



Highland Park Business Development

eNews



Congratulations to the Beautification and Business Recognition Award Recipients



The City of Highland Park Mayor's Beautification Awards are awarded annually to recognize local commercial businesses or commercial properties that have successfully integrated aesthetics that are consistent with the community brand through attractive landscaping, streetscape, signage, and window displays. The City of Highland Park (the City) recognized Sovereign Brands (1300 Old Skokie Road), Michael's Chicago Style Red Hots (1879 Second Street), and Highland Park Hospital (777 Park Avenue West) with the 2017 Mayor's Beautification Award.

November 1, 2017

Welcome to
Highland Park's
New Businesses



Nic + Zoe
653 Central Avenue
847.748.8489
nicandzoe.com
Women's Clothing



Fit2Ride Velo Studio
1440 Old Skokie Road
847.772.6618
fit2ridevelo.com
Bicycle Sales and Service



The Business Recognition Awards are awarded for longevity and service. Businesses are recognized by the City Council at their 50-year milestone and then every 25 years thereafter. The Volunteer Pool of Highland Park (2031 Sheridan Road) and Corvette City (3046 Skokie Valley Road) have been in Highland Park for 50 years, Zengeler Cleaners (2020 First Street) for 75 years and Mutual Ace Hardware and Rental (1393 Half Day Road) for 100 years. Each received the Mayor's Business Recognition Award.

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:

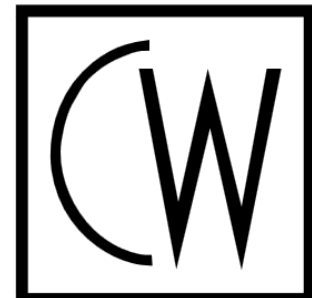
- Volunteer to be a stop on the Scavenger Hunt (limited to those business located within walking distance of Port Clinton)
- Provide refreshments, treats, giveaways or a holiday display at your store during the event
- Donate a gift for the Scavenger Hunt Prize Package and Raffle

Upcoming Events



Thursday, November 2

Tune Up Thursdays
November will focus on 'Tuning Up Your Fitness Style' with special collaborations by RoGaWear, Jewelry by Marina, Club Pilates, and Therapeutic Kneads.
shoppingposh.com



AYALA BAR

FALL/WINTER
THE ENTIRE 2017/2018 COLLECTION



Friday, November 3 -

Sunday, November 5

citywoods.com

NORTON'S
RESTAURANT

Saturday, November 4

Rocks Off

Saturday, November 11

Class of '68

nortons-restaurant.com

- 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@cityhpil.com or 847.926.1861

THERAPEUTIC
KNEADS[®]

Tuesday, December 5
Holiday Zen Night
wekneadyou.com



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

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

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.

Chamber of Commerce



Member Mixer/After Hours
Tuesday, November 7

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.*



[**Join Our Mailing List**](#)