

June, 2012

We enjoy communicating with you but we don't want to spam you! If you haven't already registered to receive NBAT's quarterly Accelerated Press newsletter you must do so now in order to avoid a disruption to your delivery service. Register for free [here](#) or on the NBAT website. This is your last chance, future editions can only be delivered to registered users!

NEW BUSINESS CUSTOMER SERVICE INITIATIVE LAUNCHED

New York City Mayor Michael R. Bloomberg [announced on June 21st](#) the launch of the City's Business Customer Service initiative, a major effort to make it easier for businesses to deal with government as they grow and create jobs. The Business Customer Service initiative includes new efforts to enable businesses to pay license, permit and other fees, including taxes, online; new efforts to make it possible for businesses to apply online for the necessary licenses, permits and other credentials they need to open their doors and operate legally and safely; new efforts to make easy-to-understand information about how businesses can navigate City government readily available; and new efforts to improve the regulatory climate for business by reducing the number of agencies involved in permitting for things like sidewalk cafés.

NBAT WEBSITE ENHANCEMENTS



NBAT just released a new and improved website offering easier navigation and enhanced functionality! Not sure which services are provided by NBAT? Read our "[Services](#)" section to learn our approach to Client Management, how we can accelerate plan review and inspection processes, and how we simplify your interactions with the City. Are you a first-time food and beverage business owner? Visit our "[Food & Beverage Establishments](#)" section to download the Business Owner Checklist, which is full of resources to walk you through launching a food-based business in NYC. Having trouble locating the Department of Health food service permit application, or the Department of Transportation sidewalk construction permit application? Find these forms and others on the "[Partners & Resources](#)" section of the new NBAT website. Check back often as we continue to add new features!

INSPECTION SCHEDULING IS NOW ONLINE



The new and improved [NBAT website](#) now provides clients with the ability to request inspection appointments online. The online interface facilitates appointment requests for range hood, construction and pre-operational health inspections. Inspection appointment requests submitted online will receive an e-mail confirmation with details pertaining to the request within 2 or 3 business days depending on the type of inspection.

BUSINESS RESOURCES

SUSTAINABLE AND PROFITABLE: Go green while making green! The Green Hospitality Initiative (“GHI”), a program of the New York State Restaurant Association has been awarded an EPA grant to help ‘green’ both new and existing restaurants in New York City while simultaneously increasing their profitability. Through FREE group and on-site trainings, the GHI promotes ‘greening’ from three angles - energy conservation, water conservation and the reduction of hazardous cleaning chemicals. GHI services include free assessments leading to specific greening recommendations and a cost-savings analysis customized for the needs of each business independently. The GHI creates practical opportunities for all restaurants to simultaneously go and make *green*! Restaurant operators can find more information on the [GHI website](#) and are also encouraged to contact Alan Someck at asomeck@gmail.com or 516.448.1504, or Casey Heil at cmh470@nyu.edu or 914.329.9840 to schedule a FREE green training.



RECYCLING SAVES \$\$\$: The NYC Business Integrity Commission (BIC) has provided [three simple tips](#) aimed at preventing recyclables theft, which hurts the environment and your bottom line. Your business can help reduce theft and ensure a fair deal on your carting rates by following these simple steps: first, ask your carter for their approximate pick-up time and put your recyclables out as close to that time as possible; second, label recyclables with your carter’s name and third, use 311 to report recyclables theft. Remember, better for the environment is better branding for your business!

BUSINESS SPOTLIGHT



On May 24, 2012, Mayor Bloomberg announced the official start of the Coney Island summer season! In 2009 the City purchased 6.9 acres within the historic amusement district and through combined public and private investment has been reinvigorating the boardwalk and amusement areas. The summer of 2012 welcomes the introduction of two new high-intensity rides added to last year’s four-ride Scream Zone and Luna Park adventure sites. NBAT has been busy assisting the many food establishments that help make the experience including Paul’s Daughter, Ruby’s and Lola Star as well as the expansion of Nathan’s Famous, the introduction of Tom’s Restaurant and Grimaldi’s from Brooklyn and the opening of Place to Beach, a Boardwalk-level eating and drinking establishment. In total, these businesses have invested over \$2.3 million for upgrades and renovations to their spaces!

COMPLIANCE CORNER



Do you store aerosol, compressed gas, carbon dioxide, combustible liquids or other hazardous materials and flammables? The FDNY District Office is responsible for conducting inspections related to the manufacture, storage, handling and use of these materials. NBAT clients can now receive site visits from an FDNY inspector who provides a walk-through assessment detailing what the District Office will be looking for during their inspections and how to bring your establishment into compliance in advance of the official FDNY District Office inspection. By working with an NBAT inspector, your business will be best prepared to earn a positive inspection result on the first attempt! Please contact us to take advantage of this free service!

SAVE THE DATE

- **Mastering Marketing
NYC Business Solutions**

*Bronx; August 9th, 16th, 23rd; 6-8:30PM; 555 Bergen Avenue, Fl. 3
Brooklyn; August 6th, 13th, 20th; 5:30-8PM; 9 Bond St, Fl. 5
Lower Manhattan; August 1st, 8th; 5-8PM; 110 William St., Fl. 4
Queens: July 16th, 18th, 23rd; 5-7:30PM; 168-25 Jamaica Ave., Fl. 2
Staten Island: August 6th, 8th, 13th; 5:30-8PM; 120 Stuyvesant Pl., Fl. 3
Upper Manhattan; August 14th, 21st, 28th; 5-7:30PM; 215 W. 125th Street, Fl. 6*

Learn how to get the best customers for your business! When you start a new business, you need to be visible and attractive to your target customers. What do you do to catch their attention? What do you need to tell them so they will want to try your product or service? This course will provide answers to your most pressing marketing questions. Total course hours: 3 sessions, 7.5 hours. [Register for FREE.](#)

- **Noise Compliance Workshop for Establishments in Manhattan Community Board 3**
July 18th, 1-3pm, Rockwood Music Hall - 196 Allen Street, between Stanton Street & East Houston Street

The New York City Department of Environmental Protection (DEP) is conducting a series of informational meetings for business owners throughout the city on compliance with the New York City Noise Code. Topics will include information on requirements regarding commercial music, construction, air conditioning & ventilation equipment and more. NYPD Community Affairs officers will be in attendance and a Q&A session will follow the presentation. This workshop is for establishments located in Manhattan Community Board 3, but establishments in other neighborhoods may be able to attend.

To reserve your space call (718) 595-4436 or email edu@dep.nyc.gov.

- **Hammer & Claws Blue Crab Feast**

September 7-9th, The Tunnel @ The Terminal Stores, 269 11th Avenue

The 2nd annual [Hammer & Claws Blue Crab Feast](#) brings a taste of Maryland's Chesapeake Bay back to the Big Apple! The two-day event is a truly authentic crab feast in keeping with the storied traditions of Maryland's renowned summer crab season. A portion of the proceeds from the Hammer & Claws Blue Crab Feast will be donated to the [Chesapeake Bay Foundation](#) – a 501(c)(3) organization – to help in their continuing efforts to restore and protect the Chesapeake Bay and its tributaries.

- **Send us your event for our next issue! Email: nbat@nbat.nyc.gov.**

WHAT'S TRENDING

- According to a survey of nearly 1,800 professional chefs, children's nutrition and local sourcing will be the hottest trends on restaurant menus in 2012. (National Restaurant Association, *Chef Survey: What's Hot in 2012*, December 2011)
- Total restaurant industry sales nationwide are expected to reach a record high of \$632 billion in 2012 – a 3.5 percent increase over 2011, marking the second consecutive year that industry sales have topped \$600 billion. (National Restaurant Association, *2012 Restaurant Industry Forecast*, February 2012)

IN THE NEWS

- San Francisco Mayor Edwin Lee [announced in March](#) that the city by the sea reached a major environmental milestone last November by collecting a million tons of compostable material through Recology's green bin program. San Francisco diverts 78 percent of all waste generated in the City away from landfill disposal through source reduction, reuse and recycling & composting programs. These programs have earned San Francisco the honor of being named the Greenest City in North America and a perfect score in the resource recovery and recycling category in the 2011 Siemens Green City Index. [Learn more](#) about composting or to locate an NYC compost drop-off site near you.

CONTACT US

- For general inquiries concerning new restaurant locations call 311 or email nbat@nbat.nyc.gov.
- NBAT Mailing Address:
100 Gold Street, Fl. 2
New York, NY 10038
- To Request a Food Service Pre-Operational Health Inspection:
<http://www.nyc.gov/html/nbat/html/inspections/food.shtml>
- To Request a Construction Inspection:
<http://www.nyc.gov/html/nbat/html/inspections/construction.shtml>
- To Request a Range Hood Inspection:
<http://www.nyc.gov/html/nbat/html/inspections/hood.shtml>