

February 4, 2021



Business Development

# eNews



## Lefty's Pizza Kitchen

600 Central, #107

847.926.7194

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

## City of Highland Park Survey for Business Owners

### Attention Highland Park Business Owners!

Your feedback is important to the City. Please take a few moments to fill out the City of Highland Park business survey regarding the City's business support efforts during the COVID-19 pandemic. Results from the survey will assist the City in evaluating various ongoing business support efforts and determine post-pandemic initiatives.



Click [HERE](#) to fill out the survey.

## 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. Results of a survey of business owners, issued in early February, will also be discussed. Business

owners should RSVP by 5:00 PM on Feb. 23 to [cityhp@cityhpil.com](mailto:cityhp@cityhpil.com) to receive the Zoom link.

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## Region 9 Advances to Phase 4

The Illinois Department of Public Health [announced](#) that Region 9 (Lake and McHenry Counties) advanced to Phase 4 effective immediately on February 3, 2021. In Region 9, the seven-day rolling average remained below 6.5% for three consecutive days, and metrics regarding hospitalizations and ICU capacity were met.



The Illinois Department of Commerce & Economic Opportunity issued [Phase 4 guidelines](#). DCEO also provides [information for each sector](#).

### **Phase 4: What's New?** ***Retail and Personal Services***

**Indoor dining:** Indoor dining continues with social distancing and masking guidelines. Keep in mind the following guidelines:

- Dining groups are limited to 10 individuals or fewer.
- Capacity for standing areas is limited; please maintain a distance from others and wear a face covering at all times in standing areas.
- Provide contact information for contact tracing.
- Seated areas should be arranged so that tables allow for 6 feet between parties.
- Wear a mask when not eating or drinking, including before your meal arrives and after your meal is finished. Masks should cover the mouth and nose. Wear your mask if you need to cough or sneeze.

**Gatherings:** Social gatherings of up to 50 individuals are permitted under Phase 4 guidelines, room capacity permitting. The CDC continues to encourage individuals to [limit gatherings to household members](#) as much as possible.

**Indoor & Outdoor Recreation:** Phase 4 guidelines continue to apply. In Tier 1, most indoor recreation facilities reopened with capacity limits in place. However, indoor playgrounds and trampoline parks should remain closed.

Capacity limits of no more than 50% occupancy continue for retail and personal care businesses. [More detailed information is available here](#).

The State of Illinois provides more information about the [provisions and expansions of Phase 4](#) and [industry-specific guidelines](#) for reopening.

IDPH will continue to closely monitor test positivity, ICU bed availability,

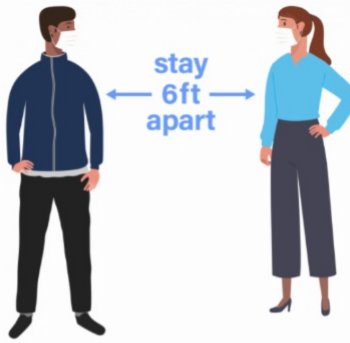
and the number of people in the hospital with COVID-19. Should metrics trend in the wrong direction, regions could once again find themselves in a higher tier with increased mitigation measures.

Open does not mean over. To remain in Phase 4, everyone must do their part by following all of the 3W's, all the time.



### **Wear a Mask or Face Covering**

A mask or cloth face covering helps stop the spread of COVID-19. Wear one whenever you're in a public setting - and remember, it only works when you wear it.



### **Watch Your Distance**

Stay at least 6 feet from people who are not from your household, in both indoor and outdoor spaces.



### **Wash Your Hands**

Wash your hands often with soap and water for at least 20 seconds.

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## **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](#).

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## Upcoming Webinars



DCEO PPP webinars. This federal forgivable COVID-19 Relief Loan Program will help Illinois small businesses keep their employees on payroll during this unprecedented time. Upcoming webinars and their registration links are below. For a list of upcoming webinars on PPP and other programs, please visit [DCEO's page](#).

**Date:** February 5, 2021

**Time:** 10 AM

**Presenters:** Jacqui Bevelheimer, West Central Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

**Date:** February 9, 2021

**Time:** 2 PM

**Presenters:** Kala Lambert, Southeast Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

Aly Grady, Central Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

**Date:** February 10, 2021

**Time:** 10 AM

**Presenter:** Tracey Glenn, Southwest Regional Manager for Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

**Date:** February 11, 2021

**Time:** 1 PM

**Presenter:** Joe McKeown, Northeast Senior Account Manager for Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

[Register Here](#)

### **Advantage Illinois - Informational Webinar**

Advantage Illinois provides Illinois businesses and entrepreneurs with access to the capital to start new companies and expand an existing business. Comprised of programs to spur institutional lending, includes Capital Access Program and Participation Loan Program.

Date: February 9, 2021

Time: 10 AM

[Register Here](#)

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## **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.

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## **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.

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## **Take It To Your Table - Super Bowl Specials**

The big game is only a few days away and Highland Park restaurants have special menus to help you *#TakeItToYourTable* on game day! Browse special Super Bowl menus from [PIXCA](#), [Veloce Wood-Fired Pizze](#), [Max's Deli](#), and [Norton's Restaurant](#) below.

The CDC urges Americans to choose a safe way to enjoy the Super Bowl this year. The safest way to watch the game is to gather virtually with friends - this way, everyone gets to order in their own favorites! If you do have a small gathering with people who don't live with you, outdoors is safer than indoors. [Learn more about making small gatherings safer](#).





## SUPER BOWL MENU

### SICILIAN STYLE PIZZA (Feeds 4-5 ppl)

MUSHROOM AND SPINACH	29
ROASTED TOMATO AND BASIL	29
BROCCOLI AND SWEET ONION	29
PEPPERONI	32
SAUSAGE	32
HAM AND PINEAPPLE	32
CHILI BY THE QUART	19
Garnished with cheddar, sour cream and green onions (Feeds 2-3 ppl)	
CHICKEN NACHOS	24
Topped with pico de gallo, cheddar cheese and sour cream (Feeds 2-3 ppl)	
CHICKEN WINGS BY THE DOZEN	20
THREE SAUCES AVAILABLE (Firecracker/Spicy Buffalo/Sweet Bbq)	

455 Central Avenue | Highland Park, Illinois 60035  
847.926.3189  
TUESDAY- SUNDAY 4PM-9PM  
[www.PIXCARESTaurant.com](http://www.PIXCARESTaurant.com)

**NORTON'S**

**SUPER BOWL SUNDAY**  
Open from 11:00 am to 5:00 pm  
Come in early for our always available  
**SUNDAY BRUNCH!**  
Enjoy our **Bloody Marys** and our delicious **Omelettes**

**SUPER BOWL SPECIAL CARRY OUT MENU:**

**BUFFET SIZE SALADS!**  
Any Salad on the menu. Serves 8!

**CHAR BROILED CHICKEN WINGS!**  
Select BBQ, Buffalo, Cajun or Plain  
Carrots, Celery and Dressings included

**THIN CRUST PIZZA**  
Any Size, Any Toppings

**OR ORDER FROM OUR MENU!**  
CALL 847-432-EATS (3287)  
Enjoy your Super Bowl Party  
and ORDER CARRY OUT FROM  
**Norton's Restaurant!**

**2 - 12" MENU ITEM PIZZA**  
**1 - 12" PARTY SANDWICH**  
**1 - 2 LITER**  
**ONLY \$50**  
\*Feeds 4-6\*

**SPECIAL OPENING FOR THE BIG GAME!**  
**02/07/21**



**Super Bowl 2021**  
Call: 847-831-0600

Leave a message for Wendy in the catering mailbox.

- QT Fresh ground turkey chili (\$21 - 12oz bag bagel chips, diced red onion, sour cream, cheddar)
- QT 4 cheese mac-n-cheese (\$16 - Swiss, Cheddar, Muenster, American)
- Dozen Mini bagel dogs (\$18 - wrapped in NY style bagel dough)
- QT avocado pico de gallo (\$25 - 16oz bag corn/flour tortilla chips)
- QT hummus & roasted peppers marinated in balsamic vinaigrette (\$30 - 16oz bag pita crisps)
- QT artichoke dip w/ fresh grated Parmesan & Alpine Lace Swiss (\$26 - 16oz bag bagel chips)
- 6 3" helmet cookies (\$18 - 3 KC, 3 TB)
- Baked salami (\$28 - 1lb. salami diced in 1" cubes and baked in apricot/dijon BBQ sauce)
- Deli slider tray - pickles, lettuce-tomato-cheese platter, homemade kettle chips, traditional slaw, potato salad (\$12 per head, 2 sliders per person - choose 4: corn beef, roast beef, salami, ham, roast beef, turkey tuna salad, chicken salad, whitefish salad)

[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\*\*](mailto:mrosen@cityhpil.com)

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**Business Of The Week - [Curt's Cafe](#)**



**Curt's Cafe** helps young men and women move their lives forward. The student-trainees, 15 through 24 years, are living in at-risk situations and are determined to build a positive future for themselves. For these young adults, being able to get and hold a job will contribute immeasurably toward their success. Curt's Cafe strives to use local products and vendors and makes everything possible from scratch. You can enjoy coffee drinks, homemade scones and cookies, breakfast, sandwiches, and salads while helping the young adults in your community succeed!



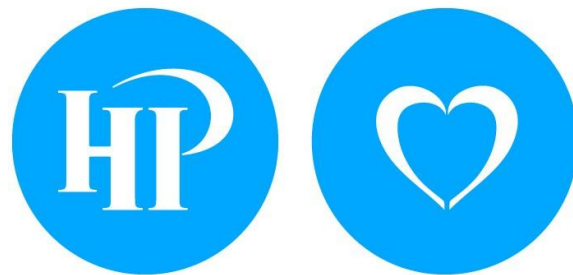
**Curt's Cafe** offers curbside pickup and is located at 1766 Second Street.  
847.748.8086 / [curtscafe.org](http://curtscafe.org)

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**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!**

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## Multi-Chamber: Next Level Strategic Connections

### Multi-Chamber Mega Connect

Empower Your Business by Building Connections with 23 Chambers of Commerce!

Thursday, February 11  
12-1:30 PM

[Register Here](#)



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## City Snow Removal Policy

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

If there is an emergency, during overnight operations, please call Police Non-Emergency Dispatch at 847.432.7730. During regular business hours, please call Public Works at 847.432.0807.

The City began hauling excessive amounts of snow stockpiled along sidewalks within the Central Business District (CBD) streets on Tuesday, February 3. This operation must be performed during overnight hours for the safety of motorists and staff, and to minimize disruption to motorists and businesses. The snow was hauled to the Park Ave parking lot and/or

## **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**

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**For general business inquiries, contact the City's Business Development Manager Carolyn Hersch at [chersch@cityhpil.com](mailto: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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