

February 17, 2021



City of Highland Park

Business Development

eNews



City of Highland Park Survey for Business Owners

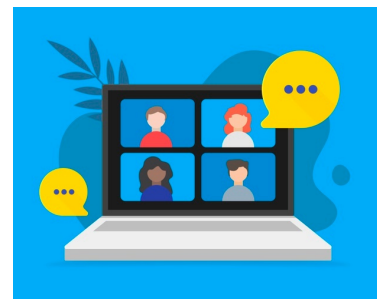
Attention Highland Park Business Owners!

The City is seeking local business owner feedback on its various business support efforts to determine post-pandemic initiatives. Please take a few moments today to complete the Business Survey [HERE](#).



City to Host Zoom Meeting For Business Owners

The City will host a meeting for business owners on **Wednesday, February 24 at 9:00 AM** to discuss the ongoing impacts of COVID-19, highlight opportunities for business assistance, and brainstorm ways to continue to promote Highland Park's businesses. We will also discuss the results of the business owner survey.



Business owners should RSVP by 5:00 PM on Feb. 23 to cityhp@cityhpil.com to receive the Zoom link.

Updates to the City's FARR Grant Application

The City of Highland Park has updated the [FARR Grant Application](#). Applicants are now required to submit hard copies of all

documents along with a current W9.

Applications may be submitted via drop-box (located on Hazel Avenue, adjacent to City Hall.) **or mail** (City of Highland Park, Office of Business Development, 1707 St. Johns Avenue, Highland Park IL 60035). **Emailed applications will not be accepted.**



In October 2020, the City of Highland Park announced a matching grant program to assist small businesses in weathering the economic impacts of the coronavirus pandemic in light of challenges posed by winter weather and a resurgence of COVID-19. The Financial Assistance for Retailers and Restaurants (FARR) Grant Program designates \$255,000 in funding to support COVID-19-related operational costs incurred by restaurants and retail establishments to provide for a safe environment for customers and staff in compliance with state and federal public health guidelines. The program accepts applications from qualifying small businesses 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. [More information is available here.](#)

Paycheck Protection Program Resumes

The U.S. Small Business Administration (SBA) has officially reopened the [Paycheck Protection Program \(PPP\)](#). Borrowers can now apply for a First or Second Draw PPP Loan until March 31, 2021, or until funds have been exhausted. Find a list of Illinois SBA-approved lenders [here](#) or find a qualified PPP lender using the [SBA Lender Match](#).

Eligibility and maximum loan amount for Second Draw PPP loans:

- Previously received a First Draw PPP Loan and will or has used the full amount only for authorized uses
- Has no more than 300 employees
- Can demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020
- Food service and accommodation businesses (NAICS code 72) may apply for up to 3.5 times their average monthly payroll costs, all other businesses may still only apply for 2.5 months

Download the following PPP borrower application forms to see the information that will be requested from you when you apply with a lender:

- [Paycheck Protection Program First Draw Borrower Application Form](#) (revised 01-08-21)
- [Paycheck Protection Program Second Draw Borrower Application Form](#) (released 01-08-21)

For additional information on loan details, visit the [SBA website](#).

Small Business Administration Shuttered Venue

Operators Grant Program

The Shuttered Venue Operators (SVO) Grant program was established by The Economic Aid to Hard-Hit Small Businesses, Non-Profits, and Venues Act, signed into law on December 27, 2020. The program includes \$15 billion in grants to shuttered venues, to be administered by the Small Business Administration's Office of Disaster Assistance.

Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. \$2 billion is reserved for eligible applications with up to 50 full-time employees. Eligible entities include:

- Live venue operators or promoters
- Theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos, and aquariums who meet specific criteria
- Motion picture theater operators
- Talent representatives, and
- Each business entity owned by an eligible entity that also meets the eligibility requirements

This program is not yet open for applications and SBA will continue to issue guidance on this program. There are two requirements of note for this program. First, the business must have been in operation as of Feb. 29, 2020. Second, the venue or promoter must not have received a PPP loan on or after Dec. 27, 2020. To follow updates on this program, please click [here](#) to go to the SBA's website.

Small Business Administration Program: Economic Injury Disaster Loan Program (EIDL)

The SBA is offering low-interest federal disaster loans for working capital to small businesses and non-profit organizations that are suffering substantial economic injury as a result of COVID-19. These loans may be used to pay debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact, and that is not already covered by a Paycheck Protection Program loan. The interest rate is 3.75% for small businesses and 2.75% for non-profits. The first payment is deferred for one year. Applicants must be physically located in the U.S. or designated territory and suffered working capital losses due to the coronavirus pandemic, not due to a downturn in the economy or other reasons. Eligible applicants include the following:

- Businesses with 500 or fewer employees or defined as small per SBA.gov/Size Standards
- Cooperatives with 500 or fewer employees
- Agricultural enterprises with 500 or fewer employees
- Most private nonprofits
- Faith-based organizations
- Sole proprietorships and independent contractors

The deadline to apply for this program has been extended to December 31, 2021. For more information and the application, please click [here](#) to go to the SBA's website.

Take It To Your Table - Sushi!

It's always a good night for SUSHI! Try one of Highland Park's fabulous Sushi Restaurants [Happy Sushi](#), [Koya Sushi](#), [Sushi Badaya](#), and [Sushi Kushi Too](#) tonight!



[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

Business Of The Week

Avant For Men

AVANT FOR MEN

Avant for Men offers a luxurious selection of stylish brands that will take you from work to play and everywhere in-between.

Offering a wide variety of men's suits, sportswear, outerwear, footwear, and furnishings for men, elegance and edge are combined to provide quality choices for men of all ages. The experienced staff is committed to finding the right look for each individual. Avant For Men offers made-to-measure services on tailored clothing, outerwear, and accessories from the finest makers in the world.

Customers have been returning since 2009 for the style, selection, and fabulous customer service offered at Avant For Men.



Avant For Men is located in Renaissance Place - 1849 Green Bay Rd, Ste 105 / 847.681.1100 / avantformen.com, and offers curbside pickup, delivery, and appointments.

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!**

Highland Park Chamber of Commerce Annual Meeting

The Highland Park Chamber of Commerce will introduce the 2021 Chamber Board of Directors, provide an overview of the Chamber's strategic goals, 2021 legislative initiatives for business recovery, present

business recognition awards, and welcome City Manager Ghida Neukirch to give the city's perspective for the business community.



Wednesday, March 3
8:30 AM - Via Zoom

[Register Here](#)

The [Infinity Foundation](#) invites you to participate in **Forward Together**, a project intended to give families an opportunity to understand and recognize the impact of acts of kindness.

Infinity FOUNDATION

People may participate by taking digital pictures, making a collage or sign, drawing a picture, painting kindness phrases on stones to leave on a park path, or by any other creative endeavor. Submissions will be combined into a slide show and posted on the Infinity website and Facebook.

Participants will receive an act of kindness bracelet for themselves and one to pass along. The grand prize is an at-home, family ice cream party.

Email a digital picture or .mp4 video submission, including name and age, by Apr. 5 to Infinity@InfinityFound.org, including a brief description of what the act of kindness is expressing.

City staff plows through the overnight hours to clear the snow off streets, sidewalks, and parking lots. Parking lots are plowed once during the snowfall event. After the snowfall has subsided, parking lots and on-street parking areas are cleaned up. The snowfall intensity dictates the cleanup efforts, however, The City strives to have all public lots plowed once during the snow plowing operation.



If a lot is not plowed within 8-10 hours after a normal snowfall event please call Public Works at 847.432.0807 or if it is after hours please call Police Dispatch at 847.432.7730

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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