

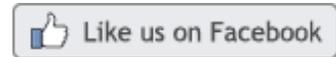


Highland Park Business Development

eNews



December 28, 2016



Americans prefer physical stores to online shopping: Pew survey



Welcome to Highland Park's New Business



Learning Community

Language Fellows

474 Central Avenue
847.780.4394

languaefellows.net

Publish Date: December 22, 2016

While eight-in-ten Americans have made an online purchase, 64 percent overall prefer shopping in physical stores, according to a survey by the Pew Research Center. Eighty-four percent of shoppers said it's important to be able to ask questions about what they're buying, and 78 percent said they need to try products in person.

Price remains an important consideration of whether they shop in-store or online, however: Sixty-five percent of Americans said they usually compare online versus store prices, choosing whichever option is cheapest.

Access to the Internet in stores and shopping centers is valued by customers: Seventy-four percent want to be able to read reviews by other customers, with 45 percent saying they have used cellphones to get information or prices on products.



North Shore Compassionate Care

1510 Old Deerfield
Suite 222
847.607.8381

Sign up for the City's Emergency Notification System



The City of Highland Park's Emergency Voice Notification System provides for a high-speed telephone communication service for emergency notifications. The system allows the Police Department to telephone the entire community or a targeted area in the event of an emergency. The system is capable of dialing thousands of phone number per hour and delivering a recorded message to a live person or an answering machine.

The City has used this system for alerts including boil order notifications, missing persons, evacuation notices, gas leaks or other emergencies where rapid notification is essential for public safety.

Listed Highland Park residential and business telephone numbers are automatically downloaded into the database. Residents or business owners with unlisted numbers should register.

Individuals with cell phones and/or work phones are also encouraged to register these numbers for emergency notification.

[REGISTER HERE](#)



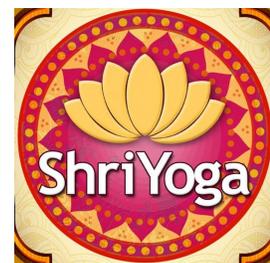
Social media marketing is a staple of SCORE Chicago's North Area Seminars, however it's often difficult for small business owners to immediately apply their learning, losing valuable knowledge and ability to optimize their use of social media. SCORE, the Highland Park Business Development Office, the 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



Pulse Fitness
1892 1st Street
847.807.9348
pulsehp.com

Upcoming Events



Saturday, December 31
New Years Eve Class
shriyogacenter.com



Saturday, December 31
New Years Eve Party
greenpandabar.com



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

SCORE Seminar

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

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

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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