



Highland Park Business Development

eNews

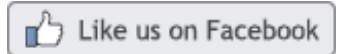


Congratulations to the 2016 Beautification and Business Recognition Award Recipients



Porsche Exchange and **Ravinia Festival** were honored by the City Council and the Business and Economic Development Commission as recipients of the 2016 Mayor's Beautification Award. The City of Highland Park Mayor's Beautification Awards are given 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.

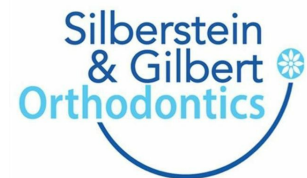
January 11, 2017



Welcome to Highland Park's New Businesses



Maeven Innovative Cosmetic Lounge
1866 Sheridan Road
Suite 212
847.780.3760
Microblading, Cosmetics,
Esthetics



Silberstein & Gilbert Orthodontics
1964 Sheridan Road
Suite 22
847.432.3038
silbortho.com



Bernardi Auto Service Center and Sheridan Auto Parts, were honored as recipients of the Mayor's Business Recognition Award for being in the Highland Park community for 50 years and providing excellence and innovation in business operations. Since 1965, both Bernardi Auto Service Center and Sheridan Auto Parts have been serving Highland Park and the North Shore with quality services at competitive prices.



**Wyatt Dowling
State Farm**

1907 2nd Street
847.432.9126

wyattismyagent.com

Upcoming Events



January 12 - 19

Spectacular January Sale

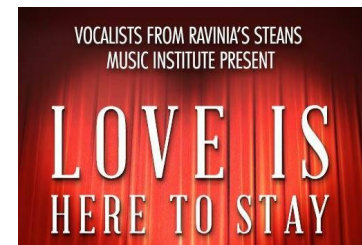
citywoods.com

Ravinia District Holiday Food Drive a Success



Ravinia District businesses in Highland Park recently hosted a successful holiday food drive in support of Moraine Township Food Pantry and helped make a dent in hunger in our community.

From November 7th to December 16th, an unprecedented 54 bags of groceries were collected along with cash donations by 15 participating establishments. Honorable mentions go to Baker Boys for collecting the most food and to Jeff Cohen Photography for running a clever promotion for a free pet sitting for anyone who brought a food donation.



Saturday, January 21

Bennett Gordon Hall

7:30 PM Gates Open

8:30 PM Concert Start

ravinia.org

Bluegrass

January 25 - February 28
Bluegrass Mardi Gras 2017

More info at Bluegrass on
[Facebook](#)



Saturday, January 28

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](#)



February 1 & February 14
Small Business Workshops
dept.clcillinois.edu



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

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



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 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](#)

[Available Space](#)

[Military Discounts](#)

[Establishing Your Business](#)

[City Code](#)

[Chamber of Commerce](#)

[Department of Commerce & Economic Opportunity](#)

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

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

[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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