

January 20, 2021



City of Highland Park

Business Development

eNews



Region 9 Advances to Tier 2 Mitigations (Lake/McHenry Counties)

The Illinois Department of Public Health announced that Region 9 (Lake and McHenry Counties) met the [*requirements*](#) necessary to move to [*Tier 2*](#) of resurgence mitigations. Thanks to the commitment of Illinoisans to flattening the curve, Region 9 posted 11 consecutive days below the 12% test positivity rate and met requirements for decreased hospitalizations and bed availability.

Most notably, in Tier 2 indoor fitness classes and meetings may resume with a capacity of 10 individuals. Recreational activities are now also allowed with a limit on participants of the lesser of 25 guests or 25% of overall capacity both indoors and outdoors, including sports. Gatherings of 10 individuals or fewer may resume. As a result, indoor fitness and dance classes may resume with mask and distancing requirements along with other health and safety measures in place.

Updated documents and links:

[*Updated Restore Illinois Phase 4 Guidelines and Mitigations Measures FAQs*](#)

[*EXECUTIVE ORDER 2021-03\(COVID-19 EXECUTIVE ORDER NO.73\)Updated Mitigation Tiers and Phases*](#)

[*The status of Each Region & its corresponding mitigations*](#)

[*IDPH's Regional COVID-19 Resurgence Criteria Page*](#)

[*Youth & Adult Sports Guidelines*](#)

[*Overview of Tiers*](#)

[*Tier 1 Guidelines*](#)

[*Tier 2 Guidelines*](#)

[*Tier 3 Guidelines*](#)

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.](#)

Paycheck Protection Program Resumes

The U.S. Small Business Administration (SBA) has officially reopened the [Paycheck Protection Program \(PPP\)](#). Borrowers can now apply for a First or Second Draw PPP Loan until March 31, 2021, or until funds have been exhausted. Find a list of Illinois SBA-approved lenders [here](#) or find a qualified PPP lender using the [SBA Lender Match](#).

Eligibility and maximum loan amount for Second Draw PPP loans:

- 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
- Can demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020
- Food service and accommodation businesses (NAICS code 72) may apply for up to 3.5 times their average monthly payroll costs, all other businesses may still only apply for 2.5 months

Download the following PPP borrower application forms to see the information that will be requested from you when you apply with a lender:

- [Paycheck Protection Program First Draw Borrower](#)

- [Application Form](#) (revised 01-08-21)
- [Paycheck Protection Program Second Draw Borrower Application Form](#) (released 01-08-21)

For additional information on loan details, visit the [SBA website](#).

Upcoming Webinars



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.

PPP Funding Webinar for Businesses and Nonprofits

Thursday, January 21

6 PM

[Register Here](#)

DCEO has also scheduled PPP webinars. This federal forgivable COVID-19 Relief Loan Program will help Illinois small businesses keep their employees on payroll during this unprecedented time. Upcoming webinars and their registration links are below.

Friday, January 22

10 AM

Presenter: Manny Lopez, Northeast Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

Friday, January 22

3:30 PM

Presenter: Jonathan McGee, Deputy Director of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

Wednesday, January 27

10 AM

Presenter: Adrian Madunic Northwest Manager of Regional Economic

Development, Illinois Department of Commerce and Economic
Opportunity
[Register Here](#)

Wednesday, January 27

Time: 2 PM

Presenter: Aly Grady, Central Regional Manager of Regional Economic
Development, Illinois Department of Commerce and Economic
Opportunity

[Register Here](#)

Thursday, January 28

2 PM

Presenters: Austin Grammer, East Central Regional Manager of Regional
Economic Development, Illinois Department of Commerce and Economic
Opportunity

Aly Grady, Central Regional Manager of Regional Economic Development,
Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

Friday, January 29

10:30 AM

Presenter: Kim Watson, Senior Account Manager, Regional Economic
Development, Illinois Department of Commerce and Economic
Opportunity

[Register Here](#)

Password: DCEO2021

At Your Service Ends January 31

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 -
Special Mardi Gras Menu at [Bluegrass!](#)**



Take a break from cooking and carry out from one of Highland Park's fabulous restaurants! Our restaurants need your help and you deserve a break!

It's Mardi Gras at [Bluegrass!](#) The [Mardi Gras Menu](#) is available until Fat Tuesday, February 16th.



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



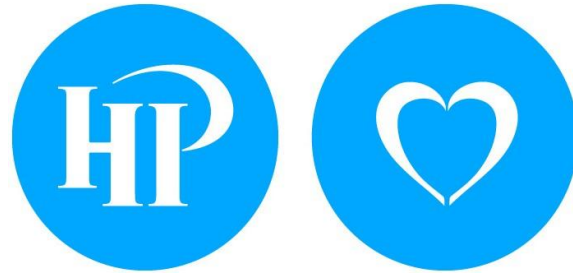
[Guys & Co.](#) (1855 Deerfield Rd.) combines the best of men's and boy's clothing and accessories in one location. As experienced clothiers, Guy's & Co provides personalized service and expertise in styling boys and men of all sizes in dress wear and casual clothing.

Guys & Co. will maintain a customer profile that records size information and previous purchases in order to make your shopping experience as simple and efficient as possible.



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!**

Multi-Chamber: Next Level Strategic Connections

Are you ready to take your Virtual Networking to the Next level? This new virtual networking program gives you the ability to connect 1:1 with strategic connections based on mutual interest. The advanced matchmaking algorithm takes the guesswork out of whom you should be connecting with and facilitates and automatically schedules these 1:1 meetings for you during the dedicated networking session.



Thursday, January 28
12 - 1 PM

[Register Here](#)

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

COVID-19 Aid For Businesses - 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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