

Business Development Strategic Plan

During the [Committee of the Whole](#) meeting on August 23, 2021, Assistant City Manager Rob Sabo provided an update on the existing Business Development Strategic Plan, as well as an overview of planning activities to be undertaken this fall in support of developing a new plan for 2022-2024. The presentation highlighted achievements of the current plan, including:

- zoning changes to stimulate development and attract new businesses;
- administrative changes to simplify and increase the efficiency of permitting processes;
- streetscape improvements in the Ravinia District including improved lighting, signage, and seating;
- communications and marketing initiatives across print and digital modalities;
- sustainability initiatives;
- financial assistance and sales tax incentive programs to support business and property owners during the pandemic and beyond.

Objectives for the new plan include:

- identifying development, redevelopment, and repositioning opportunities;
- enhancing local and regional partnerships;
- evaluating land uses and parking;
- augmenting communications, outreach, and marketing;
- pursuing additional efficiencies and improvements to City processes.

Business development stakeholders, including residents, businesses, and property owners will next be invited to provide feedback through focus groups and community outreach. Meetings are anticipated to be held this fall, with the new plan ready to be implemented in January 2022.

[View the slides from the presentation.](#)

Seeking Business Participation to Prevent Underage Drinking

The Lake County Health Department and District 112 are seeking businesses to help share information about the prevention of underage drinking. Interested businesses will be supporting a marketing campaign for families of students at Edgewood and Northwood Middle Schools. If you would like to support this important campaign, please fill out this [form](#) and/or contact Stephanie Eisenberg at SEisenberg2@lakecountyil.gov or 847-377-8775. For more information, visit their website at prevention112.com/community.

Food Truck Thursdays - Check Out This Week's Lineup!



[Food Truck Thursdays](#) 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.

Food Truck Lineup for August 26

[Louie B Fresh](#)

[Aztec Daves](#)

[The Fat Shallot](#)

[Da Pizza Dude](#)

[Chicago Lunchbox](#)

[Kona Ice](#)

[Culinary Gangster](#)

Puffy Houzz

Royal Ice Cream Truck

[Tacos Marios](#)

Make It Memorable

[Happy Lobster](#)

Plus Local Favorites [Abigail's](#) and [Ravinia Brewing Company](#)

Music Lineup

August 26: Surprise Local Guest Opener 4:30–5:45 PM

[Railheart](#) (Rock N Roll with Cosmic Country) 6:15–8:15 PM

September 2: Surprise Local Guest Opener 4:30–5:45 PM

[The Acoustic Generation: Matt Cantlon Aloha Ukulele's Band](#) (Folk Rock)
6:15–8:15 PM

September 9: Surprise Local Guest Opener 4:30–5:45 PM

[The Hoyle Brothers](#) (Country) 6:15–8:15 PM

For sneak peeks of weekly food trucks and event updates, be sure to like and follow [RaviniaDistrict.HighlandPark](#) on Facebook.

Learn more about Food Truck
Thursdays.

Port Clinton Art Festival

Port Clinton Art Festival

HIGHLAND PARK, ILLINOIS



August 28-29, 2021

A M D U R P R O D U C T I O N S . C O M

August 28 - 29 | 10 AM - 6 PM

The [Port Clinton Art Festival](https://www.amdurproductions.com/port-clinton-art-festival), one of the country's top festivals, returns to Highland Park offering fine art from more than 250 of the world's most celebrated artists. Throughout the weekend festival-goers will have the opportunity to enjoy interactive art demos and, of course,



**PORT CLINTON
ART FESTIVAL**

original artwork offered by master artists from around the world. In addition to 250 Juried Artists, there will be an Emerging Artist Section! The Port Clinton Art Festival is produced by Highland Park-based company [Amdur Productions](#).

Ravinia Farmers Market



The [Ravinia Farmers Market](#) runs weekly from 7 AM to 1 PM through October 27 in Jens Jensen Park - Roger Williams Ave. between St. Johns Ave. and Dean Ave.

Chicago Pickleball Open

The Park District's Cunniff Park has been tapped as the location for the third annual Chicago Pickleball Open Tournament, scheduled for September 2– 5, making Highland Park a destination spot for players and fans of the sport. The event, which will be televised on CBS Network Sports, is a sanctioned U.S.A. Pickleball Association tournament. An estimated 500 players are expected to compete with a \$60,000 purse for professional competitors.



Visit [Tournaments - APP Tour](#) for more information.

Get Hired Illinois

The State of Illinois has launched [Get Hired Illinois](#) to connect job seekers with employers and training opportunities as well as employers who are looking to fill open positions with available workers. Visit [GetHired \(illinois.gov\)](#) for more information.



#EnjoyHighlandPark

The City of Highland Park's new social media campaign, #EnjoyHighlandPark, highlights the unique shopping and dining, exceptional natural spaces, and vibrant arts and entertainment offerings you can't find anywhere but Highland Park. Learn more at our new website [enjoyhighlandpark.com](#). The City will continue to add content on an ongoing basis - check back frequently!

ENJOY

highland park

Help spread the word, and be sure to follow [@enjoyhighlandpark](#) on Instagram.

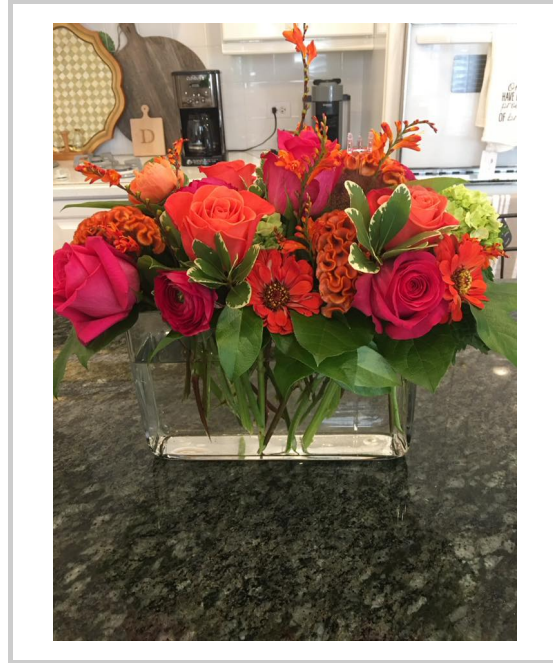
Explore. Experience. Enjoy Highland Park: [enjoyhighlandpark.com](#).

Business of the Week: Floral Gardens



[Floral Gardens](#) proudly serves the Highland Park area. Family-owned and

operated for over 30 years, Floral Gardens is committed to offering only the finest floral arrangements and gifts. The professional staff is dedicated to providing top-notch customer service and will always go the extra mile to make your floral gift perfect.



[Floral Gardens](#) - 2109 Green Bay Road
847.432.3420 / floralgardenofhighlandpark.com

Nominations for 2021 Mayor's Beautification Awards Due September 17, 2021

The Business and Economic Development Advisory Group is currently accepting nominations for the 2021 Mayor's Beautification Awards. The Award recognizes Highland Park property owners and business owners that have made improvements to enhance visual appeal consistent with the environment and the community. Given annually, award recipients will be granted a Mayoral Certificate; public recognition at a 2021 City Council Meeting, and publicity in *The Highlander*. Below is a list of business categories eligible for this award and the criteria by which businesses will be judged

Business Categories

Auto Dealership, Commercial / Mixed-Use Development, Service, Restaurant, and Retail.

Award Criteria

Appearance, Cleanliness, Consistency, Window Clarity, Code Adherence, Façade Condition, and Landscaping.

Please complete a nomination form on the City's website at cityhpil.com/HPawards or contact the Office of Business Development at 947.026.1046 or mrosen@cityhpil.com to request a form. Completed nominations must be returned to City Hall, 1707 St. Johns Avenue, Highland Park, IL 60035, Attn: Mayor's Beautification Award. Nominations must be postmarked by **September 17**.

SCORE Webinar & Mentoring at the Highland Park Public Library

Cybersecurity 101 for Small Businesses

Thursday, September 9

630 - 730 PM

[Register Here](#)



This webinar presentation will cover some of the core facts about the cybercrime landscape, including the nature of current computer crime activity, the basic technologies used to commit cybercrime, and the workings of the underground cybercrime marketplace. In addition, this presentation will provide some basic tools and techniques to mitigate the risk of cybercrime exposure.

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.

Highland Park Chamber of Commerce

First Wednesday Connections

Wednesday, September 1

8 - 9:30 AM

[More Info & Registration](#)

State of Healthcare

Wednesday, September 22

9 - 10:30 AM

[More info & Registration](#)



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.](#)



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](#)

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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