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New Alfresco Dining & Entertainment Space in Downtown Highland Park

The City of Highland Park is thrilled to announce the summer 2022 opening of [The Lot](#), an exciting, new alfresco dining and entertainment destination located in downtown Highland Park. The City will transform the south portion of the St. Johns North parking lot at the northwest corner of Central and St. Johns in downtown Highland Park into a dynamic, flexible multipurpose event space capable of hosting concerts, fairs, food festivals, and more. With an eclectic line-up of events from June to December, The Lot will attract a vibrant and diverse crowd to explore all that Highland Park has to offer, showcasing the restaurants and shops that make our community like no other. The initial conversion of the parking lot will be temporary.



From specialty markets to unique dining, family-friendly weeknights to weekend concerts, there's something for everyone this season at The Lot. The

2022 lineup includes:

Taste of Highland Park: June 24 & 25

Take out Tuesdays: Tuesdays, July 12 - Aug 30

World Music Fest: July 16

Vintage Car Show: August 6

Veg Fest: August 20

Literary Fest: September 10

Oktoberfest: September 16 & 17

Vintage Market: October 15 & 16

Stews & Brews: November 4

Heart of the Holidays: November 19, 26, December 3 and 10

Highland Park businesses will be at the heart of this event series, and there will be several opportunities for businesses to participate both on- and off-site. Business owners interested in learning how to be a part of the inaugural launch of The Lot should contact the City's event management team, [Ripple Public Relations](#), info@ripplepublicrelations.com, or call 847.432.6000.

Background:

In 2021, the City surveyed downtown businesses about an outdoor dining and event space in the Second Street South parking lot or the St. Johns North parking lot. A majority of the responding businesses supported the event space in the St. Johns North lot. The City also conducted a series of focus groups in support of the 2022-2024 Business Development Strategic Plan. All stakeholder groups, including BEDAG, business owners, property owners, residents, community leaders, and staff, identified community events as the most significant opportunity to attract new visitors to Highland Park, provide value to Highland Park residents, and increase the visibility of Highland Park businesses regionally. Hosting events was the top request from residents, who cited a variety of reasons why the City should invest resources and staff time in developing and producing events:

- Events positively impact restaurants, even when festivals offer food vendors.
- Events would help Highland Park differentiate itself from neighboring North Shore communities, particularly if the events calendar advanced the branding of Highland Park as a cultural community.
- Events encourage visitors to return to the community, which helps them discover new businesses.
- The City needs weekend and evening entertainment to get visitors in the downtown area, and Port Clinton is too small to accommodate.

For more information, please contact the City Manager's Office at 847.926.1000 / cityhp@cityhpil.com.

[Learn more about The Lot!](#)

Sign Up For 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!**

Sign up for the City's Women-Owned Business List

The City is compiling a list of women-owned businesses to have on file for reference. Please email [Melissa Rosen](#) to add your business. Include the owner's name and the business name, address, phone number, and website.

Be a Part of the 2022 4th of July Parade

Businesses and organizations are encouraged to register for the 2022 Fourth of July Parade. This year's parade theme is: **We are all Superheroes - What's Your Super Power? Community!**



The initial deadline for applications is May 13. The fee for a business or campaign is \$60. Not-for-profit groups are exempt. All applications received between May 16 and June 3 require an additional \$40 late fee. **No applications are accepted after 5 PM on June 3.**

Forms are available at cityhpil.com/July4 or contact Jennifer Dotson in the City Manager's Office at 847.926.1006 / jdotson@cityhpil.com.

Marketing Ideas? We Want to Hear from You!



We are always looking for new ways to help promote Highland Park Businesses. Let us know if you have ideas!

Contact Melissa Rosen in the office of Business Development at 847.926.1046 or mrosen@cityhpil.com.

Adopt-A-Planter & Sponsor-A-Planter Programs

The City of Highland Park offers two opportunities for businesses to take part in the beautification of our business districts.



The Adopt-A-Planter Program is only open to Highland Park Business and Property Owners in the Central Business District. As an Adopter, you must commit to the summer and fall seasons each year and you are responsible for the provision of plants as well as care and maintenance of the planters. This includes but is not limited to planting, watering, and weeding.

[View the Adopt-A-Planter Program Brochure](#)

The Sponsor-A-Planter Program offers community members the opportunity to sponsor an available municipal planter during the summer and fall seasons. An annual fee covers planting, maintenance, and a 5" x 7" commemorative placard in the planter. The placard will recognize the sponsor or an individual or family chosen by the sponsor. Planters are located in the Central Business District and the Ravinia District and are maintained from May to November.

[View The Sponsor-A-Planter Program Brochure](#)

More information is available at cityhpil.com. Please contact the Office of Business Development at 847.926.1046 with questions.

2022 Food & Beverage Holidays



Are you participating in any 2022 Food & Beverage Holidays? Take a look at this [Calendar](#) and email [Melissa Rosen](#) if you are running any specials or promotions!

Send Us Your Specials & Promotions for *The Weekender!*

Sent out every Friday, The Weekender is all about things to do, places to shop, restaurants to visit, and more in Highland Park! Email [Amanda Civitello](mailto:Amanda.Civitello@highlandpark.org) with events and promotions so that we can help get the word out!

WEEKENDER

—
explore. experience. enjoy.

ENJOY

highland park

SBDC Illinois



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](#)

Attraction & Retention Series - Affordable and easy solutions for small business owners addressing key issues associated with attracting, hiring, and keeping talent in today's tough labor market.

Join Management Consultant Michelle Arentz, owner of Lazarus Learning LLC, in this virtual seven-part series exploring what workers are looking for and how small businesses can be competitive beyond wages.

This series will run on Tuesdays from March 15 to April 26
9-9:45 AM

[More information and Registration](#)

SCORE Mentoring at the Highland Park Public Library & Free Webinars

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

Highland Park Career Exploration Program

Interested in sharing your profession with a high school student exploring their career options? The Highland Park Career Exploration program (HPCE) provides students with the opportunity to gain valuable insights into a potential career path and goals. Students are matched and meet with professionals to discuss career aspirations, work initiatives, and other professional inquiries.

Learn more about
HPCE

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](#)

[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 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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