



Highland Park Business Development

# eNews



**May 2, 2018**

**Welcome to  
Highland Park**

*Viaggio*

581 Roger Williams  
847.926.3441  
[viaggiohighlandpark.com](http://viaggiohighlandpark.com)  
Restaurant

**The Law Office of  
Anne Schmidt, LLC**  
1736 First Street  
312.208.7389  
[anneschmidtlaw.com](http://anneschmidtlaw.com)



**Salon Lofts**  
1831 St. Johns Avenue  
[salonlofts.com](http://salonlofts.com)

**Upcoming Events**

# HIGHLAND PARK BUSINESS LEADERS ARE INVITED TO



## HOW TO DO BUSINESS WITH RAVINIA®

**TUESDAY, MAY 22** | 4 P.M. TO 5:15 P.M.

### PARK VIEW

Restaurant in Ravinia's rejuvenated Dining Pavilion

Learn about product placement, sponsorship, events, advertising, and other marketing opportunities to connect your business with Ravinia's audiences. Then you and a guest are invited to stay for a tasting and tour, exclusively for our Highland Park neighbors, of our new

**Lawn Bar**  and **Tree Top**  
restaurants and expanded  **RAVINIA MARKET**  
and  
**festival SHOP**

with Ravinia President and CEO Welz Kauffman and Executive Chef Michael Tsonton.

RSVP BY MAY 16 TO [ABRIGHTWELL@RAVINIA.ORG](mailto:ABRIGHTWELL@RAVINIA.ORG)

## RAVINIA MAGAZINE ADVERTISING



The Ravinia Magazine is handed to each person seated in the Pavilion and readily available on the lawn. Along with detailed program notes, the Magazine contains interviews, artist profiles, feature articles, and beautiful photography.

Seven different issues of the Ravinia Magazine will be published, each covering about two weeks of concerts. The distribution of each issue will be 135,000 for a season total of 945,000.



**SPYRL**

**Wednesday, May 2**  
Customer Appreciation Party



THE ART CENTER  
HIGHLAND PARK

**Friday, May 4**  
Art Awakening Spring Gala  
[TheArtCenterHP.org](http://TheArtCenterHP.org)



**PUP STRUT  
& EXPO**

**Saturday, May 5**  
K9 Pup Strut & Expo

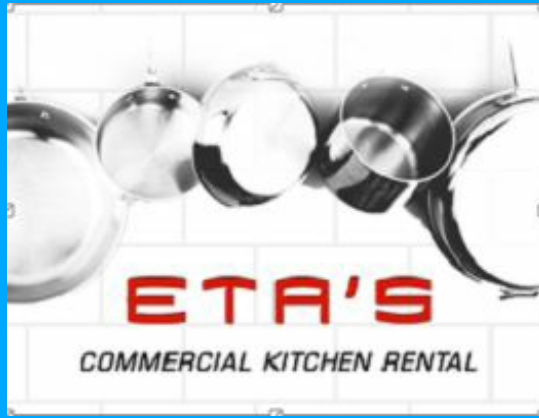


**Saturday, May 5**  
David Dallison & Friends

**Saturday, May 12**  
Class of '68  
[nortons-restaurant.com](http://nortons-restaurant.com)



**Saturday, May 5**  
Annual Fundraiser



Eta's Commercial Kitchen Rental is a fully equipped, commercially licensed, shared use kitchen located in Highland Park. The 2,400 square foot kitchen is available for rent by the hour or by the month.

More information at [etaskitchenrental.com](http://etaskitchenrental.com)

### SCORE SOCIAL MEDIA ASSISTANCE



SCORE and the City of Highland Park Business Development Office have developed **three one on one, no-cost options** to fit the needs of any Highland Park small business owner!

- Vanessa Cabrera, President, Your Social Media Mentor offers a free 30 Minute Power Coaching Session by telephone for email marketing and social media. Sessions are held on Tuesdays and Thursdays.
- Norbert Barszczewski, President, JpNetQuest offers 15 minutes by telephone to gain your needs, followed by a 45 minute on site working session at your place of business
- The New Media Department at the Highland Park Public Library offers one-on-one instruction on social media use. Library specialists will provide 30 to 60 minute sessions on use of any social media process.

Click [HERE](#) for more information

SCORE also offers free one-hour sessions "For the Life of Your Business" at the Highland Park Library on Tuesdays from 1 PM - 3 PM and Thursdays from 5 PM - 8 PM.



Sunday, May 13  
Mother's Day Brunch



Friday, May 18  
21st Annual Fundraising Gala



Kayak, Paddle Board & Learn To Sail Registration Open



New Businesses, Events & More  
[cityhpil.com/thingstodo](http://cityhpil.com/thingstodo)



Visit [downtownhp.com](http://downtownhp.com) for news on happenings in Downtown Highland Park

### SCORE Seminars



Monday, May 21  
Marketing With Video  
Brown Bag Lunch  
1-2:30 PM

Learn about the importance of video content and what changes in marketing small businesses can make to keep pace with competition.  
[hplibrary.org](http://hplibrary.org)



Thursday, May 3  
2018 Student Honor Dinner

The City of Highland Park's Business Development Manager Carolyn Hersch, is the City's main contact for the business community.  
[chersch@cityhpil.com](mailto:chersch@cityhpil.com)  
or 847.926.1027

## RESOURCE LINKS

<a href="#"><u>Business Directory</u></a>	<a href="#"><u>Available Commercial Space</u></a>
<a href="#"><u>Military Discounts</u></a>	<a href="#"><u>Establishing Your Business</u></a>
<a href="#"><u>City Code</u></a>	<a href="#"><u>Chamber of Commerce</u></a>
<a href="#"><u>Department of Commerce &amp; Economic Opportunity</u></a>	<a href="#"><u>U.S. Small Business Administration</u></a>
<a href="#"><u>Job Center of Lake County - Business Services</u></a>	<a href="#"><u>SCORE Business Mentoring and Workshops</u></a>



# City of Highland Park

*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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