

April 21, 2021

 City of Highland Park

Business Development

# eNews

## Highland Park Businesses' Welcome Back Promise



Highland Park's vibrant community of restaurants, shops, fitness studios, and others are open for business! From installing safety barriers to providing hand sanitizer, upgrading air filtration, and more, Highland Park businesses have implemented new services, technologies, and fixtures to help customers shop and dine with confidence.

Businesses are invited to sign on to the [Welcome Back Promise](#) by taking the following steps to create a healthy and comfortable environment for all:

- Masks are required, and hand sanitizer is available.
- Social distancing is encouraged.
- Capacity is limited per IDPH guidelines.
- High-touch surfaces are frequently cleaned.
- Employee health is monitored.

As businesses make the Welcome Back Promise, they'll be added to an interactive map at [cityhpil.com/welcomeback](http://cityhpil.com/welcomeback). Please plan to check back as new businesses are added!

Learn more about the Welcome Back Promise in the new video above, or visit [cityhpil.com/welcomeback](https://cityhpil.com/welcomeback).

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## Restaurant Revitalization Fund Coming Soon

**The American Rescue Plan Act established the Restaurant Revitalization Fund (RRF) to provide funding to help restaurants and other eligible businesses keep their doors open.**

This program will provide restaurants with funding equal to their pandemic-related revenue loss up to \$10 million per business and no more than \$5 million per physical location. Recipients are not required to repay the funding as long as funds are used for eligible uses no later than March 11, 2023.

The program will go live shortly. Sign up [here](#) for updates and an email notification that the RRF application is active.

Eligible entities who have experienced pandemic-related revenue loss include:

- Restaurants
- Food stands, food trucks, food carts
- Caterers
- Bars, saloons, lounges, taverns
- Snack and nonalcoholic beverage bars
- Bakeries (onsite sales to the public comprise at least 33% of gross receipts)
- Brewpubs, tasting rooms, taprooms (onsite sales to the public comprise at least 33% of gross receipts)
- Breweries and/or microbreweries (onsite sales to the public comprise at least 33% of gross receipts)
- Wineries and distilleries (onsite sales to the public comprise at least 33% of gross receipts)
- Inns (onsite sales of food and beverage to the public comprise at least 33% of gross receipts)
- Licensed facilities or premises of a beverage alcohol producer where the public may taste, sample, or purchase products

### **Three Things to Know About the Restaurant Revitalization Fund (RRF)**

#### **1. Get the program details.**

Get the **program details** such as eligibility, funding amount, allowable use of funds, and more. If you haven't already, [sign up](#) for RRF email updates. [All info about RRF](#)

#### **2. How to prepare.**

Currently, SBA is not accepting applications for RRF. However, you can prepare your application by reviewing the [sample application](#), [program guide](#), and [cross-program eligibility chart](#) on SBA COVID-19 relief options. You will be able to apply through SBA-recognized Point of Sale Restaurant Partners or directly via SBA in a forthcoming online application portal. **Registration with SAM.gov is not**

**required. DUNS or CAGE identifiers are also not required.**

[Prepare now](#)

### **3. When to apply.**

The official application launch date will be announced shortly. Ahead of the application launch and over the **next two weeks**, the SBA will establish a **seven-day pilot period** for the RRF application portal and conduct extensive outreach and training on how to apply, application requirements, and where to apply. Participants in this pilot will be randomly selected from existing PPP borrowers in priority groups for RRF and will not receive funds until the application portal is open to the public.

Following the pilot, the application portal will be opened to the public. For the **first 21 days that the program is open**, the SBA will prioritize reviewing applications from small businesses owned by **women, veterans, and socially and economically disadvantaged individuals**. Following the 21-day period, all eligible applicants are encouraged to submit applications.

[Learn more](#)

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## **Updates to DCEO Guidelines and FAQs**

All regions of the state are currently under Phase 4 guidelines. DCEO has released an updated [FAQ document](#) to accompany the updated numerous Phase 4 guidelines that are effective immediately. As part of these updates, we have guidelines for activities such as social events, amusement parks, outdoor markets and festivals, meetings, conventions, and trade shows. All the Phase 4 guidelines can be found on DCEO's website [here](#).

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## **Business Of The Week: [North Shore College Consulting](#)**

# Are You Prepared?

Our E-Book Gives You the  
Answers You Need!



Amy Herzog and Debbie Kanter  
Co-owners

North Shore  
College Consulting

North Shore College Consulting aims to take the stress out of a very stressful process by providing comprehensive guidance throughout the entire college prep, selection, and application process. The experienced team understands that no two students are alike and tailors the process specifically for each student, developing plans based on each individual's needs and aspirations to ensure the right match is made between student and school.



As an alternative to their full-service package, North Shore College Consulting has published an ebook walking families through the steps of the college process from 8th grade through senior year of high school.

[North Shore College Consulting](http://NorthShoreCollegeConsulting.com) - 1282 Old Skokie Rd, Unit 3  
847.780.3181 / [nscollegeconsulting.net](http://nscollegeconsulting.net)

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## Take It To Your Table: [Curt's Cafe](#)

May is just around the corner! Enjoy these specials beginning in May at  
Curt's Cafe!

# MAY SPECIALS

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Greek-Style Chicken  
Quesadilla  
Raspberry Almond Scone  
Snickerdoodle Cookie  
Lemon Poppy Muffin



## [Curt's Cafe](#)

1766 Second Street  
847.748.8086 / [curtscafe.org](http://curtscafe.org)

[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: Orange Theory Fitness](#)



[Orangetheory](#) is a total-body group workout that is tracked by technology so you can see your results in real-time. Each workout is inspired and led by certified coaches to make sure you do not over or under

train.

Orangetheory studios continue to operate with an abundance of caution. We continually review and evaluate our safety and disinfection protocols to align with the latest CDC recommendations and local government mandates.



**[Orange Theory Fitness](#)** is located at 1835 Second Street  
847.631.1122 / [orangetheoryfitness.com](http://orangetheoryfitness.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!

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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## BizHub Launch Week

BizHub Lake County is an online community platform that provides small businesses and their success partners with a place to meet, share resources, and grow. Their mission is economic development through entrepreneurship focusing on inspiring entrepreneurship, educating for business success, and connecting businesses to success partners.



Biz Hub will be holding a number of webinars and events for their launch week April 26 - 30.

Visit [startupspace.app/hub/BizHubLakeCounty](http://startupspace.app/hub/BizHubLakeCounty) for a complete calendar of upcoming events.

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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

### 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**

**Centers for Disease Control and Prevention**

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**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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