



• In This Issue...

- Opportunities for Businesses at "The Lot"
- Outdoor Dining & Outdoor Accessory Use Applications
- Sign Up For Business of the Week
- Send Us Your Promotions for *The Weekender*
- Send Us Your Marketing Ideas!
- 4th of July Parade Applications
- Adopt-A-Planter & Sponsor-A-Planter Programs
- Update Your Business Plan to Grow Your Business! Meet With A Small Business Advisor Through SBDC Illinois
- SCORE Mentoring & Webinars
- Highland Park Career Exploration Program

Opportunities for Businesses at "The Lot"

Have you heard? This summer, the City of Highland Park is temporarily transforming the south end of the St. John's North parking lot into a flexible multi-purpose event space that will host concerts, fairs, food festivals, and more from June to November. These events represent a significant opportunity for businesses to connect with new and existing customers, showcase case their cuisine, menus, and catering services, and raise the profile of our community by displaying all that Highland Park has to offer to a regional audience. It also provides many occasions to build relationships with other business owners.

Details about staging, setup, entertainment lineup, and participation costs will be available soon. The exciting event plan follows below:

- **June 24 & 25 - Taste of Highland Park**, Taste of Summer w/ cooking demos and special dishes from HP chefs coupled with exceptional music.
Fri 5 - 10 PM, Sat 12-10 PM

- **July 12 - August 30 - Takeout Tuesdays "Come Out and Play"**, Inviting the community of family, friends, co-workers, etc. to "come out to play." Possibly focusing on one of the nine Districts each week, inviting the District restaurants/foodservice businesses to be on-site with music, games, and food.

Weekly 5 - 8 PM

- **July 16 - World Music Fest**, Diverse music & cuisine bringing together a multitude of tastes and experiences.

11 AM - 6 PM

- **August 6 - Vintage Car Show**, Vintage cars with light bites and music with the idea of sending people to restaurants.

12 - 4 PM

- **August 20 - Veg Fest -Vegetarian/Vegan Fest**, Veg food trucks, and veg options from HP restaurants with music and activities including arts/crafters using sustainable/recyclable materials, meditation/yoga sessions, and cooking demos.

11 AM - 7 PM

- **September 10 - Literary Fest**, Book & record dealers, antique books dealers, and scheduled readings

12 - 6 PM

- **September 16 & 17 - Oktoberfest**, Beer garden with great music to bring the community together!

Fri 5 - 10 PM, Sat 12 - 10 PM

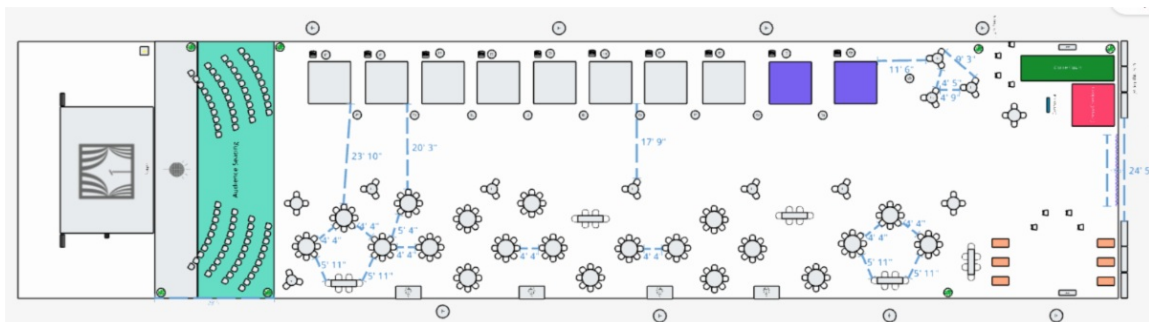
- **October 23 -Vintage Market**, Antique and vintage vendors with unique items for sale.

11 AM – 4 PM

- **November 4 - Stews & Brews**, Combining two Midwestern comfort foods and beverages, this event will warm the bones of all that attend! Stew cook-off.

5 - 9 PM

Below is a diagram for the Taste of Highland Park setup. Event layouts will vary.



The City has engaged Ripple Public Relations to manage and market the events. Co-founders Ilyse Strongin and Tali Ferris-Hylen, and sponsorship manager Wendy Gimbel have begun reaching out to businesses to encourage their participation in events and discuss ideas on how to dovetail the events in their place of business.

Events at The Lot will be marketed through print, direct mail, and social media in conjunction with the extensive publicity campaign. All events are intended to draw residents downtown and attract visitors to our community with performers

and one-of-a-kind experiences. Our goal is to leverage these events to revitalize Highland Park by increasing awareness of the flagship and destination businesses that set us apart from other North Shore communities. Investing in a gathering space will increase foot traffic exploring downtown Highland Park and foster a renewed sense of community spirit.

We sincerely hope you will participate in one or all of the events and take advantage of this opportunity to increase your exposure, develop new customers, re-connect with old customers, and enhance the success of your business! Should you have any questions about The Lot or the events, please contact Carolyn Hersch at 847.926.1027 or chersch@cityhpil.com.

Outdoor Dining & Outdoor Accessory Use Applications

The outdoor dining season is quickly approaching! Restaurants that choose to offer outdoor dining on public or private property are required to have an outdoor dining license.



On Monday, April 11 The Committee of the Whole reviewed the City's Outdoor Dining Regulations to ensure the City's operating procedures and practices align with City Council policy as well as continue to support the local business community and promote vibrancy. City staff also shared municipal research from other communities on their outdoor dining regulations. The Council directed staff to pursue next steps to develop code changes to formalize the greater flexibility and opportunities first provided to restaurants during the pandemic for expanded outdoor dining on the sidewalk and in public on-street parking stalls. [Video](#) of this meeting is available on the [City's Website](#).

Please note the following with regards to outdoor dining:

Dining Hours:

Outdoor dining sales or service:

- 7 a.m. to 10 p.m. on Sun. through Thurs.,
- 7 a.m. to 11 p.m. on Fri. and Sat., except upon issuance of a special use permit therefor.

Music Hours:

Live music, if any, provided it does **not** include amplification or drums between:

- 7 a.m. to 8 p.m. Sun. through Thurs., and
- 9 a.m. to 10 p.m. Friday and Saturday or legal holiday.

All other music may be permitted provided it is kept at background sound levels during the hours for outdoor dining sales and service above.

Please contact the Office of Business Development with any questions
847.926.1046

[2022 Outdoor Dining Application](#)

Businesses that choose to place outdoor sales displays in front of their businesses on public or private property are required to have an outdoor accessory use license.

[2022 Outdoor Accessory Use Application](#)

Please return all license applications to mrosen@cityhpil.com

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!**

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) 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.

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.

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.

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.

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](#)

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

Supercharge Your Website with Search Engine Optimization Webinar

Presenter: Margarate Eastwood

Thursday, April 28

6:30 - 6:30 PM

Slash time and uncertainty by combining SEO with performance analytics (PA). Use different types of analytics to drive your SEO implementation and pinpoint opportunities. Maximize your impact—and budget—as you attract new customers.

Register [HERE](#)

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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