



BUSINESS DEVELOPMENT NEWSLETTER



NOMINATE DOWNTOWN HIGHLAND PARK

AMERICA'S
MAIN STREETS
Presented by:
STIHL **BUSINESS LINK**
HURRY, ONE LUCKY MAIN STREET WILL WIN \$25,000 IN CASH!

Nominations & Quarter-Finalist Voting March 1-April 24

Nominate Downtown Highland Park Today!

<http://mainstreetcontest.com/nominate.php>

NEW BUSINESSES

The City of Highland Park welcomes the following new
businesses!



Weight Loss Center and Body Sculpting
210 Skokie Valley Road, Suite 12
847-268-4181
www.focusbodycontour.com



Custom Promotional Products
504 Old Elm Road
866-348-5705
www.promolocker.com

WORKSHOP

A Creative Art Studio For Design Inspired Living
1929 Sheridan Road
847-433-5577
www.workshophp.com

INTERNATIONAL COUNCIL OF SHOPPING CENTERS REPORT



Shoppers flock to stores for summer wardrobe: Report

Publish Date: March 23, 2016

Some 90 percent of Americans shopping for spring and summer apparel are doing so in physical stores this year, according to a survey from ICSC Research. Moreover, 97 percent of shoppers will visit either physical stores or online sites operated by retailers with such stores. The average shopper will spend \$193.70 on this apparel, and only \$26.90 will be spent at pure-play online retailers, says the report, which is based on the survey of 1,000 adults, conducted March 4-6 by ORC International on behalf of ICSC.

Of those shopping for apparel, 49 percent say they plan to spend the same as they did last year, while the rest are about equally divided between those who will be spending more and those who will be spending less.

Nearly three-fifths of Americans will shop for spring and summer apparel this year. Just over half of them will visit discount stores, nearly as many will shop in traditional department stores, about 28 percent will go to specialty apparel stores, and 21 percent will visit pure-play online retailers. Nearly four out of 10 of these warm-weather shoppers said they would visit an enclosed mall, and 26 percent said they would hit a factory outlet.

About half of these buyers will research apparel online before visiting a store. Of those, 51 percent will be Millennials, and 49 percent will be baby boomers. Almost seven out of ten people shopping or

picking up online purchases in a store will be using a mobile device. Of these, 51 percent will be price-checking, 43 percent will be obtaining coupons or digital discounts, 26 percent will be checking availability, 23 percent will be taking pictures, and 20 percent will be checking ratings or reviews.

To view the report click [HERE](#)

THE HIGHLAND PARK PUBLIC LIBRARY

The Highland Park Public Library is seeking local experts to lead a "How-To" presentation at their Annual How-To Fest. Please register at howto@hplibrary.org by Friday, May 6.

We're Hosting A How-To Fest And We're Looking For Experts!



What's a How-To Fest?

A free and fun event at Highland Park Public Library! It's a day for people to learn new things by attending one or more how-to sessions taught by local experts.

How Can I Participate?

Share a skill or share your knowledge in a 15, 30, or 45- minute presentation.

When and Where is the How-To Fest?

Sunday, May 22, 1 – 5 p.m. at the Highland Park Public Library.

I Love Sharing My Expertise, But How Else Will I Benefit?

- It's great exposure for your business!
- You will meet members of the community!
- Your name or business name will be included in a handout that attendees will receive when they attend the event!
- Your name or business will be included on the library's website and may be included in promotional material leading up to the event!
- You can have business cards available at the event!

Can You Give Me Some More Information?

Sure! This is Highland Park Public Library's second annual How-To Fest. Last year, experts shared their skills and knowledge in 40 demos ranging from how to arrange flowers to how to brew beer to how to write a poem. How-To Fests have been held at libraries in Kentucky, New York and New Jersey.

Sounds Fun! Sign Me Up! What's The Next Step?

Send an email to howto@hpllibrary.org. Let us know what you would like to teach or demonstrate, the time of day that you are available, and other details you feel that we should know.

**HIGHLAND PARK
PUBLIC LIBRARY**
Information & Imagination

494 Laurel Avenue
Highland Park, IL 60035
847-432-0216
hpllibrary.org

STATIONERY STATION



March 29-May 2

Special savings in Raised Ink Stationery, Memos and Notepads

Stationery Station
610 Central Avenue
84-432-3044

www.stationerystation.com

SECOND NATURE MASSAGE



Second Nature Massage
touch is healing

Stress can cause anxiety, increased appetite, memory issues, and sleep disturbances. Reduce stress and relax with a one hour Foot and Ankle Massage at Second Nature Massage.

Call for an appointment and start relaxing today!

(847) 579-9497

SUNSET FOODS



KITCHENS SUNSET

What's for Dinner?

April Menu

**READY-TO-GO
WEEKNIGHT MEALS**

2-9 pm (Tasting 4-6 pm) **Monday-Friday**

All Stores (while quantities last)

See our daily menu online at sunsetfoods.com

SUNSET FOODS

**Chef-Prepared Meals
Try Before You Buy**

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

April Menu available [HERE](#)

BLUE ORCHID SALON AND SPA



Blue Orchid
Salon & Spa

Presents a Ladies' Night Benefitting

Rolfe pancreatic
cancer
foundation

April 7, 2016 from 6:00-9:00 pm

Blue Orchid Salon and Spa

1847 Second Street

For more information call 847-748 -8492
or visit www.blueorchidsalonandspa.com

NORTON'S RESTAURANT



LIVE MUSIC AT NORTON'S

1905 Sheridan Road

Saturday, April 9

Shelter Dogs!

The Shelter Dogs Band is a 6-piece rock & roll band based in Riverwoods.

They play an eclectic blend of Classic Rock, Blues and Contemporary

Alt Rock Tunes that guarantee a good time and entertainment for all.

Featuring the amazingly talented musicians: Greg Diethrich, John Edison,

Jeff Heinzen, Mark Tulloss, Dave Rappaport & Ken Johnson

With Special Guest Star Roxy Stone!

<http://nortons-restaurant.com>

RAVINIA FESTIVAL

HOW TO DO BUSINESS WITH RAVINIA

The City of Highland Park and Ravinia Festival
will host the fifth “How to Do Business with Ravinia”

WEDNESDAY, APRIL 13
4 P.M. IN PNC PRIVATE DINING



SPEAKERS INCLUDE:

- Councilman Alyssa Knobel
- Ravinia President Welz Kauffman on Ravinia's business model and not-for-profit financial structure
- Greg Walters on how to become a sponsor and the high-profile perks that can come with that
- Gail McGrath on how to advertise in Ravinia Magazine
- Trish Dolan on how to pitch a product to Ravinia Gifts and maintain its success
- Pam Benning on how restaurants and other suppliers can get food product sold at the festival
- Mindy Moore on how to host an event at the festival
- Nick Pullia on marketing and PR opportunities for local businesses

BONUS EVENT:

Guests will then be invited to stay for a nosh and the public season preview given by Welz in PNC. Preview guests are welcome to arrive at 5 p.m. for refreshments and Welz will begin the preview talk at 5:30 p.m.

Please confirm your availability • RSVP Melissa Rosen 847-926-1046

POTBELLY SANDWICH WORKS



On Thursday, April 14, skip a meal at home and stop in to Potbelly for dinner.

25% of all proceeds go to the SMILE Grant-in-Aid fund.

Potbelly Sandwich Works
1845 2nd Street
5-8 PM

SMILE Grant-in-Aid Program (Scholarships Mean Involvement in Leisure for Everyone-SMILE) provides opportunities for everyone to have access to Park District programs regardless of their family's financial situation. Each year SMILE makes it possible for hundreds of residents to participate in camps, sports, lessons, and fitness programs. SMILE is funded by generous donations from Park District of Highland Park residents and local businesses.

NORTON'S RESTAURANT



LIVE MUSIC AT NORTON'S
1905 Sheridan Road

Saturday, April 16

Tony Ocean!

Tony Ocean's upbeat style embodies the music of Sinatra, Martin, Davis, Tony Bennett, Tom Jones & Rat Pack Favorites!

For the 2nd set he morphs into a fabulous Dance Band!

<http://nortons-restaurant.com>

HIGHLAND PARK CHAMBER OF COMMERCE



Women's Networking Group Lunch with the Lake Forest/Lake Bluff Chamber

Thursday, April 21

11:30am-1:00pm

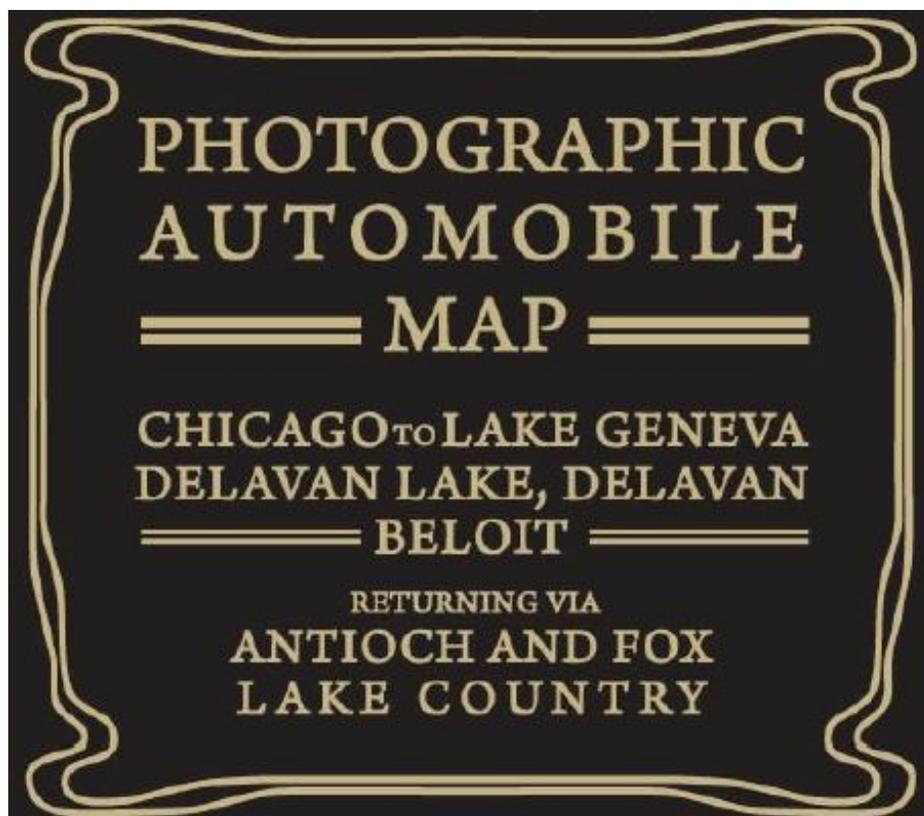
Ravinia Festival (Parkview Dining Room)

418 Sheridan Road

Speaker from the Lake Forest Graduate School of Management

Click [HERE](#) to RSVP

CHICAGO MAP SOCIETY



On April 24, the Fox Valley Chapter of the Illinois Region of the AACA and the Chicago Map Society will be traveling through Highland Park on their journey guided by the Photographic Automobile Guidebook.

It is expected that there will be between 30-50 vehicles travelling through Highland Park as a part of this trip.

For more information call (815) 382-0238

HIGHLAND PARK CHAMBER OF COMMERCE



Business After Hours at Athletico Physical Therapy

Wednesday, April 27

5:00 - 7:00pm
1890 Second Street

Enter a raffle to win professional sporting event tickets.
Click [HERE](#) to RSVP

**ILLINOIS SMALL BUSINESS DEVELOPMENT &
INTERNATIONAL TRADE CENTER**



Start Strong Business Boot Camp

Tuesdays, April 5 - 26, 6:30-8:30 p.m. (4 Sessions)
Grayslake Campus, Room T333

This four-session small business boot camp will explore business fundamentals needed to start and run a new business. This workshop will combine work in the classroom as well as on the Internet.

Starting Your Business in Illinois

Tuesday, May 3, 6:30-8:30 p.m. (1 Session)
Grayslake Campus, Room T333

Do you have that entrepreneurial spirit? You are not alone. Learn what is required to start your business in Illinois. Cost: Free
This free workshop is also available online in English and Spanish.

Register for workshops at <http://www.clcillinois.edu/>.

GENDER NEUTRAL SIGNAGE

**City Considers Gender Neutral Signage for Restrooms
All City Buildings with Single-Occupancy Restrooms to have
Gender Neutral Signage**

Mayor Nancy Rotering and City Council members will take final action to designate single occupancy restrooms as gender neutral within City facilities at their meeting on April 11, 2016. Local businesses will be encouraged to modify their single occupancy restrooms, but would not be required to do so.

Mayor Rotering requested the recommendation be considered by the City Council at the March 21, 2016 Committee of the Whole. The Council unanimously recommended additional measures should be taken to protect an individual's choice to use public restrooms that most closely align with their gender.

"This initiative was the result of conversations with a number of individuals in the community, particularly youth," stated Mayor Nancy Rotering. "I am proud to work with a team of elected officials and staff who are sensitive to the challenges and issues faced by individuals who do not identify with binary gender identities. This initiative builds on Highland Park's history of being a safe and welcoming community."

Pursuant to the Illinois Human Rights Act passed in 2015, it is illegal to prohibit access to public accommodations on the basis of a person's sexual orientation, gender identity or sex. The City's proposed policy will provide additional means for individuals through signage on single-occupancy restrooms in City buildings.

The Illinois Plumbing Code (IPC) requires that if there are two restrooms, one must be designated for men and the other for women. Outside of this requirement, the City will pursue new signage for single stall restrooms. The City is also working towards having this IPC requirement lifted for single stall restrooms.

MCGOVERN HOUSE CONSTRUCTION

Construction of McGovern House, located at McGovern Street and

Central Avenue (former Clark gas station) has begun. For more information visit:

<http://www.cityhpil.com/DocumentCenter/View/7482>

CENTRAL AVENUE TREE REPLACEMENT

To continue Best Forestry Practices and to maintain a healthy consistent look of our trees, the City will remove and replace the Linden trees within 16 existing planters in the Central Business District. The Linden trees have been declining for several years due to reduced rooting area, watering challenges, excavation for annual flower planting and reflective heat from surrounding impervious surfaces.

Two Linden trees will be planted in each of the 16 planters for a total of 32 new trees. The new trees will provide increased visibility to store fronts as well as open up the block. Removal and replacement will occur on the south side of Central Ave. between Green Bay Rd. and Second St., and on the north side of Central Ave. between Second St. and First St.

In spring of 2016, 16 trees will be removed and replaced moving block by block with 8 trees removed per block. This system will preserve the uniform look of the block. Trees will be removed in early spring and replanted in late spring.

In 2017, the City will continue with tree replacement on the opposite sides of the street.

For additional information, please contact Joe O'Neill, City Forester at 847-926-1604.

DEERFIELD ROAD CONSTRUCTION



DEERFIELD ROAD RECONSTRUCTION PROJECT



Illinois Department
of Transportation



Lake County
Division of Transportation

On January 21st the City of Highland Park and Village of Deerfield held an informational meeting at the Highland Park Police Department concerning the Deerfield Road Reconstruction Project that will commence February 1. The overall scope of work will be water main and storm sewer replacement within the Village of Deerfield, sanitary sewer point repairs and lining, traffic signal replacement, full reconstruction of Deerfield Road between the Metra underpass and the eastern limit of the Village of Deerfield, sidewalk relocation along the south side of Deerfield Road, resurfacing of Deerfield Road through the City of Highland Park to US Route 41, and bridge deck repairs on 5 bridges within the project limits. The majority of the roadwork will be completed in 2016, with some work spilling over into the spring of 2017.

A video of the public meeting as well as other useful information is available at <http://www.deerfieldroad.com>.

The City of Highland Park will provide regular construction updates via the City's e-news.

This project is led by the Village of Deerfield. Project partners include the City of Highland Park, the Lake County Division of Transportation, and the Illinois Department of Transportation.

Should you have any questions about the project, please contact City Engineer Emmanuel Gomez at (847) 926-1145, or egomez@cityhpil.com

For information on this and other municipal and governmental projects visit:

<http://www.gisconsortium.org/webapps/StoryMaps/CHP/CIPmapjournal/Index.html>

State of Illinois Taxes

The State of Illinois imposes business taxes on businesses within the State of Illinois. These taxes must be paid directly to the State of Illinois. For more information concerning general merchandise sales tax please visit the Illinois Department of Revenue's website at: www.revenue.state.il.us.

- State of Illinois general merchandise sales tax is 8%.

City of Highland Park Taxes

In addition to the 8% State of Illinois General Merchandise Tax, the City of Highland Park imposes business taxes on businesses within the City of Highland Park. The City tax must be paid directly to the City and the appropriate tax return must be completed and submitted with payment. Payment of these taxes is the responsibility of the business. For more information, please contact the City of Highland Park's Finance Department at (847) 432-0800. For more information about sales taxes, or to download/print tax forms, please visit the City's website at: <http://www.cityhpil.com/index.aspx?NID=155>. City of Highland Park taxes are as follows:

- A food and beverage tax of an additional 1% is assessed upon food and beverages prepared and sold for immediate consumption provided that facilities are available to consume the food on the premises, regardless of whether the consumption occurs on the premises or not.
- A package liquor tax of an additional 1% is assessed on alcoholic beverages sold in original containers.
- A motor fuel tax is an additional two cents per gallon or a fraction thereof, sold at retail.

Required Forms

- Complete and signed tax return(s)
- A copy of the Illinois Department Revenue ST-1 form
- If the business is part of multiple locations then the ST-2page that includes the Highland Park location must accompany the completed City of Highland Park tax return.
- Motor fuel tax returns should include a copy of the PST-2, if applicable
- When mailing payment, please include ATTN: FB/PL TAX on the outside of the envelope

Payment Deadline

Reporting and remittance of taxes collected are due to the City of Highland Park on the last day of each calendar month for the immediately preceding calendar month. For example, the tax for the liability month of March is due to the City by April 30.

Methods of Payment

Currently, the City of Highland Park is equipped to receive funds paid by cash or check, or if paying in person, by credit card.

BUSINESS RESOURCES

RESOURCE LINKS

[Business Directory](#)

[Available Space](#)

[Military Discount List](#)

[Establishing Your Business](#)

[City Code](#)

[Chamber of Commerce](#)

[Department of Commerce &
Economic Opportunity \(DCEO\)](#)

[U.S Small Business Administration](#)

[Job Center of Lake County - Business
Services](#)

The City of Highland Park's Business Development Coordinator Carolyn Hersch is the City's main contact for the business community. For concerns, questions or assistance, please e-mail her at chersch@cityhpil.com or call 847-926-1027.

PROMOTE YOUR BUSINESS

Send promotions, photos and business news to Melissa Rosen mrosen@cityhpil.com.

The City reserves the right to edit and/or filter submissions. No pricing information will be published.



847-432-0800

*This newsletter is produced by the City of Highland Park's Office of Business Development.
If you have information you would like to include in this bi-weekly mailing, please submit information,
photos and news to Melissa Rosen at mrosen@cityhpi.com.*

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