

March 3, 2021



Business Development

# eNews

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## **Take It To Your Table: March is National Noodle Month!**

Celebrate National Noodle Month In March! There are so many options to choose from in Highland Park. This week try the Fresh Tomato Basil Penne or the Asian Vegetable Noodle Bowl from [Bluegrass](#). At [Pixca](#) dig into the Bucatini with sausage, fennel, escarole, lemon, and parmesan, or the Ricotta Gnocchi with broccoli, lemon, parmesan, and fresh herbs.





[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:**  
***Yummy Bowl***



Theresa Chang followed her passion for Chinese and Thai cuisine which led her to establish [Yummy Bowl](#) in 1997. The menu is inspired by Theresa's special touch which dates back to her mother's kitchen in Shanghai.

The spacious interior space at Yummy Bowl has been divided into three large separate dining areas providing a comfortable environment. In addition, Yummy Bowl has installed an all-new air-purification system.



Yummy Bowl (1908 Sheridan Road) is open year-round except for Thanksgiving-day and provides delivery and curbside pick-up. A special gluten-free menu is available. Visit their website for lunch and dinner specials. 847.266.8880, or 847.433.8440 / [yummybowl.com](http://yummybowl.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: *The Bar Method*



[\*The Bar Method\*](#) has spent decades perfecting its signature technique to provide a safe, challenging, and graceful workout. Long, lean sculpted muscles and a feeling of personal strength, confidence, and poise keep thousands of students across the country coming back year after year.

The Bar Method technique was created under the guidance of physical therapists to ensure it is safe and effective for students spanning a wide range of abilities including those with physical limitations and injuries. The instructors undergo lengthy and rigorous training that includes lessons of anatomy and hands-on adjustments. Students receive personalized adjustments, modifications, and encouragement to get the most out of every workout. It's a workout that is safe and sustainable for life!



**[The Bar Method](#)** is located at 600 Central Ave. Suite 127  
847.432.9150 / **[barmethod.com/locations/highland-park](http://barmethod.com/locations/highland-park)**

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Blue Orchid Salon & Spa

# MARCH SPECIAL

Time to get  
VACATION-READY!!

Receive a  
COMPLIMENTARY  
BROW WAX with ANY  
GM COLLIN FACIAL!

VALID THROUGH MARCH

847/748-8492

1847 2ND ST. HIGHLAND PARK, IL 60035

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*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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**Be A Part of the City's  
Welcome Back Promise Video**

## Attention Business Owners!

As many businesses requested during our Business Community Meeting on February 24, the City will be filming a promotional *Welcome Back Promise* video to reinforce customer expectations that our businesses are following public health guidelines. We would post the video on social media and our website. We ask that businesses promote the video as well to show all HP businesses support each other. The video's theme is Highland Park businesses are open, and they promise to customers to take steps to ensure they will feel safe and welcome in their business. The promise includes the following requirements:



1. Monitor the health of our employees
2. Clean high touch areas frequently
3. Require the use of face coverings
4. Promote regular handwashing and use of hand sanitizer
5. Promote social distancing at all times
6. Limit capacity
7. Maintain six-foot distance between tables (if applicable)

The City would give participating businesses a few words to say, e.g., Welcome Back! We missed you! We promise to...

Weather permitting, we would film the promotion on **Monday, March 15**. We will do our best to film without disrupting your customer service and ensure everyone's safety. We'd film the video inside or in front of your business.

In addition, we are collecting pandemic success stories for posting on our website and sharing on social media.

**If you are interested in being featured in the video or providing a story, email [Carolyn Hersch](#) by noon on Monday, March 8.**

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## Small Business Facade Improvement Grants

If you are interested in improving the exterior of your business or building, the City's Small Business Façade Improvement Grant may help you cover those costs. The City's Small Business Façade Improvement Grant Program (Façade Grant Program) provides both assistance and incentive to property owners and local businesses to improve the look and functionality of their property and place of business. The Façade Grant Program is available for use by small





business operators and commercial property owners citywide.

A small business is defined as having a net worth of less than two million dollars and showing less than an average of two hundred thousand dollars in profit per year for two years after taxes. Owners of property are eligible when the subject property is occupied by a small business as defined in this document or where such property owner has executed a lease agreement for future occupancy with a small business as described in this document.

Qualifying businesses are eligible for a reimbursement of 50% of their project cost, up to \$5,000. The City's contribution is a grant in the form of a rebate. The City shall make payment after the project is complete, and paid receipts are submitted to the City Manager's Office, and the City Council approves disbursement.

Eligible improvements include:

- Removing excess facade materials
- Repairing damage from facade installation
- Repairing building deterioration and restoring original building materials
- Building cleaning (acid wash, pressure wash, steam cleaning, and tuckpointing)
- Installing new awnings
- Installing signage
- Making exterior accessibility improvements
- Replacing, repainting, or restoring exterior doors
- Repairing or upgrading exterior lighting
- Painting exterior
- Replacing, repainting, or restoring graphics (permanent)
- Replacing, repainting, or restoring gutters
- Replacing, repainting, or restoring that portion of a roof, directly above a building frontage
- Installing new, replacing, repainting, or restoring permanent signs
- Replacing, repainting, or restoring of trash enclosures, but only if undertaken as part of a comprehensive facade improvement project
- Replacing or repainting of windows
- Architect's and Contractor's Fees explicitly related and exclusively to an Eligible Improvement.

*For more information and to download the application click [HERE](#).*

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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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## Paycheck Protection Program

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](#).

**To reach the smallest businesses, SBA will offer [Paycheck Protection Program](#) loans to businesses with fewer than 20 employees and sole proprietors only from Wednesday, February 24 through Wednesday, March 10, 2021. President Biden has also announced [additional program changes](#) to make access to PPP loans more equitable.**

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 2.17.21)
- [Paycheck Protection Program Second Draw Borrower Application Form](#) (released 2.17.21)

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

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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.

#### **Northeast PPP Webinar**

**Presenter:** Joseph McKeown, Northeast Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

Thursday, March 4 - 10 AM

Register [HERE](#)

#### **West Central PPP Webinar**

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

Friday, March 5, - 11 AM

Register [HERE](#)

#### **Southwest PPP Webinar**

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

Tuesday, March 9 - 10:00 AM

Register [HERE](#)

#### **West Central PPP Webinar**

**Presenter:** Salvador Garza, West Central Regional Manager of Regional Economic Development, Illinois Department of Commerce and Economic Opportunity

Wednesday, March 10 - 10:00 AM

Register [HERE](#)

#### **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](#)

## **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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