

October 21, 2020



Business Development

eNews

City Council To Consider Financial Assistance Grant For Retailers And Restaurants At Their October 26 Meeting

Over the past eight months, Highland Park businesses have demonstrated resilience, flexibility, and creativity as they weathered pandemic restrictions and developed new service models to adapt to rapidly changing conditions. At the October 13, 2020, City Council meeting, council members expressed support for establishing a grant to provide financial assistance for retailers and restaurants who have purchased equipment and supplies to ensure a safe environment for employees and customers in light of the ongoing pandemic. The proposal is designed to assist small businesses in responding effectively and proactively to the pandemic.

The proposal expands on the City's existing [Small Business Facade Improvement Grant Program](#) to include COVID-related operational expenses as well as increase the amount of matching funds available per grant. Under the new proposal, business owners would be able to apply for reimbursement of up to 50% of the cost of the eligible improvements, to a maximum of \$10,000 for restaurants and \$5,000 for retailers. The existing Small Business Facade Improvement Grant Program funds exterior improvements such as repairing or restoring building deterioration, installing signage, and improving lighting, by providing reimbursement of up to 50% of the project cost to a maximum of \$5,000.

City Council will review the expanded program proposal at the October 26, 2020, special Committee of the Whole meeting. If supported by Council, an application for the program will be available early next week. Questions regarding the program should be directed to the Office of Business Development at 847.926.1027.

Residents are encouraged to continue to support local businesses by purchasing goods and services, ordering food and beverages, and purchasing gift certificates. Discover a new shop, find your next dinner spot, and more in the [City Guide](#).

Business of the Week: Stationery Station



Opened by Highland Park resident Sheryl Oberman over 40 years ago, Stationery Station has become a staple on the North Shore for stylish stationery, invitations, gifts, and more! Sheryl and her talented creative team will take the time to work with you to create a unique final product that reflects your personal style and stays within your budget. During this difficult time, Sheryl and her team continue to put their heart and soul into Stationery Station and plan to continue for years to come.

Stationery Station is located at 610 Central Avenue, Suite 157, and offers curbside pickup. 847-432-3044 / stationerystation.com

**Service As A Service: Genuine Service Is Becoming
A Major Competitive Advantage**



From [Forbes.com](https://www.forbes.com) October 5, 2020

Author: [Jordan Edwards](#) Forbes Council Member, CEO of [Mixology Clothing Company](#)

If you ask me, outstanding customer service is becoming rare due to technology and the lack of face-to-face communication. Some businesses are decreasing their workforces due to impacts caused by the pandemic, and others have filed for bankruptcy or disappeared completely. Many of us are trapped behind video calls and emails, which can be detrimental to forming and sustaining quality relationships with our colleagues and consumers.

Whether I'm shopping at a store or enjoying a meal at a restaurant, when I actually do receive incredible hospitality, I am blown away! I'll visit that business over and over again, and I'll tell my friends and family about how amazing it is. As a fashion and real estate entrepreneur, I'm passionate about maintaining a culture where my employees value the importance of providing a high level of customer service to everyone they encounter on a daily basis. This includes customers, colleagues, vendors, postmen, investors, landlords, custodians — everyone.

Serving others should be as simple as living out the "golden rule" of treating others how we would want to be treated. However, it is easily forgotten when we don't genuinely take the time to care for the people on our teams and the customers we serve.

If you want to be successful, consider adopting the mindset I've been calling "service as a service" in life and in business. Here's how: [Read More...](#)

#BYOBlanket

Please help promote the citywide **#BYOBlanket** campaign to support local retailers and restaurants! Print and post the signage (link below) in your window and/or store or restaurant. Talk about it with your customers.

Take photos of your customers buying blankets or dining with their #BYOBlanket. Post the pics on Facebook for a chance to be featured on the City's social media. Just tag #HighlandParkIL on Facebook with #BYOBlanket.

If you are a restaurant owner who would like to help promote the campaign, [download this flyer](#) to display in your window.

If your shop sells blankets, [download this flyer](#) to display in your window. The City is compiling a list of retailers who sell blankets as part of this promotion. To be included on the list, contact the Office of Business Development [via email](#).

#BYOBlanket

Enjoy cozy dining when you #BYOBlanket in Highland Park. Show us your #BYOBlanket pics on Facebook for a chance to be featured on the City's social media! Tag @HighlandParkIL with #BYOBlanket.



EMBRACE FALL & WINTER

RESTAURANTS

Abigail's American Bistro, Arriva Dolce Gelato & Coffee Bar, Backyard Grill, BBQ Pit Ribhouse & Grill, Bella Via Ristorante, Bluegrass, Bright Bowls, BWB.Rocks, Cafe Dacha, Coffee Speaks, Country Kitchen, Curt's Cafe, Happi Sushi, Il Forno Pizza, Jade Cafe Chinese, Judy's Pizzeria, Koya Japanese, La Casa De Isaac & Moishe, Lao Sze Chuan, Lefty's Pizza Kitchen, Lou Malnati's, Love's Highland Park, Madame ZuZu's, Max's Restaurant Deli & Bakery, Michael's Grill & Salad Bar, Mizrahi Grill, New China, New York Slices, Norton's Restaurant, Once Upon A Bagel, Perfect Blend, Phoenicia, Piero's Pizza, Pixca, Players Grill, Ravinia Brewing Co., Ruby of Siam, Salt Creek Tacos, Shaevitz Uptown BBQ, Sushi Badaya, Sushi Kushi Too, Sweet Home Gelato, Tamales...A Mexican Joint, Taqueria Los Mogotes De Michoacan, That Little French Guy, True Juice, Veloce, Viaggio, Walker Bros., Yummy Bowl

RETAILERS SELLING BLANKETS

Adesso
Furniture, Gifts &
Home Accessories
1813 St. Johns Avenue
847.433.8525
www.shopadesso.com

HP Tops
Custom Design &
Imprinted Sportswear
667 Central Avenue
847.433.0540
www.hptops.com

Jade & Renee
Furniture, Gifts, &
Home Accessories
1821 St. Johns Avenue
847.780.4187
www.jadeandrenee.com

Style Shack
Furniture, Gifts &
Home Accessories
1839 2nd Street
847.579.4525
www.styleshacklife.com

Take The Ravinia District Walking Trivia Tour

Get out in the great outdoors with family and friends. Take the Ravinia District Walking Trivia Tour of Town! Learn about the great businesses that make up this quaint, artistic, historical business district, and grab a bite to eat at one of the seven restaurants.



To Play the Ravinia District Trivia Tour, Download the Free Atlas Experience 2.0 App from:

- Google Play Store [HERE](#)
- Apple App Store [HERE](#)



Once players download the app and sign in, they click the Explore tab, and they will see the Ravinia District Trivia Tour in the list of available hunts. Then, they can select the search and play!



FACEBOOK LIVE DISCUSSION

Small Business Support During COVID-19 A Conversation with Community and State Leaders

Join [Representative Bob Morgan's Facebook Live](#) event for small businesses tomorrow, Thursday, October 22, at 10AM. He will be hosting Aaron Stein from the IL Department of Commerce and Economic Opportunity as well as Victoria Street from the Deerfield-Bannockburn-Riverwoods (DBR) Chamber of Commerce to discuss resources for small businesses as we move into the winter months.

**Thursday, October 22
10AM**

[Join on Facebook Live from Representative Bob Morgan's Facebook Page](#)

Grant Funded Small Business Resources Webinar

Learn about no cost, CARES Act funded training, advising, and tools to help your small business weather the pandemic and grow once again. A discussion with Mitch Bienvenue, Director of the Small Business



Thursday, October 22

10:30 - 11:30am

[Register Here](#)

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.**

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.

[Join our Mailing List](#)

