

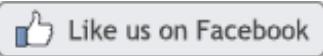


Highland Park Business Development

eNews



March 8, 2017



Why The Retail Store Is Not Dead

By Steven Barr - Forbes.com



The magnitude of disruption over the last decade is indisputable - as evidenced by ongoing rounds of store closures including several new rounds in 2017. Does the future of shopping belong to e-commerce? Actually, no. In fact, many retailers are heralding a new retail ecosystem.

PwC's latest report, "The New Retail Ecosystem: From Disrupted to Disruptor," celebrates the physical store as a key retail component - a combination of physical, digital and complementary service offerings to attract and retain today's mercurial shoppers. This means consumers can expect immersive, seamless, brand-defining experiences across all channels, regardless of where they shop.

So what six strategies constitute the new retail ecosystem?
Visit forbes.com to view the full article.

Welcome to
Highland Park's
New Businesses



Coffee Speaks
610 Central Avenue, #155
773.968.6555
coffeespeaksco.com
Coffee Shop



The Paw Parlour

The Paw Parlour
737 Broadview Avenue
847.748.8054
thepawparlour.com
Dog Grooming



SCORE SOCIAL MEDIA ASSISTANCE

SCORE and the City of Highland Park Business Development Office, have developed **three one on one, no-cost options** to fit the needs of any Highland Park small business owner!

- Vanessa Cabrera, President, Your Social Media Mentor offers a free 30 Minute Power Coaching Session by telephone for email marketing and social media. Sessions are held on Tuesdays and Thursdays.
- Norbert Barszczewski, President, JPNetQuest offers 15 minutes by telephone to gain your needs, followed by a 45 minute on site working session at your place of business
- The New Media Department at the Highland Park Public Library offers one-on-one instruction on social media use. Library specialists will provide 30 to 60 minute sessions on use of any social media process.

Click [HERE](#) for more information

Small Business Facade Improvement Program



In recognition of the importance of small local independent



re:HOME/re:LOOK
1950 Sheridan Road
847.780.3448
rehomerelook.com
Furniture Consignment



Senseworks
1630 Old Deerfield Road, #206
773.661.1539
senseworks.com
Design, Installation & Sales of
Consumer Electronics



SPYRL

Spyrl
1781 Green Bay Road
847.348.0822
spyrlchicago.com
Gyrotonic Fitness Studio

Upcoming Events



Saturday, March 11
Who's Who

Saturday, March 18
Shelter Dogs

nortons-restaurant.com

businesses to the City of Highland Park, the City's Small Business Facade Improvement Program (SBFIP) provides both assistance and incentive to commercial property owners and local businesses to improve the look and functionality of their properties and businesses.

Click [HERE](#) for more information.

Sales Tax Rebate Program



Click [HERE](#) to view the Guidelines and Application for the City of Highland Park Sales Tax Rebate Program.

Sign up for the City's Emergency Notification System



The City of Highland Park's Emergency Voice Notification System provides for a high-speed telephone communication service for emergency notifications. The system allows the Police Department to telephone the entire community or a targeted area in the event of an emergency. The system is capable of dialing thousands of phone number per hour and delivering a recorded message to a live person or an answering machine.

The City has used this system for alerts including boil order notifications, missing persons, evacuation notices, gas leaks or other emergencies where rapid notification is essential for public safety.

Listed Highland Park residential and business telephone numbers are automatically downloaded into the database. Residents or business owners with unlisted numbers should register. Individuals with cell phones and/or work phones are also encouraged to register these numbers for emergency



Camera Talk Workshops

Saturday, March 11

Thursday, May 18

iPhone-ography

Saturday, April 8

Camera Walk

Saturday, April 13

Camera-Talk 1.0

jeffcohenphotography.com



Visit downtownhp.com for news on happenings in Downtown Highland Park

SCORE Seminars



Federal Income Tax for Your Business

Monday, Mar. 20, 2017

Presenter: Joel Shabsin

What businesses need to know about tax laws and how they affect their business.

Problem Solving

Monday, May 15, 2017

Presenter: Arnie Goldberg

This workshop will outline methods to define a problem as opposed to dealing with its symptoms.

Register at hplibrary.org

[REGISTER HERE](#)

Chamber of Commerce



Professional Women's Roundtable Luncheon with HP, DBR & Glenview Chambers of Commerce
Thursday, March 16
11:30am-1:00pm
Visit chamberhp.com to register

RESOURCE LINKS

Business Directory	Available Space
Military Discounts	Establishing Your Business
City Code	Chamber of Commerce
Department of Commerce & Economic Opportunity	U.S. Small Business Administration
Job center of Lake County - Business Services	SCORE Business Mentoring and Workshops

The City of Highland Park's Business Development Manager Carolyn Hersch is the City's main contact for the business community. chersch@cityhpil.com or 847.926.1027.



City of Highland Park

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



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