

April 7, 2021

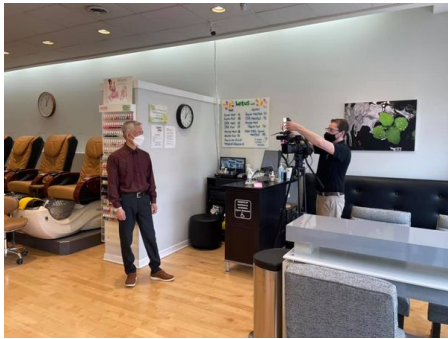


Business Development

eNews

Lights, Camera, Action!

Spotted around the City...filming for a new video is underway! With input from Highland Park business owners, the City is producing a short PSA about the many ways Highland Park businesses are continuing to provide a safe experience for their customers, clients and guests. Stay tuned!



Business Of The Week:
Jeff Cohen Photography



Jeff Cohen Photography is located in the Ravinia Business District and specializes in unique family portraits and corporate headshots all done in a relaxed and comfortable studio environment and delivering award-winning contemporary photography.



Double Dose Discount!

Receive a 19% discount on an in-studio portrait session if you have received your second Covid-19 vaccination. Simply present your CDC card showing your second vaccine dose (or one dose Johnson & Johnson vaccine) two weeks prior. The studio is kept clean and disinfected and Jeff Cohen will wear a mask during all sessions. Double Dose discount of 19% on in-studio portraits good through June 30th.

485 Roger Williams Ave / 847.347.2509
Jeffcohenphotography.com

Take It To Your Table: National Grilled Cheese Day

Monday, April 12 is National Grilled Cheese Day, but ANY day is a good

day to enjoy this classic sandwich! Try one from [Arriva Dolce](#), [Backyard Grill](#), [Curt's Cafe](#), [Madame Zuzu's Cafe](#), [Max's Deli](#), and [Once Upon A Bagel](#).

[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: [Pulse Fitness](#)



Pulse Fitness offers both personal training and a variety of group fitness classes to meet your fitness goals. At Pulse Fitness, you will find world-class coaches, comprehensive workout programs that blend science, intensity, fun, and variety that will take your fitness to the next level.

[Wellness Wednesday Tip from Pulse Fitness:](#)

You don't need to obsess over the number on a scale!

Strength, happiness, and wellness are about how you feel. There are so many ways to track your progress besides relying on numbers. Make sure you check in with yourself and how you FEEL throughout your fitness and nutrition journey. You might surprise yourself! The number doesn't define who you are, you are the same person regardless. The most "fit" you might

not be at the lowest weight, and that is totally normal.

We challenge you to try to stop checking the scale every day. Celebrate your accomplishments in different ways! You absolutely can achieve your fitness goals when you start to listen to your body.

Pulse Fitness - 1892 First Street
847.349.4484 / pulsehp.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!

Sign Up For Business of the Week!

The "Business of the Week" Series was launched in October. 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!**

SBA to Increase Lending Limit for COVID-19 Economic Injury Disaster Loans

The [U.S. Small Business Administration](#) is increasing the maximum amount small businesses and non-profit organizations can borrow through its COVID-19 Economic Injury Disaster Loan (EIDL) program.



U.S. Small Business
Administration

Starting the week of April 6, 2021, the SBA is raising the loan limit for the COVID-19 EIDL program from 6-months of economic injury with a maximum loan amount of \$150,000 to up to 24-months of economic injury with a maximum loan amount of \$500,000.

Businesses that receive a loan subject to the current limits do not need to submit a request for an increase at this time. SBA will reach out directly via email and provide more details about how businesses can request an increase closer to the April 6 implementation date. Any new loan applications and any loans in process when the new loan limits are implemented will automatically be considered for loans covering 24 months of economic injury up to a maximum of \$500,000.

This new relief builds on SBA's previous March 12, 2021 announcement that the agency would extend deferment periods for all disaster loans, including COVID-19 EIDLs until 2022 to offer more time for businesses to

build back. In order to shift all EIDL payments to 2022, SBA will extend the first payment due date for disaster loans made in 2020 to 24-months from the date of the note and to 18-months from the date of the note for all loans made in the calendar year 2021.

Questions about SBA COVID-19 EIDL and disaster loan payments can be emailed to DisasterCustomerService@sba.gov or directed to SBA's Customer Service Center at 800.659.2955 (800.877.8339 for the deaf and hard of hearing).

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.

Free COVID-19 Conflict Prevention Training Course

The Highland Park Public Library is sponsoring an online COVID-19 conflict prevention course for the Highland Park business community. The 60–75-minute course, created by the Crisis Prevention Institute in partnership with the National Retail Federation, is designed to help identify the stages of a person in distress, provide strategies to prevent a crisis, and teach verbal de-escalation skills and other techniques to keep employees and customers safe,



illustrating these tools through social distancing and mask-wearing scenarios.

Registered participants will receive an individual link to access the online training. The course is self-paced, can be started and stopped as needed, and will be accessible for 12 months from registration. Those without internet or computer access can arrange to view the training at the Library's public computer lab.

Access to the course is limited and spots may fill up. To register, or for more information, email Chad Clark at cclark@hpllibrary.org or call 847-579-6810.

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

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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