



Highland Park Business Development

eNews



Halloween Festivities in Downtown Highland Park



Thursday, October 26
3:00 PM - 6:00 PM

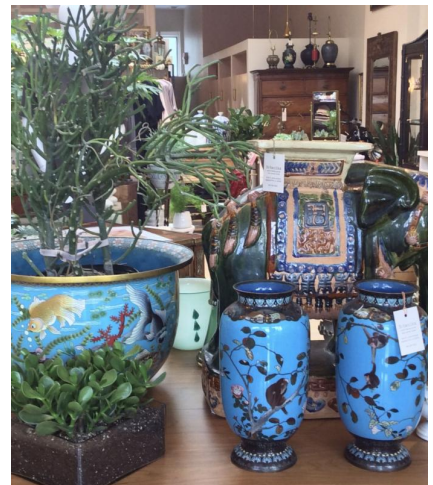
Renaissance Place and Port Clinton Management are hosting their annual Halloween festivities in Downtown Highland Park. Trick-or-treat store to store in the Downtown Candy Stroll. Pony rides, hayrides and live music from Cirrus Falcon at Port Clinton Square. Entertainment at Renaissance Place including stilt walkers, face painting, balloon artists and more.

Don't miss this fabulous free event!

October 18, 2017

Welcome to Highland Park's New Business

Wear in Good Health is now Botanika



1819 St. Johns Ave
847.508.3537

Vintage and antique furniture, accessories and jewelry, stylish clothing and unusual potted plants

Upcoming Events

NORTON'S
RESTAURANT

Saturday, October 21
Tony Ocean

Central Business District Holiday Lighting



The City is hosting its Annual Holiday Lighting Event in the Central Business District as a way to kick off the holiday shopping season and promote local businesses.

The event will be held on Saturday, November 18 with activities in Port Clinton Square from 3:00 - 5:00 PM.

Businesses can participate in the following ways:

- Volunteer to be a stop on the Scavenger Hunt (limited to those business located within walking distance of Port Clinton)
- Provide refreshments, treats, giveaways or a holiday display at your store during the event
- Donate a gift for the Scavenger Hunt Prize Package and Raffle
- Donate in-kind items for the event, such as heating lamps, hand warmers, glow sticks, etc.

All participating businesses will be recognized through promotion of the event, on printed material at the event and on the City website.

Scavenger Hunt participants and/or those offering activities at their stores will be included on a map for all event attendees.

Those donating raffle prizes or substantial activities or in-kind items will be recognized by the Mayor.

More than 300 are expected to attend the Holiday Lighting Ceremony.

If you would like to participate, please complete the [Holiday Lighting Participation Application](#) by Friday, November 3, 2017.

For questions contact Christina Earle
cearle@cityhphil.com or 847.926.1861

SCORE SOCIAL MEDIA ASSISTANCE

Saturday, October 29
David Dallison and Friends
nortons-restaurant.com



Wednesdays 7 AM - 1 PM
Through October 25
raviniafarmersmarket.org



Visit downtownhp.com
for news on happenings in
Downtown Highland Park

Chamber of Commerce



First Wednesday Connections

Wednesday, November 1
chamberhp.com

Member Mixer/After Hours

Tuesday, November 7
chamberhp.com

Small Business Workshops



**Start Strong
Business Boot Camp**



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

Tuesdays
 October 18 - November 8
 6:30 - 8:30 p.m.
[Information & Registration](#)

Introduction to Quickbooks
 Thursdays
 October 19 - November 8
 6:00 - 8:45 PM
[Information & Registration](#)

SCORE Seminars



Creating Your Value Statement/Elevator Speech

Monday, November 6, 2017
 12:00 PM
 If you can't explain your business in a few words, how will anyone know what your business really does. Stop struggling to describe the value statement for your business at networking events and meetings, and learn how to grab people's attention quickly.

Register at hplibrary.org

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

RESOURCE LINKS

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



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.

The City reserves the right to edit and/or filter submissions. No pricing information will be published.



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