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guide



The Summer of Opportunity Guide

Tips for NYC Restaurants, Bars and Shops to Capitalize on Summer 2026 Events

- **Operational strategies** for managing high tourist traffic
- **Marketing tips and tricks** for engaging global tourists
- **Free promotion opportunities and resources** to help amplify your business to tourists

Promote your storefront to summer 2026 tourists for free on the **Summer 2026 Live NYC Map**

Storefronts will be showcased on an interactive digital map promoted to 10+ million consumers from 100+ countries, directing global visitors to local storefront destinations citywide.

Tell customers and tourists about your business'

- ✓ FIFA World Cup 2026™ Screenings
- ✓ Sail4th Parade Viewings
- ✓ Discounts & Promotions
- ✓ Events & Activities

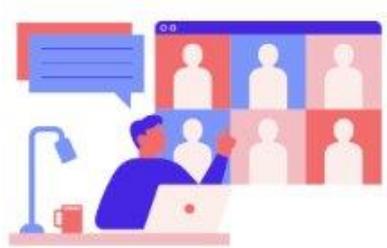


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Summer 2026 Webinar Series

Free & Open to all NYC Storefronts



The following webinars are **designed to brief NYC small retail storefronts** on how to prepare for and take advantage of the influx of FIFA World Cup and Sail4th 250 tourists during summer 2026. **Experts will lead each session**, expanding on guidance offered in the resource guide and offering more in-depth details and strategic recommendations to retail storefront owners.



**Scan the QR Code
to Register for
upcoming events**

- **March, 9th 10am:** Get Found This Summer: How to Make AI and Search Engines Recommend YOUR Business to World Cup Visitors
- **March, 16th 10am:** Compliance Without the Chaos: Preparing for Summer 2026 (with NYC BEST Team)
- **(Not Confirmed) April 13th & April 20th:** The Experience Economy: Driving Summer 2026 Traffic & In-Store Magic
- **Monday, April 27th 10am:** Promoting Your Storefront on the Summer 2026 Live NYC Map

NYC Small Business Resource Network (SBRN)



230,000+ SMALL BUSINESSES
5 BOROUGHES

1 RESOURCE NETWORK

The NYC Small Business Resource Network is a comprehensive approach to strengthening New York City's economy and accelerating the recovery of small businesses.

The SBRN is a unique private-public partnership that provides local businesses with the free, personalized guidance they need right now to thrive in competitive New York City.

Leveraging local NYC relationships through corporate, financial, and professional service sectors. With unique support from Universities, philanthropies, & expert volunteers.

We are here to help you.



**FINANCIAL
GUIDANCE**



**MARKETING
EXPERTISE**



**TECHNOLOGY
SUPPORT**



**LEGAL
COUNSEL**



**BUSINESS
COACHING**