

December 30, 2020



Business Development

eNews

New Round of Paycheck Protection Program (PPP)

The Consolidated Appropriations Act of 2021 was passed by both the House of Representatives and the Senate on December 21, 2020. It was then signed by the President on December 27, 2020. This legislation includes a new round of PPP Loans.



Program:

\$2,000,000 Max Loan Amount

How to determine Loan Amount:

- 2.5x's average monthly Payroll costs for Business
- 3.5x's average monthly Payroll costs for Food Service & Hotels

Eligible Entities:

- Employ not more than 300 employees
- Have used or will use the full amount of their first PPP Loan
- Demonstrate at least a 25 percent reduction in gross receipts in the first, second, or third quarter of 2020 relative to the same 2019 quarter. Provides applicable timelines for businesses that were not in operation in Q1, Q2, Q3, and Q4 of 2019. Applications submitted on or after January 1, 2021, are eligible to utilize the gross receipts from the fourth quarter of 2020.
- Accommodation and food services operations with NAICS codes starting with 72 and fewer than 300 employees per physical location
- Must be businesses, certain non-profit organizations, housing cooperatives, veterans' organizations, tribal businesses, self-employed individuals, sole proprietors, independent contractors, and small agricultural co-operatives

Ineligible Entities:

- Public Traded Companies
- Entities that receive a grant under the Shuttered Venue Operator Grants

[**MORE INFORMATION**](#)

Administrative Offices Closed Jan. 1

The City of Highland Park wishes residents and businesses a very happy and safe New Year! City administrative services will be unavailable on Friday, January 1, in observance of New Year's Day. Please call the Public Safety Switchboard at 847.432.7730 if assistance is needed.



As a reminder, refuse and recycling will not be collected on Friday, January 1. Customers with Friday collection will be serviced on Saturday, one day after their regular collection day. Please contact Lakeshore Recycling Systems with any questions at 773.685.8811 or visit LRSrecycles.com.

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 a promotional program called **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.

Shop the Block - FINAL WEEK!

The City of Highland Park Supports Retailers and Restaurants with Shop the Block Shopping & Gift Card Promotion

Shop the Block encourages customers to shop at local retailers and have a chance to win a gift card to a full-service restaurant of their choice (good for carry-out, delivery, or dine-in when allowed per state guidelines).

This week, spend \$150 at any combination of the businesses below and you could win a \$50 gift card to the Highland Park restaurant of your choosing!



Garrity Square:

[Guys & Co](#)

[Carpet Central & Hardwood Flooring](#)

[Frogg Pond Dive Shop](#)

[Click here to submit your receipts.](#)

Visit cityhpil.com/shoptheblock for a week-by-week list of participating retailers, deadlines, and instructions for submitting receipts. Winners will be announced in eNews and on social media.

Businesses Occupying 7,000 Square Feet or Less Should NOT Pay their 2021 Business Registration Fee

The City of Highland Park has eliminated and deferred certain business fees in an effort to provide relief to small businesses that have sustained significant economic impact from the coronavirus pandemic. To provide direct financial assistance to businesses, the following measures were implemented:

- Waiver of 2021 business registration fees for qualifying businesses occupying 7,000 square feet or less, valued at approximately \$30,000
- Waiver of 2021 restaurant licenses, valued at approximately \$11,000
- Waiver of 50% of 2021 liquor license fees for Highland Park restaurants and hotels, and deferred payment of the balance until June 30, 2021, valued at approximately \$69,000

These measures will benefit all qualifying Highland Park businesses regardless of industry. Eliminating fees provides immediate financial

assistance and eases the administrative burden on business owners by streamlining operational processes. City staff will contact business owners who have already submitted payment for the above fees to coordinate reimbursement.

If you have already paid license fees that are eligible for a waiver, by check or credit card, the City will refund those payments by check. It may take up to four weeks to receive a refund.

Businesses that have information missing from their Business Registration invoice, or updates to their information, are still required to send those changes to mrosen@cityhpil.com Or City of Highland Park, Office Business Development, 1707 St. Johns Ave., Highland Park, IL 60035

Questions regarding the elimination and deferral of business registration and license fees may be directed to the Office of Business Development at 847.926.1027. Information about the City's response to the COVID-19 pandemic is available at cityhpil.com/covid-19.

Extended Parking Hours in Public Parking Lots

The Illinois Department of Public Health urges Illinoisans to shop online or take advantage of contactless delivery methods as much as possible. Extended parking hours in downtown Highland Park's public parking lots will be available for shoppers and diners who choose to visit in-person. Extended parking hours only pertain to public lots, now until Monday, January 4. On-street customer-only parking, disabled parking, fire hydrant, and loading zones will still be enforced. Additionally, permit parking still remains in effect. Employee parking restrictions will be strictly enforced.



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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