

April 3, 2019

 City of Highland Park

Business Development

eNews

Welcome To Highland Park



Cafe Dacha

675 Central Avenue
847.926.7024
cafedacha.com
Eastern European Cuisine



Prestigious Kitchen & Home Design

1849 Green Bay Road
847.433.1000
prestigiouskitchen.com
Kitchen Appliances, Cabinets
& Design Services



P. Stephens Hair Studio

1831 St. Johns Ave
703.919.1457
pstephenshair.com

**PROMOTE YOUR EVENTS WITH
VISIT LAKE COUNTY**



The City has partnered with Visit Lake County to encourage more visitors and tourism to the City.

As a Visit Lake County partner, Highland Park businesses have access to Visit Lake County marketing and communication tools. Please send information about special events to Melissa Rosen (mrosen@cityhpil.com) to publish on our *Community Partner Page* on visitlakecounty.org.

With the assistance of Visit Lake County and their additional modes of communication, the City anticipates increased attendance at local events, increased foot traffic throughout the year and increased interest from potential businesses and new residents.

To boost our visibility:

Like and Follow Visit Lake County on Facebook

Nonprofit Visit Lake County is the official destination marketing organization for Lake County, Illinois. It represents over 200 tourism-related businesses, including over 60 hotels, attractions, retail and dining establishments, and banquet and sports facilities.

ATTENTION RESTAURANT OWNERS:



The City received positive feedback from the restaurants that participated in Visit Lake County's Restaurant Week in March. Restaurant Week is a fabulous way to increase visibility and reach new customers. We encourage you to consider participating next year. A summary of the feedback is below.

Number of Participating Restaurants

3

Did your sales increase?

It made for a very good week. We definitely got a few new customers that saw us on the website. More customers from Deerfield.

Would you participate again?

Yes, without question

Would you recommend participating to other restaurants?

Yes

What would you do differently, if anything?

I will definitely be more proactive and promote it on our end more through our own social media and website.

Recommendations for next year?

More restaurant participants.



HIGHLAND PARK ARBOR DAY CELEBRATION

Growing roots to keep
our community strong

Saturday April 27, 9AM-Noon
Jens Jensen Park

St. Johns, Roger Williams and Dean Avenues

Free Family Fun!

500 Tree Seedling Giveaways
Touch a Truck
Raptor Talk with Live Birds
Document Shredding
Bike & Helmet Safety Checks

Kids Craft & Planting Projects
Community Art Project
Recycling & Composting Info
Story Time
Ask the Experts Panel

For more info visit  [RaviniaDistrict.HighlandPark](https://www.facebook.com/RaviniaDistrict.HighlandPark)

 City of Highland Park



What's Happening?

For detailed information, please click on the event.

[The Art Center of Highland Park](#)
Spring & Summer Programming
March 1 - April 7

Beyond The Selfie

Dayhouse Coworking

Thursday, April 4

Ribbon Cutting Ceremony

Saturday, April 14

Fun-Filled Family Pajama Party

Live Music at Norton's

Saturday, April 6

The Mighty Grouper

Saturday, April 13

Tony Ocean

Paper Source Crafting Workshops

WeOrbit Two Year Anniversary Party

Tuesday, April 9

13th Annual Celiac Skate

Sunday, April 28

**Highland Park Chamber of Commerce Mega Connect Multi-Chamber
Networking Luncheon**

Thursday, May 9

North Shore Yacht Club

Registration Open for Sailing, Kayak & Paddle Board Classes

New Full Day Infant Care at JCYS

Registration Now Open

SCORE Mentoring at the Highland Park Library

Tuesdays 1PM - 3PM

Thursdays 5PM to 8PM

New Businesses, Events & More

cityhpil.com/thingstodo

For news on happenings in Downtown Highland Park

Visit downtownhp.com

Resource Links

[Business Directory](#)

[Military Discounts](#)

[City Code](#)

**[Department of Commerce &
Economic Opportunity](#)**

**[Job Center of Lake County -
Business Services](#)**

[Available Commercial Space](#)

[Establishing Your Business](#)

[Chamber Of Commerce](#)

**[U.S. Small Business
Administration](#)**

**[SCORE Business Mentoring and
Workshops](#)**

**The City of Highland Park's Business Development
Manager Carolyn Hersch, is the City's main contact for
the business community.**

chersch@cityhpil.com or 847.926.1027

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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