

April 14, 2021



City of Highland Park

Business Development

eNews



Sponsor-a-Planter Program

Through the [**Sponsor-a-Planter Program**](#), the City of Highland Park offers residents an opportunity to beautify the City's Central Business District and the Ravinia District by sponsoring one or more available municipal planters during the summer and fall seasons.



Sponsors may choose to be recognized on a 3"x5" placard featured in the planter, or they may choose to recognize or memorialize an individual or family. Sponsors will also be recognized on the City's website.

To participate, residents pay an annual fee to the City for the flower planting and maintenance as well as the addition of the 3"x5" placard for one season (May–Nov). Planting will commence upon receiving the funds.

Annual cost of a planter sponsorship, including the placard:

- Large Planter: \$750 (Central Business District Only)
- Medium Planter: \$350
- Flower Pot: \$200

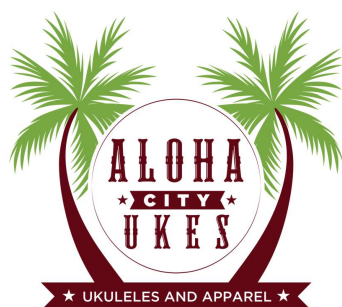
If you are interested in sponsoring a planter, please contact the Business Development Office at 847.926.1027.

Business owners interested in participating in beautifying the Central or Ravinia Business Districts are invited to learn more about the [**Adopt-a-Planter program**](#).

Business Of The Week:
[**Aloha City Ukes**](#)



Aloha City Ukes is a family-owned business located in the Ravinia District of Highland Park, where music is in the air. Specializing in quality-made ukuleles from great manufacturers like KoAloha, Kanile'a, Ohana, Lanikai, Romero Creations, Kala, and more, Aloha City Ukes carries quality instruments that inspire you to want to play more.



Aloha City Ukes is located at 453 Roger Williams Ave.
847.926.7339 / alohacityukes.com

Take It To Your Table: **Bluegrass Shrimp Boil**



Sunday, April 18th, 11:30 AM
Call today for reservations! Very
limited seating...

The boil includes shrimp, andouille sausage, corn, potatoes, shrimp bisque, and shrimp bread, and a little dessert from the chef.

This is a Covid safe event and all attendees are required to wear masks until seated.



[Bluegrass](#)
1636 Old Deerfield Rd
847-831-0595 / bluegrasshp.com

[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.

Wellness Wednesday: [New Journey Physical Therapy](#)



[New Journey Physical Therapy](#) is dedicated to improving the experience of pregnancy and postpartum recovery. Specializing in the physical limitations associated with pregnancy, postpartum, and pelvic floor dysfunction, New Journey Physical Therapy strives to help their clients achieve and maintain wellness in pregnancy, postpartum, and beyond.

Wellness Wednesday Tip from New Journey Physical Therapy:

When recovering postpartum, it is important to build a solid foundation.

Your muscles need to relearn how and when to contract to provide you stability and control as you do more advanced exercises. Do not rush this process, instead take the time to learn things the

right way from the beginning.

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!

Sign Up For Business of the Week!

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!**

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

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.

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.](#)



Highland Park Chamber of Commerce

Return to Work: How to Navigate the Transition Successfully

Wednesday, April 21

9 - 10:30 AM

Register [HERE](#)



This presentation presented by Julie Proscia, Labor and Employment Practice Group-Partner, SmithAmundsen, LLC will give employees the most up to date information regarding evolving issues including OSHA safety requirements, CDC and vaccine guidance, as well as the challenge of how to deal with employees that refuse, have medical reasons or are uncomfortable with returning to in-person work.

This webinar is part of a larger series of webinars, Rebuild • Reenergize: A Webinar Series for Business Leaders in a Post COVID World, and is in partnership with Chambers of Commerce throughout Illinois.

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

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

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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