

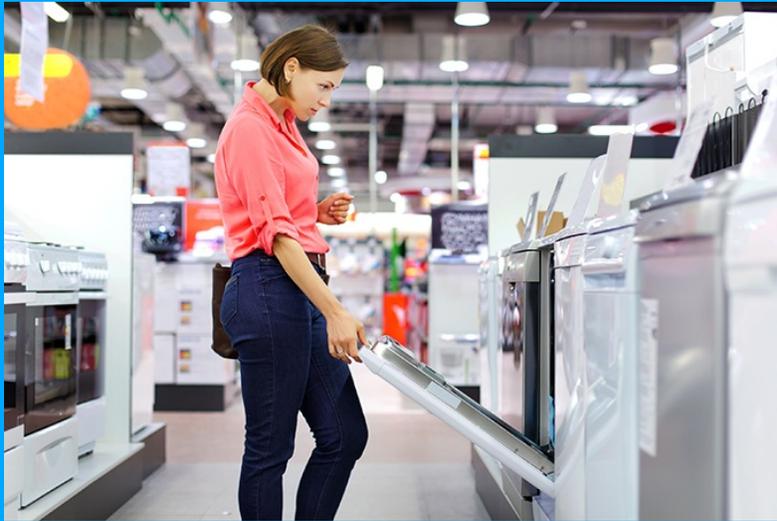


Highland Park Business Development

eNews



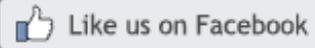
It's Cheaper To Shop In Physical Stores: Survey



Publish Date: December 01, 2016

Consumers can find better deals in brick-and-mortar stores than online, according to an ICSC study. Specific categories were significantly less expensive in-store. Beauty products and women's apparel, shoes and accessories offered an average cost savings of 7 percent across those categories. ICSC conducted research and reviewed several sources, comparing prices of goods online with prices in-store, studying 547 products across several categories at 124 stores nationwide in June. (Taxes and shipping costs were not factored into the pricing comparisons.) Women's clothing purchased in stores compares particularly well with the same items sold online. Overall, consumers would have saved as much as 9 percent by shopping in stores for the women's clothing featured in ICSC's study. Athletics wear was the cheapest subcategory, with items bought at physical stores costing some 19 percent less than those bought online. Within the beauty category, there was an average price savings of 6 percent for the items purchased in a

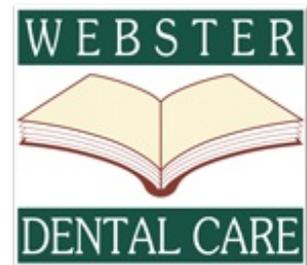
December 14, 2016



Welcome to
Highland Park's
New Business



Highland Park Millwork
1624 Deerfield Road
847.926.3535
hpmillwork.com
Window and Door
Replacement



**Webster Dental Care of
Highland Park**
2685 Waukegan Ave
(847) 432-1111
<http://webdentalchicago.com/>

Upcoming Events

store. Consumers saved 27 percent by purchasing lotions in-store rather than online. Women's accessories were also 5 percent less expensive in-store than online. Women's shoes, on average, were 7 percent less expensive in brick-and-mortar stores.

View the entire article at icis.org

Millennials prefer stores: Report



Publish Date: December 01, 2016

Millennials are glued to their tech devices, and this is changing the way they shop. Even so, 70 percent of Millennials still prefer to shop in a store instead of online, and that is unlikely to change dramatically in the future, according to a CBRE survey of 13,000 Millennials between the ages of 22 and 29 across 12 countries, including 2,000 in the U.S.

View the entire article at icsc.org

[Read the full report here](#)



Social media marketing is a staple of SCORE Chicago's North Area Seminars, however it's often difficult for small business



Saturday, December 17

David Dallison & Friends

nortons-restaurant.com



December 19 - 23

Kids Winter Break Camp

pulsehp.com

WORKSHOP

December 21 - 23

Holiday Craft Camps

workshophp.com



Saturday, December 31

New Years Eve Party

greenpandabar.com

SCORE Seminar

How to Choose and Buy the Right Franchise

Monday, Jan. 23, 2017

Presenter: Bob Strauss

This seminar provides an overview of franchising, and helps participants make informed decisions. It helps answer the questions of which type of franchises might be right for you and are you right for franchising?

Register at hplibrary.org

owners to immediately apply their learning, losing valuable knowledge and ability to optimize their use of social media. SCORE, the Highland Park Business Development Office, the Highland Park Chamber of Commerce, and the Highland Park Public Library, 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

RESOURCE LINKS

[Business Directory](#)

[Military Discounts](#)

[City Code](#)

[Department of Commerce & Economic Opportunity](#)

[Job center of Lake County - Business Services](#)

[Available Space](#)

[Establishing Your Business](#)

[Chamber of
Commerce](#)

[U.S. Small Business Administration](#)

[SCORE Business Mentoring and
Workshops](#)

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.



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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