



Final Recommendations Report
Workgroup #7: Business and Commerce
Team Leader: Tanya Tochner



Executive Summary

- Update the Town of New Castle procurement policy & procedures to include guidelines that allow for BIPOC & Women owned services to participate in the bidding process
- Utilize Chappaqua Farmer's Market as a pop-up marketplace for BIPOC & Women owned businesses
- Develop "Chappaqua Hub" with a clear mission to act as a liaison between landlords, Town Administration, and BIPOC & Women owned businesses
- Expand the current cultural events roster to encourage tourism for the Town of New Castle by offering Art, Music, and Culturally Diverse Cuisine
- Create town video of the beautiful New Castle hamlet. Showcasing restaurants, shops, parks and recreation. Use video as a social media, Town Newsletter, and local magazines tool to promote New Castle tourism
- Promote interesting programs such as Chappaqua Scavenger Hunt, Shop Around Town, and Spend a Day in Chappaqua to increase tourism
- Create opportunities for BIPOC brick and mortar shops and restaurants



Group Mission Statement

Our mission is to use business and marketing tools with the assistance of the town board to increase diversity and equity in town requisition guidelines. Actively work to increase both the number and visibility of BIPOC owned and operated businesses in New Castle, and to create a culture that attracts and appeals to diverse visitors.

Business and Commerce Members

Team Leader: Tanya Tochner

Student Voice: Nailah Elliott

BIPOC Businesses Outreach: Jennifer Bounds

Project Manager: Shannon Johnson

Landlord Liaison: Sophie DeWaal

Supplier Diversity Research: Meredith Grauer

Landlord Liaison: Jacalyn Polikoff

Richard Ma

Joseph Chikota

Business and Commerce Recommendations

Current COVID19 pandemic brings a different set of challenges for this work stream. We have been creative in our offerings given the risk tolerance for businesses, clients and our community.

1. Update Town of New Castle procurement policy & procedures to include guidelines that allow for BIPOC & Women owned services to participate in the bidding process
2. Utilize the Chappaqua Farmers Market as a pop-up marketplace for BIPOC & Women owned businesses
3. Develop “Chappaqua Hub” with a clear mission to act as a liaison between landlords, Town Administration, and BIPOC & Women owned businesses
4. Expand the current cultural events roster to encourage tourism for the Town of New Castle (E.g. Art, Music, Cuisine)

Business and Commerce

Recommendation #1: Update Town of New Castle Procurement Procedures and Policies

Recommendation: Modify current town supplier policy to include BIPOC and Women-owned services in the bidding process

Timeline: Short-term implementation by end of 2020

Budget: None

Special resources required: Town Lawyer review, Town Administrator (responsible for the current process)

- **Implementation considerations:** The Town often selects its suppliers and services from a current NYS approved list instead of going through the bidding process as to expedite the process. After a review of this list, NYS is ensuring that this list attracts and grows Minority and Women-Owned Business Enterprises (MWBEs).
- The New York State Contract System (“NYSCS”) enables users to apply for NYS MWBE certification, search for NYS MWBE certified firms, and easily interact with State agencies and authorities.

Audience for engagement: Town Board

Engagement plan: See Appendix 1 for outline and reference material’s from of other Towns

Success Metrics: Track and audit efforts to increase supplier diversity (Trend of total contracts awarded v. contracts awarded to BIPOC/Women-owned & annual audit of actuals v. procedures/policy)

Business and Commerce

Recommendation #2: Chappaqua Farmers Market (“CFM”)

Recommendation: Support the CFM in creating pop-up tables for BIPOC and Women owned restaurants to showcase their foods. This allows for a “try and buy” opportunity to gauge interest, demand, and pipeline of businesses to fill storefront vacancies

Timeline: Short-term implementation, cyclical participation

Budget: Advertising/Marketing/Signage/Promotions/Materials: \$1000

Special resources required: CFM, Bus and Comm vendor, FM, and Communications team liaison

Implementation considerations: Seasonal based on CFM schedule

Audience for engagement: Farmer’s Market Board

Engagement plan: Roster of targeted BIPOC and Women owned restaurants has been presented to the CFM board for review and approval

Success Metrics: Track BIPOC and Women owned businesses that participate to track success and level of interest for permanent business in New Castle

Business and Commerce

Recommendation #3: Creation of Chappaqua Hub



Recommendation:

Commence and maintain a dialogue with landlords with the goal of establishing a partnership in which the CRE can connect landlords to potential BIPOC and woman owned business tenants. This will enable the Town and the CRE to play a more active role in helping the landlords fill their storefronts. In addition, Bus and Comm will act as a “welcome wagon” for new merchants that come to town.

Timeline: With the success of the Cultural Food Showcase, we have two possible restaurants to open in Chappaqua. Timeline is on going.

Budget: Advertising budget to list open store fronts: \$1000

Special resources required: Two dedicated CRE individuals to establish long term relationships with landlords. Currently Jacalyn Polikoff and Sophie DeWaal

Implementation considerations: Continue to work hand in hand with the Town to ensure guidelines/rules are followed. Continue to update registry so that the CRE has the most up to date contact information. Continue to share resources with store owners

Audience for engagement: Landlords , BIPOC Tenants, Town Board

Engagement plan: See appendix #3 for plan and Vacant Storefront Registry

Success Metrics: Lower number of empty storefronts, higher percentage of BIPOC and woman business owners

Business and Commerce

Recommendation #4: Attract Tourism



Recommendations:

- Expand the current roster of cultural events to bolster tourism for the Town of New Castle through Arts, Music, and Cuisine
- Local businesses should have fully informed business information on their Google sites as tourists look for this when planning a trip. For non-Google savvy businesses, this is a great opportunity for the Chambers of Commerce to offer a workshop or recorded video sessions on how to claim a listing, edit the hours of business, encourage reviews, utilize photos, etc.
- Create town video of the beautiful New Castle hamlet. Showcasing restaurants, shops, parks and recreation. Use video as a social media, Town Newsletter, and local magazines to promote New Castle tourism. (see Armonk Living video for reference).
- Promote interesting programs such as Chappaqua Scavenger Hunt, Shop Around Town, Spend a Day in Chappaqua, to increase tourism

Timeline: Short-term implementation and on-going

Budget: Promotions/Marketing budget/Video - \$1500-\$2500

Implementation considerations: Requires Team leaders to work work together on various projects

Audience for engagement: CRE Team Leaders - Communications, Events and Programs, Business & Commerce

Engagement plan: See appendix #4

Success Metrics: Complete recommendations, compile data from each business/event via “How was your experience” handout. (see sample in appendix #4)



Appendix

Appendix #1

Supplier Diversity Proposals for New Castle:



-Create a supplier diversity policy statement (confirm commitment to working with diverse suppliers, define diversity goals (e.g., BIPOC, women-owned...))

-Require each supplier to the Town to meet workforce diversity requirements, for example:

- Ensuring there is consideration for BIPOC/minorities on Town projects
- Purchasing policy includes consideration of materials from BIPOC/minority-owned businesses
- Utilizing subcontractors that meet similar diversity requirements

-Make and document efforts to proactively solicit bids from BIPOC/minority-owned businesses for all new RFPs

- Leverage resources/work with organizations such as:
 - Division of Minority & Women's Business Development
 - US Black Chambers Inc.
 - National Minority Supplier Diversity Council
 - Set objectives to obtain bids for each proposal from diverse suppliers
 - Enable Town to consider supplier diversity as a factor in its selection process (i.e., Suppliers are not selected solely on the basis of cost or locality)

Appendix #1 Continued



Supplier Diversity Proposals for New Castle:

Reference Materials:

Preference for Minority Owned Businesses (link below)

- Rockland County
- North Hempstead

<https://drive.google.com/file/d/177J42PwLdrOImx-cZT3I49yg7KsgOKDx/view?usp=sharing>

NYS Pre-approved vendors and guidance

<https://ogs.ny.gov/procurement/procurement-municipalities>

<https://ny.newnycontracts.com/?TN=ny>

https://www.businessexpress.ny.gov/app/answers/cms/a_id/3209

Appendix #3

Chappaqua Hub



Engagement plan: Continue outreach to landlords and populate the tracker as we receive requested about store fronts. CRE team members will continue to connect landlords with potential tenants with concepts that may fit available space. CRE Bus and Comm team members will also reach out to merchants as a "welcome wagon".

Vacant Storefront Registry



CHAPPAQUA and MILLWOOD HAMLETS, TOWN OF NEW CASTLE: VACANT STOREFRONT REGISTRY*

Owner	Owner's Address	Owner's Contact	Business Name (Vacant Name)	Property Address	Zip	Section	Block	Lot	Sq. Ft.
1 Jagar Realty, Inc.	P.O. Box 333, Millwood, New York 10546		(Former Evergreen Cleaner's)	238 Saw Mill River Road	10546	80	1	28	1,000
2 Nardozi, LLC c/o T. Square Properties	56 Lafayette Avenue, White Plains, NY 10603		(Former Spoon Restaurant)	64 Bedford Road	10514	100.8	2	33	2,571
3 59-65 Bedford Center c/o Lordae LLC	1 New King Street, Suite 201, West Harrison, New York 10604	Tim, 914-238-0341	(Former Color Wheel Graphics)	61 Bedford Road	10514	100.12	1	54	480
4 HMAJ Properties, LLC	145 Byram Lake Road, Mt. Kisco, NY 10549		(Former Raveis Real Estate Office)	75 N. Greeley	10514	100.11	3	6	3,267
5 99 N. Greeley Avenue Properties, LLC	56 Westchester Avenue, Thornwood, NY 10594		(Former Chappaqua Taxi & Limo)	99 N. Greeley	10514	100.11	3	1	
6 FFLP Holding 50 N. Greeley Avenue, LLC	P.O. Box 1159, Deerfield, IL 60015		(Former Rite Aid Building)	50 N. Greeley	10514	100.11	2	1	9,437
7 Chappaqua Realty Corp.	66 Hancock Place, Thornwood, New York 10594	Michael R. DiNardo	(Former Aesops Fable Restaurant)	11 King Street	10514	100.12	2	4	
8 Dolce James & Donna and Heffernan, June	41 Old Post Road, Rye, NY 10580		(Former Sotheby's Real Estate)	37 King Street	10514	100.11	2	9	
9 Holmes & Holmes, LLC	101 King Street, Chappaqua, NY 10514		(Former Douglas Elliman)	101 King Street	10514	100.11	3	14	
10 120 King Street LLC	747 Central Park Avenue, Yonkers, NY 10704		(Former Lutheran Church of Our Redeemer)	120 King Street	10514	100.11	3	26	
11 120 King Street Holding LLC c/o Staffard Garson	747 Central Park Avenue, Yonkers, NY 10704		(Former Downtown Upholsters)	126 King Street	10514	100.11	3	29	
12 ALT Properties LLC	4 West Red Oak Lane c/o Mike Cuniberti, White Plains, NY 10604		(Former Modern Blow Dry)	6 S. Greeley Ave/ 26 King Street	10514	100.11	2	13	
13 ALT Properties LLC	4 West Red Oak Lane c/o Mike Cuniberti, White Plains, NY 10604		(Former Chappaqua Restaurant & Café)	10 S. Greeley Ave/ 26 King Street	10514	100.11	2	13	
14 People's Westchester Savings Bank c/o Thomson Reuters	P.O. Box 2609, Carlsbad, CA 92018		(Former Wells Fargo Bank)	73 S. Greeley Ave	10514	100.11	3	55	
15 People's Westchester Savings Bank c/o Thomson Reuters	P.O. Box 2609, Carlsbad, CA 92018		(1st Floor Rear Vacant Property)	75 S. Greeley Ave	10514	100.11	3	55	
16 People's Westchester Savings Bank c/o Thomson Reuters	P.O. Box 2609, Carlsbad, CA 92018	Adam Strahl, 914-238-1121	(Former Local Ice Cream)	75 S. Greeley Ave	10514	100.11	3	55	567
17 People's Westchester Savings Bank c/o Thomson Reuters	P.O. Box 2609, Carlsbad, CA 92018	Adam Strahl, 914-238-1121	(2nd Floor Vacant Suites)	73/75 S. Greeley Ave	10514	100.11	3	55	
18 NAT Bank of North Aermica ATT: Corp. R/E Assessments	101 North Tryon Street, Charlotte, NC 28255		(Former Chappaqua Downtown Revitalization Office)	79 S. Greeley Ave	10514	100.11	3	55	
19			Never Occupied	74 Chappaqua Crossing	10514				
20			Never Occupied	78 Chappaqua Crossing	10514				
21			Never Occupied	64 Chappaqua Crossing	10514				
22			Never Occupied	60 Chappaqua Crossing	10514				
23			Never Occupied	80 Chappaqua Crossing	10514				

* Information above was obtained from records held by the Town of New Castle and will be updated on a monthly basis. Any questions or comments, please call the Planning Department at 914-238-7274.

Appendix #4



Attract Tourism:

Engagement plan:

Existing Art, Music, Education, and Food events will incorporate BIPOC and Women-owned vendors

Current Local merchants, Town, and other New Castle sites (e.g, Discovery Chappaqua, My NewCastle) will create buzz on their websites. Utilize Google search to promote events in New Castle

Create Town Video

Current engagements:

- ✓ Art for Hope, Healing and CommUNITY
October 3rd / 3-6pm / Family Britches
- ✓ Farmer's Market Ethiopian and Indian Food Presence

Future engagements:

- ❖ BIPOC music/musicians to be incorporated in the Summer Concert Series

Appendix #4 Continued

Attract Tourism: Collateral for Current Engagements

Current engagements:

- ✓ Art for Hope, Healing and CommUNITY
October 3rd / 3-6pm / Family Britches



Microsoft Word
Document

Create a Welcome to New Castle Video (See Welcome to Armonk Below)

https://www.instagram.com/p/CDMgdcXpnr4/?utm_source=ig_web_copy_link