperforming properties, repurposing well-located iconic properties, incorporating cutting edge technologies and value-added lending. The RXR platform manages 93 commercial real estate properties and investments with an aggregate gross asset value of approximately \$22.3 billion, comprising approximately 30.3 million square feet of commercial properties, a multi-family residential portfolio of approximately 7,600 units under operation or development, and control of development rights for an additional approximately 3,800 multi-family and for sale units as of June 30, 2022. Gross asset value compiled by RXR in accordance with company fair value measurement policy and is comprised of capital invested by RXR and its partners, as well as leverage.