

June 9, 2021



Business Development

# eNews



## Illinois On Track To Enter Phase 5 June 11

On Friday, June 4, Governor Pritzker announced that Illinois is on pace to enter *Phase 5* of Restore Illinois on Friday, June 11. To advance to Phase 5, when businesses may reopen at full capacity and restrictions on gatherings are lifted, the State must meet baseline COVID-19 metrics that have been monitored by the Illinois Department of Public Health throughout the pandemic. The State has issued [new Phase 5 guidelines](#) for residents and business owners.

### **What does this mean for business owners?**

- All sectors of the economy may reopen without capacity restrictions.
- Large gatherings and events may resume.
- Business owners may implement health and safety precautions such as requiring all patrons to wear face masks at their own discretion.
- Businesses and venues should support social distancing, especially indoors, at concessions or counters, public restrooms, and lines/queuing.

### **What does this mean for fully vaccinated residents?**

- Face coverings for fully vaccinated people are not required in most instances; see below.
- Anyone may choose to wear a face mask if they wish.
- If attending an event where everyone present is fully vaccinated, face coverings and social distancing are not required.

### **What does this mean for unvaccinated residents?**

- Unvaccinated people should wear face masks in crowded settings, both indoors and outdoors, especially when children are present.
- Unvaccinated people should wear face masks and maintain a social distance from others in indoor settings where everyone present is not fully vaccinated.
- In outdoor settings, unvaccinated people may choose not to wear a face-covering when able to maintain a six-foot distance from others.

### **When are face coverings required, even for fully vaccinated people?**

In accordance with CDC guidance, face coverings should be worn by everyone when:

- Using public transportation
- In congregate facilities
- In health care settings
- Wherever face coverings are required by federal/state/local or other rules and regulations. **Business owners may require employees and visitors to wear face coverings in their stores.**

### **Are face coverings still required in schools?**

In alignment with CDC guidelines, students are no longer required to wear face masks outdoors. People in schools, daycares, and other educational institutions should still follow guidance from the Illinois State Board of Education, Illinois Department of Children and Family Services, and Illinois Department of Public Health for all other scenarios.

### **How can we continue to make progress and keep case counts low?**

- All Illinoisans age 12 and older are eligible for the COVID-19 vaccine! Appointments are available. Use the links below to book yours today!
- Some people are not able to be vaccinated yet. Help protect immunocompromised individuals and children by getting vaccinated and wearing a face covering and continuing to distance where it is recommended to do so.

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## **Sponsor-a-Planter Program**

Through the [\*\*Sponsor-a-Planter Program\*\*](#), the City of Highland Park offers residents an opportunity to beautify the City's Central Business District and the Ravinia District by sponsoring one or more available municipal planters during the summer and fall seasons.



The City will recognize sponsors on a 5" x 7" placard featured in the planter, or sponsors may choose to recognize or memorialize an individual or family. The City will also recognize sponsors on its website.

To participate, residents pay an annual fee to the City for the flower planting and maintenance as well as the addition of the 5"x7" placard for one season (May—Nov). Planting will commence upon receiving the funds.

Annual cost of a planter sponsorship, including the placard:

- Large Planter: \$750 (Central Business District Only)
- Medium Planter: \$350
- Flower Pot: \$200

If you are interested in sponsoring a planter, please contact the Business

Development Office at  
847.926.1027.

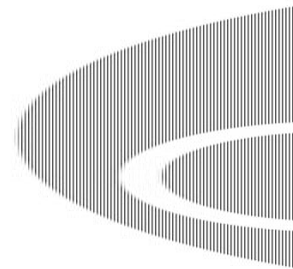
Business owners interested in participating in beautifying the Central or Ravinia Business Districts are invited to learn more about the [\*\*Sponsor-a-Planter program.\*\*](#)



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## Bike Safety

The City of Highland Park, in line with its Sustainability Initiatives, strives to be a city that caters to both cyclists and pedestrians. In 2018, the League of American Bicyclists designated the City of Highland Park a Bicycle Friendly Community at the Bronze level, and the City is continuing to improve in providing resources and opportunities for residents who ride or walk.



### Six Steps to Stay Safe While Biking

1. Always wear a helmet.
2. Wear bright-colored clothing to increase visibility.
3. Ride in a group on the right side of the road no more than two abreast with the flow of traffic.
4. Review your route before you ride.
5. Remember to stop at stop signs and obey traffic laws.
6. It is legal to cycle on sidewalks. When riding on the sidewalks, remember to signal by voice or bell when approaching pedestrians. **Note: In Highland Park, biking on the sidewalk within any commercial zoning district of the City is prohibited.**

The Rules of the Road apply to bicyclists, too. Brush up at [cyberdriveillinois.com](http://cyberdriveillinois.com).

Safety is everyone's responsibility. Drivers should use caution and remain alert for bicyclists, especially at night.

Learn more about biking and walking in Highland Park at:  
[cityhpil.com/bike](http://cityhpil.com/bike)

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## Ravinia Farmers Market



## **Jens Jensen Park** **486 Roger Williams Ave, Highland Park**

The [Ravinia Farmers Market](#) kicked off on Wednesday, June 2, and will run weekly from 7 AM to 1 PM through October 27 in Jens Jensen Park - Roger Williams Ave. between St. Johns Ave. and Dean Ave.

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### **Food Truck Thursdays Returns July 8!**



Food Truck Thursdays kicks off on Thursday, July 8, and will run weekly from 4:30 PM to Dusk through September 9 in Jens Jensen Park - Roger Williams Ave. between St. Johns Ave. and Dean Ave.

More information about the music schedule and participating food trucks coming soon!

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# Dine

## Celebrate With [Bright Bowls](#)



Come celebrate Bright Bowls' 1st birthday! The celebration begins Saturday, June 12th with balloons, give-a-ways, and special birthday treats (gluten and dairy-free). The celebration will continue throughout the week!

Please note Bright Bowls' new summer hours!

Mon-Fri 8:00 AM 5:00 PM

Sat 8:00 AM -3:30 PM

[Bright Bowls](#) - 777 Central Avenue  
847.504.9019 / [brightbowls.com](http://brightbowls.com)

[Click here to view an interactive map](#) of Highland Park restaurants.  
Or view The [Highland Park Dining Guide](#).

Are you a Highland Park Restaurant that would like to be featured?  
Email your specials and promotions to [mrosen@cityhpil.com](mailto:mrosen@cityhpil.com).

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# Highland Park Chamber of Commerce

## Sidewalk Sale 2021 July 30 & 31

The Chamber staff along with the Sidewalk Sale task force, are proud to announce the dates for Sidewalk Sale 2021.

Through everything, we are committed to helping our local businesses thrive, safely reopening our community, and to welcoming back visitors and shoppers to Highland Park.

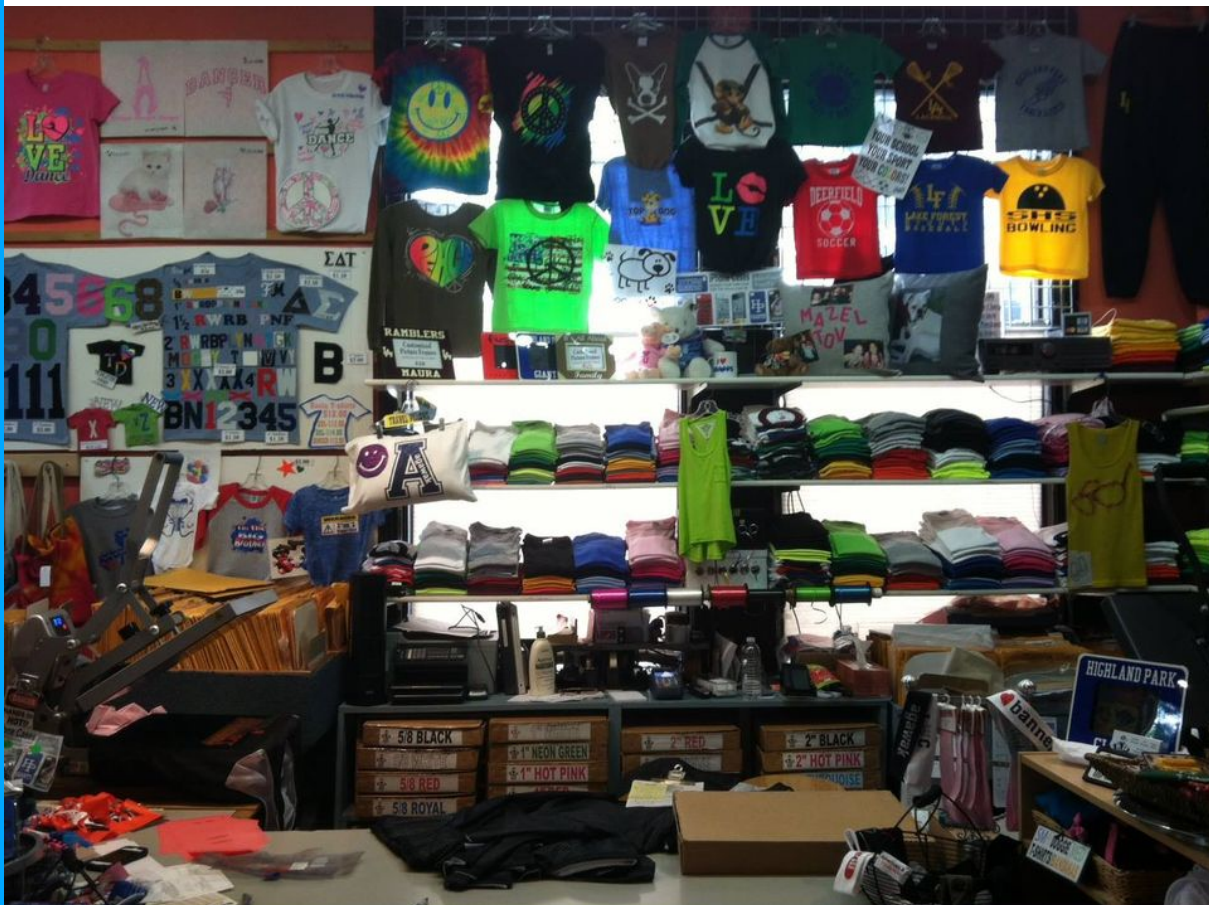


Click for the current Sidewalk Sale [Guidelines & Regulations](#), and [Sponsorship Opportunities](#). You will find links to register your business as a vendor on both documents. Please note the **“EARLY BIRD” application deadline is Thursday, June 10. The final application deadline is Thursday, July 15th.**

Coming together as a business community to promote a Sidewalk Sale is a celebration of Highland Park and an assurance that we can do so safely.

[chamberhp.com](http://chamberhp.com)

## Business Of The Week: [HP Tops](#)







**HP Tops** is a family-owned business that has served the Northshore for over 40 years. As their Slogan



# HP TOPS

says "You imagine it, we image it!" Everything is custom made from blankets and sweatshirts for camp to photo keepsake gifts. At HP Tops Customer service is the top priority. Customers keep coming back for their high quality and truly unique styles.

**HP Tops** - 667 Central Avenue  
847.433.0540 / [hptops.com](http://hptops.com)

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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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## SCORE Webinar

### Stop the Social Media Marketing Madness

Wednesday, June 16  
6:30 to 7:45 PM  
Register [HERE](#)

Award-winning online marketing consultant



FOR THE LIFE OF YOUR BUSINESS  
NORTH COOK AND LAKE  
COUNTY



Vanessa Cabrera will reveal how to create a results-driven social media marketing plan that will not only amplify your online visibility but will position you as THE go-to expert in your industry to expedite you landing your dream clients NOW!

A question-and-answer session with Vanessa will be featured at the end of her presentation.

[northchicago.score.org](http://northchicago.score.org)

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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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## 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](#)

[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.**

**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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