

April 28, 2021



Business Development

# eNews



## Sign Up For The 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!

View the **Welcome Back Promise Video**

## Restaurant Revitalization Fund Grants

WHAT YOU NEED TO KNOW ABOUT

RESTAURANT REVITALIZATION

# RESTAURANT REVITALIZATION FUND GRANTS

## WHO IS ELIGIBLE FOR RRF GRANTS?



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

**Restaurants, Food Stands, Food Trucks, Food Carts, Caterers, Bars, Saloons, Inn, Lounges, Taverns, Brewpub, Snack and Nonalcoholic Beverage Bars**

**Any restaurant or bar that is part of a publicly-traded company or owned by a state or local government is not eligible to apply. Owners that operate more than 20 restaurants are ineligible. (You are likely eligible if you are an owner of a franchise and do not control more than 20 locations).**

## HOW AND WHEN CAN I APPLY?

To apply, businesses will need to either go through point-of-sale (POS) restaurant partners, or they can apply directly through the SBA using an application portal.

No date has been set for the SBA online application portal launch yet.

You will need to complete the following:

- SBA Form 3172 (Available for preview)
- Additional documentation for verification (IRS Form 4506-T, Gross Receipts Documentation, and possibly documents evidencing that onsite sales of food and beverage to the public comprise at least 33% of gross receipts for 2019)



## HOW MUCH CAN I GET FROM THE GRANT PROGRAM?



For businesses in operation for all of 2019, the max grant value will be:

**GRANT AMOUNT = 2020 Gross Rev. - 2019 Gross Rev. - PPP Loan Amount**

For businesses not operating for all of 2019, the max grant value will be:

**GRANT AMOUNT = Avg. Monthly Gross Receipts in 2020 - Avg. Monthly Gross Receipts in 2019 - PPP Loan Amount**

The maximum grant size will be \$5 million for restaurants and \$10 million for restaurant groups. The minimum amount can be \$1,000.

## WHAT CAN GRANT FUNDS BE USED FOR?

The grants can be used on specific expenses which include:

- Payroll costs
- Payments of principal or interest on any mortgage obligation
- Rent payments, including rent under a lease agreement
- Utilities
- Maintenance, including new outdoor seating construction
- Supplies, including PPE and cleaning materials
- Food and beverage inventory



The American Rescue Plan Act recently established the Restaurant Revitalization Fund (RRF) to provide funding to help restaurants and other eligible businesses keep their doors open. The program will go live shortly.

The Illinois Department of Commerce and Economic Opportunity's Office of Regional Economic Development is hosting the following webinars to help businesses learn more about the US Small Business Administration's Federal Restaurant Revitalization Fund.

**Thursday, April 29 - 12:00 PM**

Presenter: Kala Lambert, Southeast Region Manager, Office of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity with Darrah Perryman, U.S. Small Business Administration

Register [HERE](#)

**Wednesday, May 5 - 12:00 PM**

Presenter: Kim Watson, Southern Region Senior Account Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity with Darrah Perryman, U.S. Small Business Administration

Register [HERE](#)

**Thursday, May 6 - 3:00 PM**

Presenter: Tracey Glenn, Southwest Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity with Darrah Perryman, U.S. Small Business Administration

Register [HERE](#)

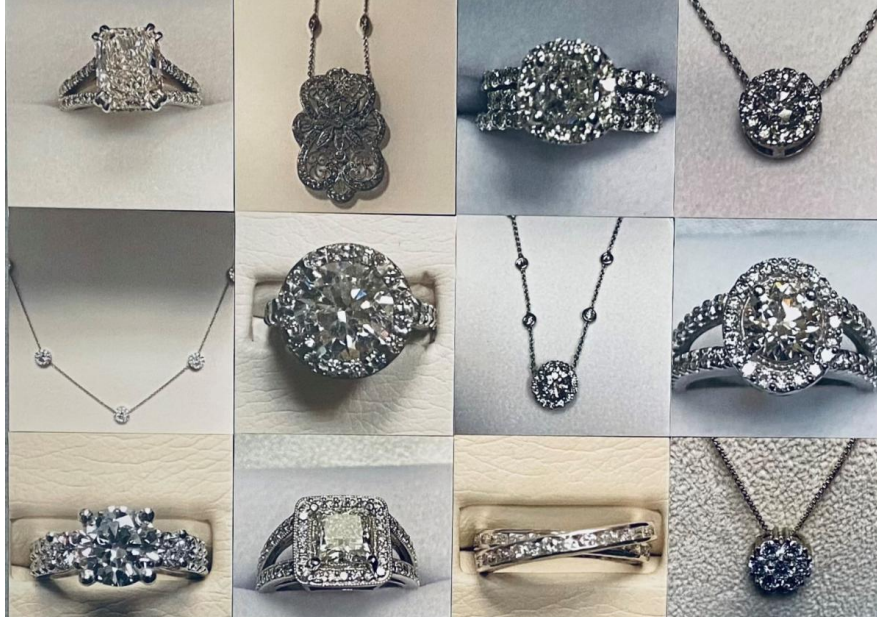
Sign up [here](#) for updates and an email notification that the RRF application is active. To learn more about the program, [please visit here](#).

Prepare now! Details on application requirements, eligibility, and a program guide are now available in English at [sba.gov/restaurants](https://sba.gov/restaurants) or in Spanish at [sba.gov/restaurantes](https://sba.gov/restaurantes).

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**Business Of The Week:**  
*Smart Jewelers*





**Smart Jewelers** specializes in custom-made jewelry, lab-grown and mined diamonds, diamond wedding bands, sterling silver jewelry, and watch and jewelry repair.

At Smart Jewelers you will discover the warmth and friendliness of a close-knit, family-owned operation in a beautiful showroom that features a large collection of jewelry. All custom work is done by an in-house jeweler.

**SMART  
JEWELERS**

**BUYING  
EVENT**

**FINE JEWELRY, HIGH END WATCHES, DIAMONDS & COINS**  
 Thurs 5/6 10am-5pm | Friday 5/7 10am-4pm | Saturday 5/8 10am-3pm

**MEET RENOWNED  
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FROM REAL EXPERTS**

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 Highland Park, IL 60035  
 847-673-6000

JEWELRY | WATCHES | GEMSTONES | DIAMONDS | COINS | PAPER MONEY | STERLING SILVER & MORE!

**PLEASE TAKE A MOMENT TO CHECK OFF ALL THE ITEMS YOU MAY HAVE THAT OUR BUYERS NEED!**

Stop into Smart Jewelers May 6 - 8 for a special buying event. A representative from Antiques Roadshow will be at the store all three days. Smart Jewelers will be buying Diamonds, Watches, Gold, Silver, Flatware, Coins, Currency.

**Smart Jewelers** - 600 Central Avenue  
 847.673.6000 / [smartjewelers.com](http://smartjewelers.com)

**Take It To Your Table:**

## Cinco De Mayo!

Celebrate Cinco de Mayo at one of Highland Park's fabulous Mexican restaurants: *[La Casa De Isaac & Moishe](#)*, *[Salt Creek Tacos](#)*, *[Tamales...A Mexican Joint](#)*, *[Taqueria Los Mogotes De Michoacan](#)*, plus a special Cinco De Mayo menu at *[Norton's](#)*!





**Celebrate**

**NORTON'S**

**Cinco de Mayo**

**WEDNESDAY, MAY 5<sup>TH</sup>**

*Enjoy Our Special Menu*

**Drinks**

**FROZEN PIÑA COLADAS!**

**CASAMIGOS OR MAESTRO DOBEL SHOTS!**

CASAMIGOS, DOBEL OR HOUSE MARGARITAS!

TEQUILA SUNRISE!

**TEQUILA, MESCAL, CERVEZA!**

**Food**

***Appetizers:***

HOMEMADE TORTILLA CHIPS AND DIPS

SEAFOOD CEVICHE

***Soup:***

VEGETABLE TORTILLA SOUP

***Entrees:***

CRISPY TACOS - CHICKEN OR GROUND BEEF

TAMALES - PORK OR CHICKEN

***Dessert:***

**FLAN** - TASTY, CREAMY CARAMEL CUSTARD!

[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).

## **Wellness Wednesday: The Pilates Center North Shore**



***The Pilates Center of the North Shore*** has been in Highland Park for over 20 years. Developed in the 1920s by legendary fitness trainer Joseph Hubertus Pilates, Pilates is a one-of-a-kind program based on the principle

that body and mind must work in harmony to achieve total fitness.

The Pilates Center of the North Shore aims to embody this concept through private and semi-private instruction as well as group sessions. Clients experience improved body alignment, posture, balance, coordination, and core strength as well as acquiring better body awareness that can lead to enhanced performance in other sports and activities.



***The Pilates Center of the North Shore*** is located at 1898 First Street  
847.266.1512 / [thepilatescenternorthshore.com](http://thepilatescenternorthshore.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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## **Arbor Day Celebration**



**Highland Park**

# ARBOR DAY CELEBRATION

**Saturday, May 1 • 9 - 11am**

Downtown Train Station Parking Lot (1700 St Johns Ave)

(for the health and safety of our residents this is a drive-thru event)

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***Join us for this citywide celebration of trees  
and plants for a greener tomorrow!***

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## **Giveaways:**

- Native Deciduous Tree Seedlings
- Evergreen Trees
- Native Shrubs
- Milkweed Plants
- Native Seed Packets
- and more....

**Free Confidential Document  
Shredding!**

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## **Participating Organizations:**

City of Highland Park • Park District of Highland Park • Bartlett Tree Care Experts  
ComEd • Davey Tree Care • Lakeshore Recycling Systems • Lucas Landscape & Design  
North Shore Gas • Solid Waste Agency of Lake County (SWALCO)



Join the City, Park District of Highland Park, and Solid Waste Agency of Lake County (SWALCO) for a drive-thru Arbor Day event on Saturday, May 1, 9:00 - 11:00 AM at the downtown Highland Park train station (1700 St. Johns Ave.). Bike riders can also pedal up to a giveaways grab and go station at the event. Free confidential document shredding will be available, and giveaways will include native tree seedlings, plants, and seed packets.

## **Confidential Document Shredding Details**

- Shredding will be available from 8:30 AM - 11:30 AM, or until the truck is full.
- Shredding is limited to residents' personal confidential documents (taxes, bank/credit card statements/etc.)



- There is a limit of 4 banker-size boxes of confidential papers per person.
- **Do not** bring non-confidential papers, such as newspapers, coupons, and magazines. These may be safely recycled with your regular curbside recycling service.
- Please place documents for shredding in clearly labeled boxes in your trunk. Volunteers at the event will unload your trunk. You will not be able to stay or watch materials being shredded.
- This shredding event will not accept business documents, including home businesses. For other shredding options, visit [swalco.org](http://swalco.org).

Learn more at [cityhpil.com/arborday](http://cityhpil.com/arborday).

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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

### First Wednesday Connections

Wednesday, May 5

8:30 - 9:30 AM

**Register [HERE](#)**

Join the Highland Park Chamber of Commerce virtually for a vibrant, active meeting space that attracts business peers and community leaders from throughout the North Shore.



### 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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