

**New Rochelle Downtown
Business Improvement District**

2025–2026

YEAR IN REVIEW

**NEW ROCHELLE
DOWNTOWN**

BID

Making it Happen!

NEW ROCHELLE DOWNTOWN **BID**



Downtown New Rochelle is represented by the New Rochelle Downtown Business Improvement District (“NRBID” or the “BID”).

Established in 2000, NRBID is a nonprofit organization comprised of business and property owners within the downtown district. Its mission is to support economic development by strengthening existing businesses, attracting new investment, and enhancing the overall vitality of downtown.

NRBID is funded through an annual assessment on all real property located within its boundaries, supplemented by grants and sponsorships. The organization is governed by a Board of Directors that includes NRBID property owners, local business owners, City representatives (as required by law), and residents.

Board of Directors:

Marc M. Jerome
Monroe University

Alistair Featherstone
Finance Commissioner,
City of New Rochelle

Kevin Rucker
Casaroma Cafe

Albert Tarantino
New Rochelle City Council
Representative

Sebastian Alberti
Modern Restaurant

Bruce Berg
Cappelli Organization

Chyrisee Crisp
KRAVE, A New York Eatery

Gwen Clayton
Westchester Friends
Management Group, LLC

Joseph Graziose
RXR Development Services

Rachel Greenspan
GHP Office Realty

Wilfredo Melendez
City Manager,
City of New Rochelle

Louis Panico
Al Rovin Locksmith

James O’Toole
Resident Representative

James Wendling
WBP Development

A Message from the Executive Director



Downtown New Rochelle saw visible change throughout 2025–2026. New businesses opened their doors, including restaurants, cafés and beverage shops, a yoga and wellness studio, a designer wallcovering showroom, a barber shop, and a historical and cultural center. Two new residential towers—The Leaf and The Allen—began welcoming residents, adding nearly 800 apartments downtown and an estimated 1,200 to 1,400 new residents as the buildings fill. Public spaces grew busier, and new events and partnerships gave people more reasons to be here.

Throughout my first year and a half as Executive Director, NRBID has remained focused on helping make downtown clean, welcoming, active, and connected. We cared for streets, sidewalks, and planters. We promoted local businesses and the reasons to visit them. We worked alongside businesses and community organizations on public events, community-service efforts, and business-led programs. We also strengthened our relationships with the City of New Rochelle and the New Rochelle Chamber of Commerce, partnering on events and promotions throughout the year. These partnerships show what is possible when the people invested in downtown work together.

What follows is a snapshot of selected programs and partnerships from the past year. It reflects both the progress visible throughout downtown and the work that continues behind the scenes.

Thank you to our Board of Directors, downtown property and business owners, City partners, community organizations, and everyone who supported this work. I look forward to building on this progress—supporting local businesses, connecting people, and keeping Downtown New Rochelle welcoming to all.

Anne Gold
Executive Director

PHOTO: NRBID Executive Director Anne Gold joins Cody Gonzalez, owner of Master Barber Lounge, at the Back-to-School Backpack Giveaway, which provided 72 backpacks to local children.

Clean Streets & Beautification

The BID's Most Visible Service

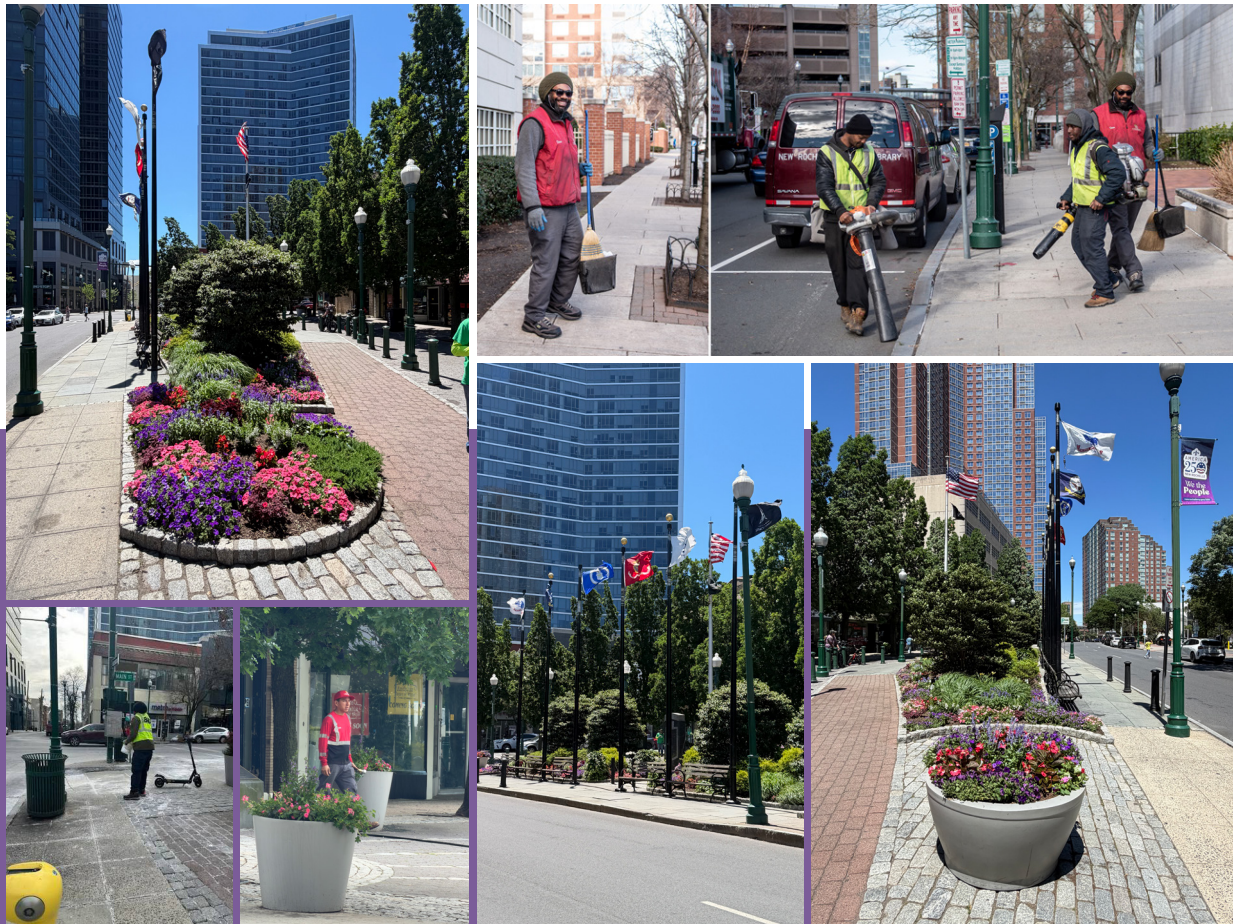


A clean, attractive, and well-maintained downtown is essential to creating a welcoming environment and supporting the continued vitality of Downtown New Rochelle.

Through its Clean Streets & Beautification program, NRBID works in partnership with the City of New Rochelle to provide a dedicated maintenance crew assigned exclusively to the Downtown BID. From 6:00 a.m. to 4:00 p.m., Monday through Saturday, the team sweeps sidewalks, removes litter, power-washes targeted areas, clears seasonal leaves, addresses snow at crosswalks, and responds to conditions affecting downtown's appearance, safety, and accessibility.

The crew also installs and maintains rotating seasonal plantings in NRBID planters throughout the district, including at Memorial Plaza. These displays bring color and care to the streetscape and help create a more inviting downtown throughout the year.

Approximately 65% of NRBID's operating budget supports Clean Streets & Beautification—reflecting how central a clean, safe, and welcoming environment is to the BID's mission.



For many people, the Clean Streets Team is the most visible sign that NRBID is caring for downtown every day.

Partnering with Downtown Businesses

Helping Business-Led Ideas Reach the Community

Downtown businesses know their customers and communities. When a business brings NRBID an idea, we look for ways to help bring it to life—through planning, community connections, grassroots outreach, on-the-ground assistance, and social media promotion.

Master Barber Lounge

Back-to-School Backpack Giveaway

Master Barber Lounge had a simple idea: help local children begin the school year feeling prepared and confident. When owner Cody Gonzalez reached out to NRBID to ask how we could support the giveaway, we joined the downtown business as its community partner.

NRBID helped bring the idea to the community through planning, grassroots outreach, social media promotion, and on-site event coverage. Together, the partners distributed **72 backpacks** to local children ages 4 to 8.

After the event, NRBID continued to amplify the story through **Downtown Cares**, our new series spotlighting downtown businesses and organizations that give back to the community.

72
Backpacks

Helping local children
start the school year
prepared.

A downtown
business had an
idea. Partnership
helped it reach the
community.



Zén Shū Luxury Nail & Wellness Lounge

Mani with the Mayor

For Women's History Month, Zén Shū Luxury Nail & Wellness Lounge—a minority-owned downtown business—brought forward an idea to create a welcoming space where women could gather, connect, and have a meaningful conversation with Mayor Yadira Ramos-Herbert.

Mayor Ramos-Herbert made history in 2024 as the first woman and first person of color to serve as mayor of New Rochelle—the seventh-largest city in New York State.

NRBID sponsored and co-hosted **Mani with the Mayor**, helping bring the business-led idea to life through planning, grassroots outreach, on-site coordination, and social media promotion. The event brought women together for a conversation about leadership, public service, entrepreneurship, and the women helping shape New Rochelle.



A business-led idea
that created space for
leadership, connection,
and community.

COMMUNITY PROGRAMMING

Activating The Plaza at Clinton Park

Throughout 2025–2026, NRBID worked with **RXR, Bozzuto, CasaRoma Café**, downtown businesses and community partners to support a series of free public programs at The Plaza at Clinton Park.

NRBID helped develop and promote the programming, connect participating businesses and organizations, create special BID activities and resources, and staff the events.

SUSTAINABLE AT HOME

September 27, 2025

Focused on practical ways to live and shop more sustainably, NRBID created a **Sustainable Shopping Map** connecting residents with downtown businesses and partnered with the **Long Island Sound Partnership** to present **Canines for Clean Water**, linking responsible pet-waste disposal with cleaner streets and healthier local waterways.

EARTH WEEK FESTIVAL

April 18, 2026

Brought together downtown businesses, food vendors and environmental resources, NRBID featured **Clean & Green Downtown New Rochelle**, its year-round commitment to cleaner, more attractive and environmentally responsible public spaces, and continued promoting the **Canines for Clean Water** pledge. More than **75 people** have signed the ongoing pledge—and participation continues to grow.

FITNESS & WELLNESS FESTIVAL

August 8, 2026



Featured outdoor yoga with The Self Studio, children's movement with Joy-Joy's Musical Moves, bouquet-making with Rae of Florals, wellness resources from Montefiore New Rochelle Hospital, live music and refreshments from CasaRoma Café. NRBID launched its **Downtown Health & Fitness Walking Map**, staffed an information table, organized registration and a gift-card drawing, and promoted the event.

LOCAL LOVE MARKET

August 29, 2026

Created a downtown marketplace for local makers, artisans, entrepreneurs and small businesses, accompanied by live music and interactive activities. NRBID helped connect participating businesses, co-produce the event and promote it throughout the community.



By helping activate The Plaza, NRBID is creating a welcoming downtown gathering place while introducing residents and visitors to local businesses, organizations and community resources.

COMMUNITY • WELLNESS • SUSTAINABILITY • LOCAL BUSINESS

CITY-LED PROGRAMS

SUPPORTED BY NRBID

Throughout the year, NRBID partnered with the **City of New Rochelle** to support and promote community events. The programs highlighted here—**Summer of Soccer**, **Summer Sizzle** and **New Rochelle America 250**—reflect that ongoing collaboration.

SUMMER OF SOCCER



SUMMER OF SOCCER FINALE FEST
JULY 19 • RUBY DEE PARK • 1-8 PM
World Cup Final • Watch Party • Live Music • Family-Friendly Activities

**WHILE YOU'RE HERE —
DISCOVER DOWNTOWN
NEW ROCHELLE**
Before the match. Between Fest events. After the final whistle.

Walk the District —
Everything Is Within Minutes

**GET THE DOWNTOWN
DISCOVERY GUIDE**
Your Official Match Day Guide & Interactive Downtown Map
Scan to discover restaurants, cafes, bars, desserts, things to do, more places to watch the match.

DOWNLOAD THE MAP
Scan the QR code or visit:
newrochelledowntown.com/match-day

NEW ROCHELLE DOWNTOWN BID
New Rochelle Downtown Business Improvement District
@NewRoDowntown • newrochelledowntown.com

NRBID partnered with the **City of New Rochelle** and the **New Rochelle Chamber of Commerce** to connect the excitement surrounding the World Cup with Downtown New Rochelle's business community.

As a member of the City's Summer of Soccer Committee, NRBID convened a downtown dining and hospitality roundtable, recruited participating businesses, and created a dedicated **Summer of Soccer landing page**. The page served as a central hub for downtown businesses, watch parties, promotions and soccer-related activities.

Building on the success of NRBID's earlier **Dine Downtown** map, NRBID developed a **Downtown Discovery Guide and Match Day Map** featuring downtown destinations, participating businesses and parking information. NRBID also produced original business profiles and videos and promoted participating businesses through its website, newsletters, social media and paid advertising.

NRBID contributed \$17,000 toward the City's July 19 **Finale Fest and World Cup Final public watch party**. The event filled Ruby Dee Park, while a vibrant street fair extended the celebration into the surrounding downtown streets. Visitors used NRBID's Downtown Discovery Guide and Match Day Map to discover local restaurants, cafés and shops. Participating merchants shared positive feedback about the visibility and activity the celebration brought to downtown businesses.



DOWNTOWN BUSINESS SPOTLIGHTS
NRBID produced original profiles featuring:
Town House Kitchen + Drinks • Coco Bubble Tea
Café Haven at The Stella • 18th Ward Brewing • The Little Ranch

CALLING ALL DOWNTOWN NEW ROCHELLE BUSINESSES

Partner with the NRBID

MATCH DAY PROMOTIONS & SOCIAL MEDIA CAMPAIGN
Drive visitors into your business during the Summer of Soccer Finale Fest

We'll help promote your business on Match Day.

Celebrate Match Day with Downtown New Rochelle
 9 Ruby Dee Park • July 19 • 1-8 PM

FREE PARTICIPATION

We're looking for Downtown businesses interested in:

Gift Card Giveaways

Match Day Promotions

Social Media Video Features

Business Spotlights

Special Offers & Experiences

THE NRBID WILL:

- ✓ Purchase gift cards for participating promotions
- ✓ Help promote your business before Match Day
- ✓ Feature participating businesses on social media
- ✓ Encourage festival visitors to shop, dine & explore Downtown

INTERESTED?
 EMAIL: anne.gold@newrochelledowntown.com
DEADLINE: JUNE 30

NEW ROCHELLE DOWNTOWN BID Making it Happen!

Enjoy a CRAFT BREW + Watch the Match

18TH WARD
40 Division St

VIDEO SPOTLIGHT BY ANDREW

Start Your Day with Brunch + Watch the Game

TOWN HOUSE
KITCHEN + DRINKS
559 Main St

VIDEO SPOTLIGHT BY ROMAN

SWIPE to Watch!

SUMMER OF SOCCER FINALE FEST
 JULY 19 • RUBY DEE PARK • 1-8 PM
 World Cup Final • Watch Party • Live Music • Family-Friendly Activities

FEATURED AT THE
New Rochelle Downtown BID Table
 JULY 19 • RUBY DEE PARK • 1:00-2:30 PM

SOCCER SPACE

Meet Children's Author Marisa Boan

FREE BOOK GIVEAWAY!

FREE: Copy of copy of Marisa Boan's soccer-themed books for children ages 10 & under (while supplies last).

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Finale Fest
 July 19 • 1-8 PM
 at Ruby Dee Park

Shop Local
 Find something unique while you are downtown.

LITTLE RANCH
 328 Huguenot St

DOWNLOAD THE MAP
newrochelledowntown.com/match-day

NEW ROCHELLE DOWNTOWN BID New Rochelle Downtown Business Improvement District
 @NewRoDowntown • newrochelledowntown.com



SUMMER SIZZLE

Building on the Summer of Soccer initiative, NRBID adapted the same approach for the City's **Summer Sizzle Concert Series** at Ruby Dee Park.

NRBID created and produced a **Summer Sizzle Dining & Drinks Guide** for distribution in partnership with the City. The guide encouraged concertgoers to visit nearby restaurants, cafés, breweries and other downtown destinations before and after each performance—helping turn an evening in the park into a complete Downtown New Rochelle experience.



NEW ROCHELLE
IDEALLY YOURS

CITY E-NEWS: SYEP, Ward Acres, Summer Sizzle & More!
New Rochelle, New York sent this bulletin at 08/14/2026 04:15 PM EDT

AMERICA 250 NEW ROCHELLE
CITY E-NEWS
Latest news and events from New Rochelle

CITY UPDATES
August 14, 2026

UPCOMING EVENTS

Summer Sizzle @ Ruby Dee: Only Three Shows Left!
The Summer Sizzle Concert Series keeps the music going on **Saturday, August 15** with an unforgettable performance by **Jovin Webb**, with **Lauren Mian** opening the show!
Bring your lawn chairs and blankets and enjoy this **free** summer concert beginning at **6:30 PM** on the **Ruby Dee Park Library Green**. We hope to see you there!

FREE CONCERTS EVERY SATURDAY
SUMMER SIZZLE
JOVIN WEBB
SATURDAY, AUGUST 15
JOVIN WEBB
OPENING: LAUREN MIAN
SUMMERSIZZLE.COM

WHILE YOU'RE HERE —
• Eat • Sip • Discover
DOWNTOWN NEW ROCHELLE
Summer Sizzle
Dining & Drinks Guide
DOWNLOAD THE MAP!
Scan the QR code or visit:
newrochelledowntown.com

FEATURING IN CITY E-NEWS • AUGUST 14, 2026

IN THE COMMUNITY

Throughout the year, NRBID participated in community events, partner gatherings, and important conversations that strengthened connections across Downtown New Rochelle.



PACT



Monroe Foundation Breakfast



ArtsFest Kick-off



Congressional Roundtable

Business Roundtable
with Congressman George Latimer

NEW ROCHELLE AMERICA 250

America 250 Wish Project

★ What's your wish for
Cuál es tu deseo para **US?** ★

A collaborative public art experience where community members of all ages can write or draw their hopes, dreams, and wishes for the future of the United States as America approaches its 250th anniversary.

★
June 4-23, 2026

New Rochelle Public Library
1 Library Plaza, New Rochelle, NY

Visitors of all ages are invited to contribute during regular library hours.



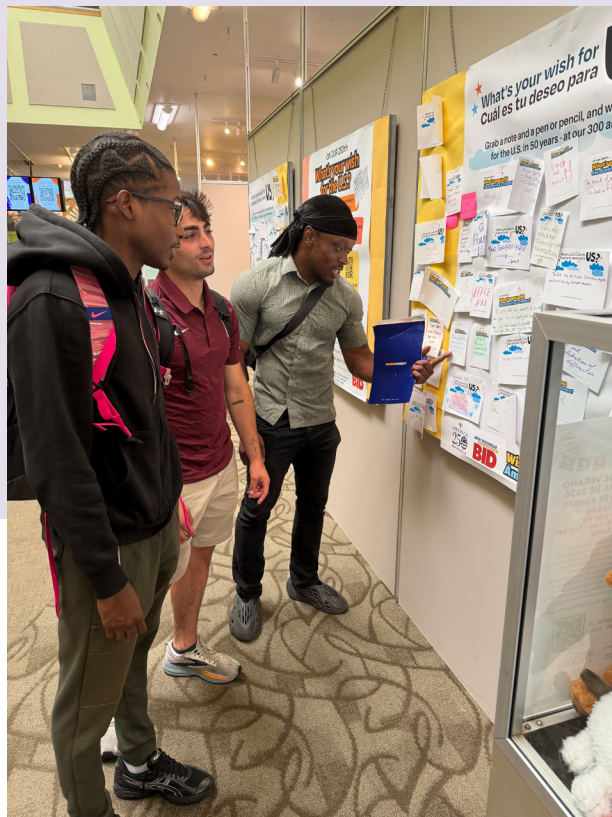
Presented by the New Rochelle Downtown BID newrochelledowntown.com

Through New Rochelle America 250, the City brought local organizations and residents together to commemorate the 250th anniversary of the United States.

NRBID supported downtown participation by presenting the America 250 Wish Project in partnership with the New Rochelle Public Library and the New Rochelle 250 Committee.

Held June 4-23 at the New Rochelle Public Library, this free collaborative public-art experience invited people of all ages to write or draw their hopes, dreams and wishes for the future of the United States.

More than 500 wishes were collected from participants ranging from young children to seniors, and hundreds of visitors experienced the three-week installation in the library's Lumen Winter Gallery.

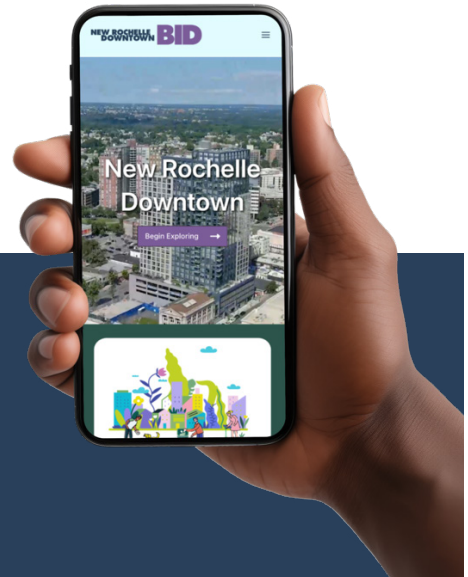


Reading America's future, one wish at a time. As part of their summer work with NRBID, Monroe University interns supported the America 250 Wish Project throughout its run.



Social Media Performance

NRBID's social media channels saw substantial year-over-year growth in visibility, engagement and audience size. Throughout the year, our content promoted downtown businesses, events, public spaces and community initiatives. In spring 2026, NRBID also launched TikTok to reach younger audiences who increasingly use short-form video for local discovery.



BY THE NUMBERS

- Nearly **2.8 million** combined views
- More than **64,000** content interactions
- More than **3,000** new followers
- Thousands of profile visits and link clicks

NRBID | 2025-2026 YEAR IN REVIEW

Social Media Year in Review

Visibility, engagement and audience growth | Aug. 1, 2025-Aug. 1, 2026

I Instagram

1.56M

INSTAGRAM VIEWS

- **130.1K** ACCOUNTS REACHED
- **17.1K** PROFILE VISITS
- **2.2K** FOLLOWS

+205% INCREASE IN REACH

F Facebook

829.6K

FACEBOOK VIEWS

- **130.9K** VIEWERS
- **12K** PAGE VISITS
- **847** FOLLOWS

+468% INCREASE IN PAGE VISITS

I Instagram

55.2K

CONTENT INTERACTIONS

276

LINK CLICKS

GROWTH HIGHLIGHTS

- +205%** REACH
- +149%** PROFILE VISITS

F Facebook

9.4K

CONTENT INTERACTIONS

2.3K

LINK CLICKS

GROWTH HIGHLIGHTS

- +468%** PAGE VISITS
- +863%** FOLLOWS

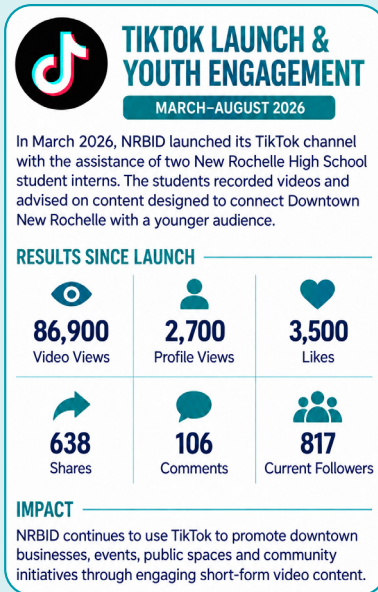
Connecting people with downtown businesses, events and resources.

Source: Meta Business Suite | Aug. 1, 2025-Aug. 1, 2026
Figures shown as reported by Meta. Views may include repeat views.

TIKTOK LAUNCH & YOUTH ENGAGEMENT

March–August 2026

In March 2026, NRBID launched a TikTok channel to connect with younger residents, students and visitors who increasingly use short-form video to discover where to eat, shop and spend time.



WHY TIKTOK

With two universities in New Rochelle and a growing downtown population of young professionals, TikTok offers an important way to showcase downtown businesses and experiences. Its discovery-based format also allows content to reach people beyond NRBID's existing followers.

STUDENT COLLABORATION

Two New Rochelle High School student interns helped shape the channel's early content by recording videos and advising NRBID on topics that would appeal to younger viewers.

WHAT WE SHARE

Business Spotlights • Food and Drink • Events • Public Spaces
Street Life • What's New Downtown • Youth and Career Opportunities



USING TIKTOK TO PROMOTE CAREER PATHWAYS

When the New Rochelle Police Department's PACT Unit approached NRBID to brainstorm ways to promote the Police Youth Academy and related career programs, NRBID identified TikTok as an effective way to reach the intended young-adult audience.

Working with the Boys & Girls Club of New Rochelle, NRBID produced and shared four recruitment videos promoting career pathways for young adults ages 18–24. The videos highlighted opportunities in law enforcement, firefighting, emergency medical services and the legal field.

LOOKING AHEAD

TikTok is now part of NRBID's coordinated content strategy, with videos shared across TikTok, Instagram Reels and other channels to expand the visibility of downtown businesses, events and community initiatives.



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