

March 10, 2021



Business Development

# eNews



## Welcome To Highland Park



Caliber Collision Centers  
2868 Skokie Valley Rd  
847.681.2299  
[calibercollision.com](http://calibercollision.com)  
Auto Body & Paint Repair



The Brit Chick Salon  
229 Skokie Valley Rd, Suite 15  
(Inside Salons By JC)  
847.322.3395  
[facebook.com/The-Brit-Chick-Salon-108135211141069](https://facebook.com/The-Brit-Chick-Salon-108135211141069)

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**Take It To Your Table:**  
***Walker Bros. March Special!***

*March Special - Healthy & Delicious!*

**25% off**

**Turkey Sausage Links & Eggs!**

*This month enjoy four turkey sausage links & two eggs.  
Served with three buttermilk pancakes.*



[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

## Business Of The Week: *Bella Ru Catering*



*Bella Ru Catering* is a full-service catering company specializing in custom menus and combining multiple authentic and/or fusion ethnic cuisines to create a harmonious meal. When you order meals from Bella Ru everything is made from scratch, to order, with the finest ingredients. Special menus are available for St. Patrick's Day, Passover, Easter Brunch, as well as many specialty food items available for sale on their website

Since the Pandemic, Bella Ru has also been servicing Lake County with groceries and prepared meals providing food for 32,000 families and serving over 900,000 meals. Bella Ru also works with Fight2Feed to rescue about 100,000 pounds of food each week and give it out to the community, becoming Fight2Feed's Lake County Hub to get food to those in need.





[\*\*Bella Ru Catering\*\*](#) is located at 1480 Old Deerfield Road, Suites 1,2,&3.  
847.461.3995 / [\*\*bellarucatering.com/\*\*](http://bellarucatering.com/)

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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.

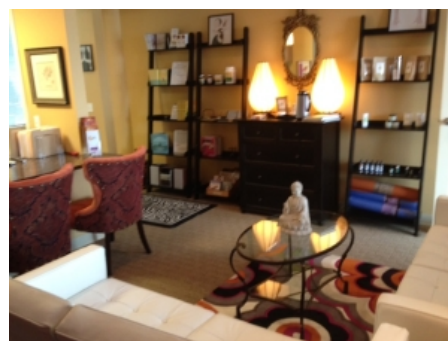
**\*Don't forget to upload 1-3 high-resolution photos!**

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**Wellness Wednesday:**  
***Pulling Down The Moon***



**Pulling Down the Moon** is a holistic health clinic with a unique vision aimed at providing women with the healthiest foundations for their own health, as well as, the health of their families. Focusing on healthy conception, pregnancy, and postpartum care, Pulling Down The Moon has a team of highly specialized practitioners to meet the unique needs and complex challenges of each patient through Acupuncture, Massage, Nutrition, Yoga, and more!



**Pulling Down The Moon** (1770 First St Suite 400) offers an 8 week series of online Wellness Wednesday Workshops that include live, interactive Yoga, Acupuncture, and Massage features. Take time to celebrate You with a workshop designed to help your mind and body relax. Set aside an hour for yourself to experience the physical, mental, and emotional benefits of our yoga workshops.

312-321-0004 / [pullingdownthemoon.com](http://pullingdownthemoon.com)

*If you are a health and fitness business and would like to be featured as part of the Wellness Wednesday Series, please fill out this [brief questionnaire](#). Don't forget to upload 1-3 high-resolution photos!*

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**Free COVID-19 Conflict Prevention  
Training Course**

The Highland Park Public Library is sponsoring an online COVID-19 conflict prevention course for the Highland Park business community. The 60–75-minute course, created by the Crisis Prevention Institute in partnership with the National Retail Federation, is designed to help identify the stages of a person in distress, provide strategies to prevent a crisis, and teach verbal de-escalation skills and other techniques to keep employees and customers safe, illustrating these tools through social distancing and mask-wearing scenarios.



Registered participants will receive an individual link to access the online training. The course is self-paced, can be started and stopped as needed, and will be accessible for 12 months from registration. Those without internet or computer access can arrange to view the training at the Library's public computer lab.

Access to the course is limited and spots may fill up. To register, or for more information, email Chad Clark at [cclark@hpllibrary.org](mailto:cclark@hpllibrary.org) or call 847-579-6810.

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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.](#)

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## Upcoming Webinars



Join representatives from the SBA Illinois District and the IRS for a discussion and presentation of tax treatment for COVID-19 relief programs, including the Economic Injury Disaster Loan, the Paycheck Protection Program, employer tax deferment, and Small Business/Self-Employed incentives with SBA and IRS.

### **Tax information for the Paycheck Protection Program loan guarantees**

Wednesday, March 17 - 1 PM

More Information [HERE](#)

The Illinois Department of Commerce and Economic Opportunity's Office of Regional Economic Development is continuing to host webinars throughout March about the US Small Business Administration's Federal Paycheck Protection Program. This federal forgivable COVID-19 Relief Loan Program will help Illinois small businesses keep their employees on payroll during this unprecedented time.

### **Southeast PPP Webinar**

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

Tuesday, March 23 - 2 PM

Register [HERE](#)

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## SCORE North Cook and Lake Counties

### **Supercharge Your Website**

Slash time and uncertainty by combining SEO with performance analytics (PA). Use different types of analytics to drive your SEO implementation and pinpoint opportunities. Maximize your impact—and budget—as you attract new customers.

Thursday, March 11 - 6:30 PM

Register [HERE](#)



**North Cook and  
Lake Counties**

### **Start Your Personal Brand with an Elevator Pitch**



Learn how to grab people's attention quickly. In this session, you will create a 5-10 second statement, often called an Elevator Speech.

You will also learn how to expand your comments in situations where you are given more time (up to 2 minutes) to describe what value you provide. This gives you a great start on your own brand.

Monday, March 15 - 6:30 PM

Register [HERE](#)

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## Highland Park Chamber of Commerce: State of Education in Highland Park

This year's program will address the challenges that are being confronted as a result of the impact of the global pandemic, actions being taken to address racial justice, and what the community, and particularly the business community, can do to stay informed and supportive.

The Highland Park Chamber is proud to host another community-wide discussion with school district superintendents:



- Dr. Michael Lubelfeld, North Shore School District 112
- Dr. Kurt A. Schneider, North Suburban Special Education District

Friday, May 7 - 9 AM

More information regarding location, agenda, sponsor opportunities, and other specifics will be released soon.

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## 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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