# HP City of Highland Park Business Development eNews

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June 29, 2022



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### Food Truck Thursdays: Beatles Night June 30



Calling all Beatles fans! On Thursday, June 30, Food Truck Thursdays in the Ravinia District will transform into a scene from the 1960s. Channel your favorite Beatle and come out dressed in costumes and ready to dance to favorite Beatles tunes played by Dr. Mark & The Sutures! The Beatles Bash will be held from 4:30 PM to dusk on Dean Avenue between Roger Williams and St. Johns Avenues and Jens Jensen Park across from the Ravinia Metra Station.

Throughout this week, participating businesses throughout the Ravinia District will be giving out Beatles Yellow Submarine coloring pages for a special kids' art display at the Beatles Bash tent across from the music area. Kids can complete a coloring page for a chance to win gift certificates to local Ravinia District businesses such as <u>Abigail's</u>, <u>Astra Coffee Roasters</u>, <u>Dana Reed</u> <u>Designs</u>, <u>Piero's</u>, <u>Ravinia Brewing Company</u>, <u>Sally's Nuts</u>, <u>State Farm</u>, <u>The</u> <u>Chunky Scone</u>, <u>Viaggio</u>, and more! And when they hand in a completed color page, they will receive a pair of John Lennon-style glasses (while supplies last)!

Kids should turn in their coloring pages at the Beatles Bash tent at Food Truck Thursdays by 6:30 PM on June 30. Coloring pages will also be available during the event starting at 4:30 PM at the Beatles Bash booth. Winners will be announced at 6:45 PM.

Food Truck Thursdays continue through September 8, from 4:30 PM to dusk in Jens Jensen Park (Dean Avenue between Roger Williams and St. Johns Avenues), across from the Ravinia Metra Station. Alfresco diners are invited to come and enjoy various food and drinks from more than a dozen rotating food trucks every week on Dean Avenue, adult beverages from local restaurants, including <u>Abigail's American Bistro</u> and <u>Ravinia Brewing Company</u>, and dance to a wide range of live musical performances in Jens Jensen Park.

Visit <u>enjoyhighlandpark.com</u> for updates and event information.

### **Independence Day Events**



Children's Bike & Pet Parade - 9:30 AM Children are invited to kick off the day's celebrations with the Children's Bike & Pet parade! Decorated bikes are encouraged, and families are welcome to bring their pets, too. Participants should meet at 9:15 AM in the lower level of the parking structure at the northwest corner of St. Johns and Laurel Avenues. No registration is required to participate.

#### Fourth of July Parade – 10 AM

The celebration continues with the Fourth of July Parade hosted by the City and Park District, which steps off at 10:00 AM. The parade features floats, marching bands, novelty groups, community entries, and other special entertainment. The parade starts at the intersection of Laurel and St. Johns Avenues and heads north on St. Johns Avenue, then turns west on Central Avenue and continues to Sunset Park. For more info, contact the City Manager's Office at 847.926.1000 or <u>cityhp@cityhpil.com</u>.

#### Fourth Fest – 11 AM - 2 PM

After the parade, the fun moves to Sunset Park for<u>Fourth Fest</u>, featuring food, music by Maggie Speaks, carnival rides and games, obstacle course bounce attractions, and more. Admission and parking are free; unlimited ride wristbands are available for purchase. Contact the Park District at 847.831.3810 for more info.

#### Bitter Jester Music Festival & Fireworks - 3:45 PM

The evening events begin with the Grand Finale of the 16th Annual<u>Bitter</u> <u>Jester Music Festival</u> at Wolters Field, 1080 Park Avenue West at 3:45 PM. This is the best spot in town to view the fireworks. Come enjoy great food in a family-friendly environment, listen to the best new bands and solo performers from across the Midwest, and stay for the fireworks! A 50/50 cash raffle continues throughout the event.

The aerial fireworks display begins at approximately 9:30 PM. Parking is free at Wolters Field, Highland Park Hospital's East Parking Lot, or in parking lots located at the Highland Park Country Club. Residents are reminded that parking is not permitted along Route 41 and Park Avenue West. Attendees are not permitted on the grounds of <u>The Preserve of Highland Park</u> (formerly Highland Park Country Club) for the fireworks show. All outside fireworks, BBQ/tailgating grills, and alcohol are **prohibited** at Wolters Field.

### **Upcoming Events at The Lot**



Thank you to the businesses that participated in the inaugural Taste of Highland Park at The Lot!

#### Next up at The Lot:

#### **Take Out Tuesdays**

Midweek summertime fun is coming to Downtown Highland Park at Takeout Tuesdays at The Lot (523 Central Ave.), kicking off July 12 and continuing weekly through August 30, from 5-8 PM!

These weekly events invite the community to "come out and play!" and enjoy takeout/delivery meals from Highland Park restaurants, live music, games, onsite activities, and vendors. The theme of the first Takeout Tuesday



is Game Night. Community members are encouraged to bring their Mahjong or Canasta set, cards, and board games to complement the onsite oversize cornhole, bocce, Connect 4, Jenga, checkers, and chess games at The Lot.

Vendors including <u>Donut Jester</u>, <u>Casa de Isaac</u>, <u>Michael's Grill & Salad Bar</u>, <u>Ravinia</u> <u>Brewing Company</u>, and <u>Lollibus</u> will provide food, beverages, and libations! Live music will be provided by <u>The Westerlees</u>, playing old-timey hot jazz and Western swing. <u>The Art Center</u> and <u>Family Focus</u> will provide kids' activities.

Residents and visitors can make it a no-cooking night and support local restaurants onsite by picking up dinner Downtown to enjoy Alfresco at The Lot's dining tables, or they can bring their picnic items!

With community engagement and enjoyment at the forefront at Takeout Tuesdays,

The Lot will be the place to gather with family, friends, and neighbors and will invite residents throughout the North Shore to experience all that Highland Park has to offer.

#### World Music Fest

July 16, 11 AM - 6 PM. World Music Fest will bring together diverse music and food offerings in a fun, festival atmosphere. Attendees will enjoy a full day of music and dance performances from around the world and sample international cuisines.

For a complete listing of events at The Lot visit<u>enjoyhighlandpark.com</u>.

### **Ravinia Farmer's Market - Weekly on Wednesdays**

The Ravinia Farmers Market continues Wednesdays through October 26, from 7 AM to 1 PM along Dean Avenue and in Jens Jensen Park. Plan your weekly menu shopping around all that's in season this week, including a variety of early summer fruits and the final weeks of Michigan strawberries. (Market Manager's tip: buy extra to make jam or freeze). You'll also find fresh greens, meats, cheeses, flowers, and more. For a list of 2022 vendors and live musical performers presented by the <u>Highland Park</u>



Community Foundation, visit www.raviniafarmersmarket.com.

### Sidewalk Sale: July 22-24



The <u>Highland Park Chamber of Commerce</u> Sidewalk Sale will occur Friday, July 22, and Saturday, July 23 (Sunday, July 24 is optional) in Downtown Highland Park. For more information or to register to participate visit <u>chamberhp.com</u>

### **Business Development Strategic Plan Feedback**

Last fall, the City conducted strategic plan focus groups with stakeholders, including residents, all categories of businesses, property owners, and residential and commercial brokers. The top three requests were:

- More events and entertainment
  - In answer to this request, the City transformed The Lot at Central and St. Johns into a multi-purpose space for al fresco dining and events.
- Expanded retailer and restaurant hours
  - Retailers are encouraged to expand their business hours during events at The Lot
- More restaurants (ethnic and date night) and select retailers
  - The City created a wish list of businesses and business types requested during the focus groups. New businesses are added upon request. The City provides businesses interested in expansion with information about the community and introduces them to property owners and brokers with available space.

### **Mayor's Beautification Award Nominations**

#### Get recognized for your window displays and beautification efforts!

The City is currently seeking nominations for The Mayor's Beautification Awards. The Award recognizes businesses that have enhanced their storefronts and created a welcoming atmosphere that invites and attracts prospective customers with



pleasing aesthetics. Award recipients go above and beyond to improve the visual appeal of their property and serve as an example to all businesses and property owners within Highland Park to remain committed to beautifying our community.

Award recipients will be granted a Mayoral certificate and a digital badge for use on the business website and Facebook. In addition, recipients will receive public recognition at a City Council Meeting, on the Central Avenue digital kiosks, in *The Highlander*, City e-News, and on the City's website and social media platforms.

After consultation with the Business and Economic Development Advisory Group, the City made some changes to the program.

- Added "Creation of a welcoming atmosphere" to the list of Award Criteria.
- Although not award criterion, nominees that include sustainability practices in their beautification will be given greater consideration for receiving an award.
- The Central Avenue Kiosks will be utilized to request nominations for the award throughout the year.
- The Central Avenue Kiosks will be utilized to promote the award recipients after the City Council meeting.

 Award recipients will receive a digital badge that can be used on their websites and/or Facebook.

Businesses can be nominated by the public or may nominate themselves. Nominations form may be made on the <u>City's Website</u> or with <u>This Form</u>.

Contact Melissa Rosen with questions 847.926.1046, mrosen@cityhpil.com

### **Staffing & Hiring Resources**

The City has received a number of inquiries from business owners looking for assistance in finding employees. We have put together the list below as a resource.

#### **Government Agencies**

#### • Get Hired Illinois

#### https://www2.illinois.gov/GetHired

Helping connect job seekers with employers as well as employers who are looking to fill open positions with available workers.

#### • Lake County Job Center

https://www.lakecountyil.gov/4621/Hire-Lake-County

#### **Staffing Agencies & Websites**

#### https://www.talroo.com/

On-demand staffing platform for restaurant/hospitality. Vendors need to make an account to see pricing. There are three levels of pricing, one starting with 40 hires a year. This platform can help the restaurants with additional staffing during events as well as regular shifts.

• <u>https://www.instawork.com</u>

Businesses can register on the site themselves and make an account.

#### • https://adia.works

On-demand staffing platform.

#### Not for Profit

#### • Goodwill Talent Bridge – Chicago

Julie Johnson - Branch Manager Talent Bridge 224.257. 8075, 224. 257.8080 www.goodwilltalentbridge.com, Julie.Johnson@goodwillsew.com

The Talent Bridge is a traditional staffing firm that is connected with Goodwill. Vendors are welcome to contact them directly for their pricing and available staff. Part of the proceeds goes back to the Goodwill Mission.

• The Highland Park Chamber of Commerce https://business.chamberhp.com/jobs

#### **Colleges**

#### • Harper College

Hire a Hawk – Free Job Postings –jprc@harpercollege.edu Job Placement Center 847.925.6400

Oakton College – 847-635-1735 <u>www.oakton.edu/careers</u>

### What's For Lunch?



The following Highland Park Restaurants are open for lunch

- <u>13Ninety</u>
- Backyard Grill
- Bluegrass
- Bright Bowls
- Burger King
- BWB Shakes
- <u>Central Cafe</u>
- <u>Country Kitchen</u>
- <u>Curt's Cafe</u>
- <u>Denny's</u>
- Diver Northshore (Fri. Sun.)
- Happi Sushi
- Il Forno Pizza
- Jade Cafe Chinese
- Jimmy Johns
- Judy's Pizza
- La Casa de Isaac & Moishe
- Lao Sze Chuan
- Lefty's Pizza Kitchen
- Lou Malnati's Pizzeria (Fri.-

- Michael's Grill & Salad Bar
- Mizrahi Grill
- <u>New China</u>
- <u>New York Slices</u>
- <u>Norton's</u>
- Once Upon A Bagel
- Perfect Blend
- Piero's (Thurs. & Fri.)
- Ravinia Brewing Company
- Ruby of Siam
- <u>Shaevitz Uptown BBQ</u>
- <u>Subway</u>
- <u>Sushi Badaya</u>
- Sushi Kushi Too
- <u>Taco Bell</u>
- <u>Taqueria Los Mogotes De</u> <u>Michoacan</u>
- That Little French Guy
- True Juice
- Uncle Tannous

Sun.)

- Love's Highland Park
- Madame Zuzu's Plant Based Cafe
- Max's Restaurant, Deli & Bakery
- McDonald's

- Veloce Wood Fired Pizze
- Walker Bros.
- Wendy's
- Yummy Bowl

\*Please check individual restaurants for specific days and hours.

### 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 explore. experience. enjoy. Highland Park! Email specials and promotions to Amanda Civitello so that we can help get the word out!

WEEKENDER

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 <u>HERE</u> 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 <u>cityhpil.com</u>. Please contact the Office of Business Development at 847.926.1046 with questions.

### **SBDC Illinois**



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.

INTERNATIONAL TRADE CENTER

To schedule a meeting click <u>HERE</u>

### 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

**Upcoming SCORE Webinars** 

## **Additional Resources**

Available Commercial Space

**Business Directory** 

Establishing Your Business

Chamber Of Commerce

**SCORE** 

U.S. Small Business Administration

Job Center of Lake County -Business Services Illinois Department of Commerce & Economic Opportunity

Lake County Health Department

NorthShore University HealthSystem

Illinois Department of Public Health

<u>Centers for Disease Control and</u> <u>Prevention</u>

For general business inquiries, contact the City's Business Development Manager Carolyn Hersch at <u>chersch@cityhpil.com</u>.

For more information on the City's response to COVID-19, contact the City's Communications Manager Amanda Civitello at <u>acivitello@cityhpil.com</u>.

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 <u>mrosen@cityhpil.com</u>. The City reserves the right to edit and/or filter submissions. No pricing information will be published.



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