

January 13, 2021



Business Development

eNews

Updates to the City's FARR Grant Application

The City of Highland Park has updated the [FARR Grant Application](#). **Applicants are now required to submit hard copies of all documents along with a current W9.**



Applications may be submitted via drop-box (located on Hazel Avenue, adjacent to City Hall.) **or mail** (City of Highland Park, Office of Business Development, 1707 St. Johns Avenue, Highland Park IL 60035). **Emailed applications will not be accepted.**

In October 2020, the City of Highland Park announced a matching grant program to assist small businesses in weathering the economic impacts of the coronavirus pandemic in light of challenges posed by winter weather and a resurgence of COVID-19. The Financial Assistance for Retailers and Restaurants (FARR) Grant Program designates \$255,000 in funding to support COVID-19-related operational costs incurred by restaurants and retail establishments to provide for a safe environment for customers and staff in compliance with state and federal public health guidelines. The program accepts applications from qualifying small businesses located and operating within a commercial building in Highland Park with a net worth of less than \$2 million and generating less than an average of \$200,000 in profit per year for two years after taxes. [More information is available here.](#)

Opportunities For Small Business Funding In Illinois

Paycheck Protection Program Now Accepting Applications

This round of the PPP continues to prioritize millions of Americans employed by small businesses by authorizing up to \$284 billion toward job retention and certain other expenses through March 31, 2021. It also allows certain existing PPP borrowers to apply for a Second Draw PPP Loan. PPP has successfully provided 5.2 million loans worth \$525 billion to

America's small businesses.

Apply here for [First Draw PPP Loan](#), or apply here for [Second Draw PPP Loan](#).

Key updates include:

- PPP borrowers can set their PPP loan's covered period to be any length between 8 and 24 weeks to best meet their business needs;
 - PPP loans will cover additional expenses, including operations expenditures, property damage costs, supplier costs, and worker protection expenditures;
 - The Program's eligibility is expanded to include 501(c)(6)s, housing cooperatives, direct marketing organizations, among other types of organizations;
 - The PPP provides greater flexibility for seasonal employees;
- A borrower is generally eligible for a Second Draw PPP Loan if the borrower:

- Previously received a First Draw PPP Loan and will or has used the full amount only for authorized uses;
- Has no more than 300 employees; and
- Can demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020.

Economic Injury Disaster Loans – Currently Accepting Applications

The SBA's Economic Injury Disaster Loan program announced that the application deadline has been extended to Dec. 31, 2021, as a result of the recent stimulus bill. These SBA loans provide small businesses with a long-term, low-interest loan to help them survive the COVID-19 crisis.

Note that these are loans and not grants like the PPP may turn into. Applicants can apply for both EIDL and PPP loans simultaneously, although the funds cannot be used for the same purpose.

[The SBA's EIDL application is available here.](#)

Employee Retention Tax Credit (ERTC) Expanded

The recent COVID stimulus bill extends and expands the CARES Act's refundable ERTC, which encourages businesses to keep more workers on payroll.

To receive this credit, eligible employers can report wages on their quarterly employment tax returns with [Form 941](#).

Key updates to the ERTC under the new stimulus bill include:

- Businesses can now take advantage of both PPP and the ERTC
- For wages paid after January 1, 2021, the ERTC can be applied to 70% of qualifying wages of up to \$10,000 per quarter
- Businesses with 500 or fewer employees are eligible to claim the ERTC if they had a revenue reduction of 20% or more in 2020
- Businesses must have partially or fully suspended all operations in 2020 or 2021 to qualify

Upcoming Webinars



SBA to Host Shuttered Venue Operators Grant Webinar

Thursday, January 14
2 PM

The U.S. Small Business Administration is hosting a webinar to give a preliminary overview of the Shuttered Venue Operators Grant program included in the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act. Eligible organizations with a reduction in revenue due to the COVID-19 pandemic will have the opportunity to receive up to a \$10 million grant under the program. This webinar will provide introductory information about the grants, who can apply, how potential organizations can prepare, and additional details regarding eligibility and applications.

[Register Here](#)

PPP Funding Webinar for Businesses and Nonprofits

Thursday, January 21
6 PM

Join Congressman Schneider for a webinar to learn about the new round of Paycheck Protection Program (PPP) funds available through the new Covid economic relief law. Representatives from the US Small Business Administration (SBA) will lead a presentation on the new round of funding and help answer any questions you may have.

[Register Here](#)

At Your Service

**The City of Highland Park Supports Beauty, Health, and
Wellness Service Businesses with
At Your Service Shopping and Gift Card Program**

To support its local beauty, health, and wellness services businesses, the City of Highland Park created **At Your Service** to encourage individuals to purchase gift cards and items from these businesses.

Services include hair and nail salons, massage therapy, salt therapy, cryotherapy, and fitness classes. Highland Park businesses offering these services are automatically enrolled. Businesses are encouraged to mention the promotion to customers and on Facebook, but it is not required.



The campaign will run December 1 – January 31.

To participate, individuals purchase \$150 in beauty, health, and wellness services from a Highland Park business and win a chance for a \$50 gift card to a Highland Park restaurant of their choice (good for carryout, delivery, or dine-in when allowed per state guidelines). Participants may submit their receipts [here](#).

Visit cityhpil.com/atyourservice
for a list of eligible businesses.

Take It To Your Table - National Hot Pastrami Sandwich Day!



Thursday, January 14 is **National Hot Pastrami Sandwich Day!** Celebrate with a pastrami sandwich from [Once Upon a Bagel](#) or [Max's Deli](#). Both offer curbside pick up. Place your orders online or by phone.

Check out their full Menus:

[Max's Deli](https://maxs-deli.com) 847-831-0600 / maxs-deli.com

[Once Upon A Bagel](https://onceuponabagel.com) (847) 433-1411 / onceuponabagel.com

[Click here to view an interactive map](#) of Highland Park restaurants offering carryout, curbside pickup, and delivery options.

Business Of The Week - [Hazel James Home](#)



[Hazel James Home](#) is a family-owned design and retail shop. Using a design aesthetic that spaces become personal and unique when old is mixed with new and a splurge looks even more beautiful when paired with a find, Hazel James Home historic storefront houses a thoughtfully curated collection of vintage, custom, found, and crafted items for your home and garden.

Filled with hand-selected furniture, decor objects, wallpaper, fabrics, lighting, botanicals, and gifts, Hazel James Home is the perfect destination for those looking for something outside the ordinary.



[Hazel James Home](#) offers curbside pickup and delivery and is located at 1894 Sheridan Road. 847-454-7556 / **hazeljameshome.com**

Sign Up For Business of the Week!

The "Business of the Week" Series was launched in October. Each week a new business is chosen and promoted on the City's Facebook Page, Website, E-Newsletters, and on the Central Avenue Digital Kiosks, regardless of the business location.



Click **[HERE](#)** to fill out a brief questionnaire to have your business featured as Business of the Week.

***Don't forget to upload 1-3 high-resolution photos!**

City Snow Removal Policy

City staff plows through the overnight hours to clear the snow off streets, sidewalks, and parking lots. Parking lots are plowed once during the snowfall event. After the snowfall has subsided, parking lots and on-street parking areas are cleaned up. The snowfall intensity dictates the cleanup efforts, however, The City strives to have all public lots plowed once during the snow plowing operation.



If a lot is not plowed within 8-10 hours after a normal snowfall event please call Public Works at 847.432.0807 or if it is after hours please call Police Dispatch at 847.432.7730

Additional Resources

SCORE

**Illinois Department of Commerce & Economic Opportunity
industry-specific guidelines and tool kits**

**COVID-19 Emergency Resources For Businesses - Illinois
Department of Commerce & Economic Opportunity**

**Emergency Small Business Grant & Loan Assistance - Illinois
Department of Commerce & Economic Opportunity**

**COVID -19 Small Business Survival Guide - Illinois Small
Business Development & International Trade Center**

Illinois Department of Revenue COVID -19 Tax Relief

Illinois Department of Insurance (DOI)

Highland Park Chamber of Commerce COVID-19 Toolkit

Lake County Health Department

NorthShore University HealthSystem

Illinois Department of Public Health

Centers for Disease Control and Prevention

For general business inquiries, contact the City's Business Development Manager Carolyn Hersch at chersch@cityhpil.com.

For more information on the City's response to COVID-19, contact the City's Communications Manager Amanda Civitello at acivitello@cityhpil.com.

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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