

March 31, 2021



Business Development

# eNews

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## Restore Illinois Plan Updates

All regions of the state are currently under Phase 4 guidelines. This week, the Department of Commerce and Economic Opportunity (DCEO) has updated numerous Phase 4 guidelines that are effective immediately. As part of these updates, they have guidelines for activities such as social events, amusement parks, outdoor markets and festivals, meetings, conventions and trade shows, and overnight camping. All the Phase 4 guidelines are on DCEO's website [here](#). They are working to update the FAQ document as well and will have that posted soon.

Governor Pritzker's announcement last week unveiled the Bridge to Phase 5 plan. This plan will allow Illinois to move forward with a dial-like approach between the mitigations in Phase 4 and the post-pandemic new normal of Phase 5. This Bridge to Phase 5 will allow for higher capacity limits and increased business operations. Once 70% of residents 65 and older have been vaccinated and barring any reversals in our COVID-19 hospitalizations and deaths for a 28-day monitoring period, the Bridge to Phase 5 will begin with increased capacity limits in both indoor and outdoor settings. Once 50% of residents 16 and older have been vaccinated and stable or declining COVID-19 metrics are recorded during a 28-day monitoring period, Phase 5 will be implemented, removing capacity limits altogether. All regions of the state will move through these next phases together based on statewide metrics. More information on the Bridge to Phase 5 plan is *here*.

If you have questions on the guidelines or how they apply to a situation, please reach out to us for guidance. IDPH will continue to track the metrics by region to determine if mitigations can be relaxed if additional mitigations are required, or if current mitigation should remain in place. Follow the latest metrics at [dph.illinois.gov/regionmetrics](https://dph.illinois.gov/regionmetrics).

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## SBA to Increase Lending Limit for COVID-19 Economic Injury Disaster Loans

The [\*U.S. Small Business Administration\*](#) is increasing the maximum amount small businesses and non-profit organizations can borrow through its COVID-19 Economic Injury Disaster Loan (EIDL) program.



U.S. Small Business Administration

Starting the week of April 6, 2021, the SBA is raising the loan limit for the COVID-19 EIDL program from 6-months of economic injury with a maximum loan amount of \$150,000 to up to 24-months of economic injury with a maximum loan amount of \$500,000.

Businesses that receive a loan subject to the current limits do not need to submit a request for an increase at this time. SBA will reach out directly via email and provide more details about how businesses can request an increase closer to the April 6 implementation date. Any new loan applications and any loans in process when the new loan limits are implemented will automatically be considered for loans covering 24 months of economic injury up to a maximum of \$500,000.

This new relief builds on SBA's previous March 12, 2021 announcement that the agency would extend deferment periods for all disaster loans, including COVID-19 EIDLs until 2022 to offer more time for businesses to build back. In order to shift all EIDL payments to 2022, SBA will extend the first payment due date for disaster loans made in 2020 to 24-months from the date of the note and to 18-months from the date of the note for all loans made in the calendar year 2021.

Questions about SBA COVID-19 EIDL and disaster loan payments can be emailed to [\*DisasterCustomerService@sba.gov\*](mailto:DisasterCustomerService@sba.gov) or directed to SBA's Customer Service Center at 800.659.2955 (800.877.8339 for the deaf and hard of hearing).

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**[\*Business Of The Week:\*](#)  
[\*Blue Orchid Salon & Spa\*](#)**



**[Blue Orchid Salon & Spa](#)** is an upscale Salon and full-service spa offering hair, nail, massage, wax, facials, and makeup for anyone looking for a new look and some much-needed stress relief and self-care. At Blue Orchid your health and safety are a priority. Sanitation and safety protocols have been in place and continue, including temperature checks & masks, distancing, protective barriers, and sanitizing between customers at stations.



Book your appointment for the month of April and receive 10% off any combination of services totaling \$200 or more. All services must be done on the same day/one use per person. Call today - the highly experienced team will help you feel relaxed and cared for.

***[Blue Orchid Salon & Spa](#)*** - 1847 Second St /  
847.489.3340 / **[blueorchidsalonandspa.com](http://blueorchidsalonandspa.com)**

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**Take It To Your Table:  
National Burrito Day**



April 1 is National Burrito Day! Dig into a delicious burrito from one of Highland Park's fabulous Mexican Restaurants - [\*La Casa De Isaac & Moishe\*](#), [\*Salt Creek Tacos\*](#), [\*Tamales...A Mexican Joint\*](#) and [\*Taqueria Los Mogotes De Michoacan\*](#)

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

Are you a Highland Park Restaurant that would like to be featured as part of ***Take It To Your Table***? Email your specials and promotions to [\*mrosen@cityhpil.com\*](mailto:mrosen@cityhpil.com).

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## **Wellness Wednesday: *Therapeutic Kneads***



***Therapeutic Kneads*** implements a clinic-like system that creates massage therapy plans to help clients achieve drug-free pain relief. The team of licensed massage therapists are knowledgeable, highly-trained professionals who excel in treating clients' physical needs with massage therapy.

Therapeutic Kneads is offering a special \$99 One Hour Massage and if you book another appt at checkout you can lock in this special rate for as long as you continue to come. (Not valid with other offers. Expires April 30, 2021)

***Therapeutic kneads*** is located at 1779 Green Bay Rd.  
847.266.0131 / [wekneadyou.com](http://wekneadyou.com)

*If you are a health and fitness business and would like to be featured as part of the Wellness Wednesday Series, please fill out this [brief questionnaire](#). Don't forget to upload 1-3 high-resolution photos!*

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## 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!**

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## SCORE YouTube Channel Webinars

SCORE North Suburban Cook and Lake Counties Chapter is pleased to host their recorded live webinars for On-Demand viewing at your convenience.



Webinars hosted on YouTube include:

- Create Your Personal Brand with Your Elevator Speech
- Online Business Tune-up
- Start-up Storytelling: How to Create a Compelling Pitch
- Supercharge Your Website: Search Engine Optimization (SEO) and Performance Analytics

[youtube.com/channel/UC2hkHcemM2BXtoW3rLPtPWg](https://youtube.com/channel/UC2hkHcemM2BXtoW3rLPtPWg)

### Next Live Webinar

Selling with Amazon is Easy, Making a Profit is Hard

Thursday, April 15, 2021

7:30 - 8:30 PM featuring Question and Answer Session

Register [HERE](#)

Presenter: Alan Sipe, SCORE Mentor, North Suburban Cook, and Lake Counties Chapter.

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## Free COVID-19 Conflict Prevention Training Course

The Highland Park Public Library is sponsoring an online COVID-19 conflict prevention course for the Highland Park business community. The 60–75-minute course, created by the Crisis Prevention Institute in partnership with the National Retail Federation, is designed to help identify the stages of a person in distress, provide strategies to prevent a crisis, and teach verbal de-escalation skills and other techniques to keep employees and customers safe, illustrating these tools through social distancing and mask-wearing scenarios.



Registered participants will receive an individual link to access the online training. The course is self-paced, can be started and stopped as needed, and will be accessible for 12 months from registration. Those without internet or computer access can arrange to view the training at the Library's public computer lab.

Access to the course is limited and spots may fill up. To register, or for more information, email Chad Clark at [eclark@hplibrary.org](mailto:eclark@hplibrary.org) or call 847-579-6810.

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## Financial Aid for Retailers and Restaurants Grant Program

The City of Highland Park has a matching grant program to assist restaurants and retailers with operational costs incurred to provide a safe environment for customers and staff in compliance with state and federal public health guidelines for the coronavirus pandemic. The program will accept applications from qualifying restaurants and retailers 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. Qualifying restaurants and retailers may apply for reimbursement of up to 50% of eligible expenses related to COVID-19 public health mitigations, to a maximum of \$10,000 for restaurants and \$5,000 for retailers, for costs



incurred between August 15, 2020, and December 31, 2021, or until funds are depleted. [More information is available here.](#)

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## Highland Park Chamber of Commerce

Please note The Cyber Crime 360 Panel Discussion is being rescheduled. New date to be announced.



### State of Education in Highland Park

Friday, May 7 - 9 AM

Register [HERE](#)

The Highland Park Chamber is proud to host another community-wide discussion with school district superintendents Dr. Michael Lubelfeld, North Shore School District 112, and Dr. Kurt A. Schneider, North Suburban Special Education District.

This year's program will address the challenges that are being confronted as a result of the impact of the global pandemic, actions being taken to address racial justice, and what the community, and particularly the business community, can do to stay informed and supportive.

[chamberhp.com](http://chamberhp.com)

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## Additional Resources

**[SCORE](#)**

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

**[COVID-19 Aid For Businesses - Illinois Department of Commerce & Economic Opportunity](#)**

**[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](#)**

**For general business inquiries, contact the City's Business Development Manager Carolyn Hersch at [chersch@cityhpil.com](mailto: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](mailto: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](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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