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## Shop Local and Park Longer This Holiday Season!

The City of Highland Park encourages residents and visitors to shop and dine locally this holiday season with extended parking hours in the month of November and December.

### Extended parking hours:

Saturday, November 19, 2022 – Tuesday, January 2, 2023

Parking restrictions will be suspended at all municipal parking lots. There will be no time limit enforced at these public lots. Disabled parking, fire hydrant zones, loading zones, and on-street customer-only parking will still be in effect. Permit parking still remains in effect during these parking holidays. Employee parking restrictions will also be strictly enforced.

### Be sure to share this information with your customers via social media!

A list of available on- and off-street parking lots and garages can be found at [www.cityhpil.com/parking](http://www.cityhpil.com/parking). Additionally, a complete list of Highland Park retail and restaurant locations can be found at [Enjoy Highland Park](#).

For more information, please contact the City Manager's Office at 847.926.1000.

**Heart of the Holidays: November 19 & 26 and**

**December 3 & 10**

*The City of Highland Park is pleased to once again present the [Heart of the Holidays](#), created to attract residents and visitors to downtown Highland Park to shop, dine, and use services*



# **Heart** *of the* **Holidays**

**Saturdays 2-4 PM**

**Nov. 19, 26 • Dec. 3, 10**

**Downtown Highland Park**

**#EnjoyHighlandPark**



Visit [enjoyhighlandpark.com](http://enjoyhighlandpark.com) for updates and event information.

## 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

[More Info and Registration](#)



## 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](http://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](mailto:Amanda.Civitello@highlandpark.org) so that we can help get the word out!

WEEKENDER

explore. experience. enjoy.

ENJOY

*highland park*

**\*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](http://highlandpark.org) and on the Enjoy Highland Park [Facebook Page](https://www.facebook.com/enjoyhighlandpark), 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.**

## SBDC Illinois

Update Your Business Plan to Grow Your Business!



INTERNATIONAL TRADE CENTER

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](#)

## 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 and assistance, contact the City's Business Development Manager Carolyn Hersch at [chersch@cityhpil.com](mailto: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](mailto:mrosen@cityhpil.com). The City reserves the right to edit and/or filter submissions. No pricing information will be published.

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