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April 27, 2022



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Music Line Up for Taste of Highland Park

We're thrilled to announce the music line up at the Taste of Highland Park at The Lot! With headlining performances on Friday & Saturday from Freddy Jones Band and Yachtley Crew, we can't wait to kick off a season of exciting events in our new alfresco dining and entertainment destination, The Lot.

Events at The Lot are presented by the City of Highland Park and the Downtown Highland Park Alliance, with the generous support of The Porsche-Audi Exchange, Baird & Warner, Muller Subaru Volkswagen, Freedom Home Care, Gregory Hyundai-Genesis, Highland Park Bank & Trust, Scott Byron & Co., First Bank of Highland Park, Freshie, Studio 41, and ComEd.



[Check out the line up!](#)

Expand Your Reach with *The Weekender* eNews!

Sent out every Friday, The Weekender is all about things to do, places to shop, restaurants to visit, and more in Highland Park! Email specials and promotions to [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.

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!**

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.

4th of July Parade Applications Due May 13

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.

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](#)

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

[Lake County Health Department](#)

[NorthShore University
HealthSystem](#)

[SCORE](#)

[Illinois Department of Public Health](#)

[U.S. Small Business Administration](#)

[Centers for Disease Control and Prevention](#)

[Job Center of Lake County - Business Services](#)

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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