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November 2, 2022



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Stews & Brews at The Lot - Friday, November 4



at

THELOT

**NOVEMBER 4, 2022
5-9 PM**

**ENJOY COMFORT FOODS
& HOT BEVERAGES
COZY UP AROUND A FIREPIT
LIVE BLUES MUSIC**

Outdoor Dining Season Concludes on December 1

Please note that the outdoor dining season concludes on December 1. All outdoor dining furniture must be removed from the public right of way by Thursday, December 1.



Spruce Up Your Storefront

The City of Highland Park recognizes the importance of independent merchants to the City's image and tax base. The goal of the Small Business Facade Improvement Program (SBFIP) is to provide both assistance and incentive to property owners and local businesses to improve the look and functionality of their property and place of business. The SBFIP is available for use by small business operators and commercial property owners citywide.



**Small Business Facade Improvement Grant
Program**

SCORE Mentoring at the Highland Park Public Library & Free Webinars

Free Webinar:

**Convert Website Visitors into Customers:
Conversion Rate Optimization (CRO)**

Thursday, November 10
630 - 7:30 PM

SCORE offers in-person or virtual sessions using phone, email, or video



All sessions are free and confidential. SCORE mentors are successful business professionals, some retired, some working, from all industries and experiences.

Visit northchicago.score.org and register to “Find a Mentor”. You will be asked to provide the nature of your business interest. Please include whether you prefer in-person or virtual mentoring (phone, email, video) and note the **Highland Park Public Library** even if you prefer a virtual session.

Upcoming SCORE Webinars

Expand Your Reach with *The Weekender* eNews!

Sent out every Thursday, The Weekender is all about things to do, places to shop, restaurants to visit, and more in Highland Park. Email specials and promotions to [Amanda Civitello](#) so that we can help get the word out!



Please send pictures along with detailed information about your events and promotions. We are unable to use flyers or pictures that contain text.

Promote Your Business with Business of the Week

Each week a new business is chosen and promoted on [Enjoy Highland Park](#) and on the Enjoy Highland Park [Facebook Page](#), as well as in the *Weekender* eNews, 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.**



INTERNATIONAL TRADE CENTER

Update Your Business Plan to Grow Your Business!
Meet With A Small Business Advisor Through SBDC Illinois

[Illinois Small Business Development & International Trade Center](#) offers confidential, no-cost, one-on-one virtual advising sessions.

To schedule a meeting click [HERE](#)

Small Business Administration Economic Injury Disaster Loans

Applicants may apply online using the Electronic Loan Application (ELA) via SBA's secure website at [DisasterLoanAssistance.sba.gov/ela/s](https://disasterloanassistance.sba.gov/ela/s) and should apply under SBA declaration #17536, not for the COVID-19 incident.

Disaster loan information and application forms may also be obtained by calling the SBA's Customer Service Center at 800-659-2955 (800-877-8339 for the deaf and hard of hearing) or emailing DisasterCustomerService@sba.gov. Loan applications may be downloaded at sba.gov/disaster.

The filing deadline to return EIDL applications is April 25, 2023.

Additional information about the state's recovery efforts is available at <https://www2.illinois.gov/ready/Pages/default.aspx>.

Additional Resources

[Available Commercial Space](#)

[Business Directory](#)

[Establishing Your Business](#)

[Chamber Of Commerce](#)

[SCORE](#)

[U.S. Small Business Administration](#)

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

[Illinois Department of Commerce & Economic Opportunity](#)

[Lake County Health Department](#)

[Illinois Department of Public Health](#)

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