



Hanover Park ^{USA}



START AND GROW YOUR BUSINESS

Need additional assistance?
Contact the Community and Economic
Development Department
(630) 823-5780 cdevelopment@hpil.org

Scan to access the digital
version of the guide



01

THE CONCEPT PHASE

- Fill out a business model canvas
- Write a business plan
- Find a location
- Open a business bank account
- Determine the best legal structure

02

BEFORE YOU OPEN

- Choose a name
- Obtain your FEIN and State Sales Tax Number
- Obtain your village business license
- If required, obtain a permit for any construction
- Join local business development organizations

03

OPEN YOUR BUSINESS

- Apply for a grand opening sign permit
- Find resources on the Village's website
- Join a Chamber of Commerce and organize a ribbon cutting
- Submit your business for the "spotlight" section of the Hi-Lighter

04

GROW YOUR BUSINESS

- Attend seminars and webinars to stay informed. The Village keeps a calendar with regular updates
- Get involved with professional organizations such as the Chambers of Commerce, the Women's Business Development Center, and the Education and Work Center

“Start and Grow Your Business” Guide

Welcome to the Village of Hanover Park - a diverse community of over 430 businesses that make us America's Global Village! This guide will provide you with an outline of the steps you should take to successfully open and grow your business.

If you have any questions, Staff is more than happy to help! We can provide efficient, confidential help with site selection, connection with area business resources, and information on permitting procedures and demographics. New businesses are also encouraged to join our two [Chambers of Commerce](#) and attend the Village's [Economic Development Committee \(EDC\)](#) meetings, both of which offer valuable resources for growing businesses.

Why Hanover Park

Hanover Park is a dynamic community of over 38,000 with a strong business environment, encompassing over 430 businesses and 5 million square feet of industrial development. Our central location in Chicago's northwest suburbs ensures retail expenditures of over \$500 million a year!

Additional Information:

- [Community Profile](#) - Learn more about the Village's demographic data and see why it's the perfect home for your business.
- [Development Updates](#) - This interactive map catalogues the development projects around Hanover Park, including those in the concept phase, under construction, or recently completed.
- [Getting to Hanover Park](#) - Hanover Park has a wide variety of transportation options, making it a great choice for business owners, employees, and customers.
- [Plans and Studies](#) - To meet Village-wide goals, Hanover Park has adopted plans that guide growth and development.
- [Major Employers](#) - Hanover Park has a large and diverse business community - and we'd like you to join! Learn more about our largest businesses on this page.

Step 1: The Concept Phase

Small Business Development Centers (SBDC)

Small Business Development Centers are a great resource for entrepreneurs at any stage of their business journey. These locally operated centers provide resources and advising to small businesses. Each nearby community college, [Harper College](#), [Elgin Community College](#), and [College of DuPage](#), has a SBDC that provides assistance to the local business community. If you need help with any part of this Guide, you schedule a free appointment at an SBDC. *Assistance is available in multiple languages.*

Business Model Canvas

Filling out a Business Model Canvas is an easy way to conceptualize your business goals before you begin crafting your business plan. This one-page document will outline nine critical aspects of starting a business - [click here to download a template](#). If you need assistance, feel free to reach out to the WBDC.

Business Plan

Before you can start the process of opening a new business, you should put together a business plan that articulates goals, business structure, and identity. This will be the guiding document that outlines the future of your business, including short- and long-term objectives. Business plans should include the following:

1. Executive summary: A concise overview that includes your business name and location, products/services offered, mission/vision statements, and the specific goal of the plan
2. Company description: A more general summary of who you are, your business history, and a list of short- and long-term goals
3. Products and services: Description on what you are offering and why your business is the best choice for consumers
4. Market analysis: Research on your industry sector that examines supply/demand, profit outlooks, and how your business can compete with others in the market.
5. Strategy and implementation: Your plans to market your product and build a customer base, including operating hours, prices/wages, and other operating processes
6. Organization: The structure of the business - outlining owners, partner, management, and other key players
7. Financial plan and projections: A financial analysis that should be done by a professional accountant after you complete the market analysis
8. Access to capital plan: A roadmap that determines how much up-front capital investment your business needs, why it needs it, and the funding sources.

To learn more, read the U.S. Small Business Administration's [guide on writing a business plan](#).

Find a Location

- Contact the Hanover Park Community and Economic Development Department for help finding a site (Phone: 630-823-5780 or Email: cdevelopment@hpil.org)
- The Village has an [online portal with available property listings](#).
- Before signing a lease, check the Zoning of your property to ensure your business is a permitted use. The [Zoning Code](#) lists which uses are permitted, prohibited, or require Special Use approval. You can also contact the Community and Economic Development staff with questions.
- Check your lease – make sure to fully understand the length of the term, payment schedule, and other conditions of your lease.

Banking and Financing

Having a business bank account is critical to managing your operations and ensuring everything is legally compliant. Separating personal and business bank accounts also makes it easier to properly analyze business performance. Plus, many banks offer extra benefits for small businesses - including special interest rates and even professional guidance. Hanover Park has a number of local banks that can help you open an account. Use this [link for a list of local banks](#).

Most businesses require some sort of financing to get started. Consider applying for [a loan backed by the Small Business Administration](#), which can offer lower rates than conventional loans. Some commercial loans may also offer special benefits to small businesses.

Legal Structure

A business structure refers to the type of legal entity a business is registered as. Each structure has unique regulations that have important legal and tax implications, so spend some time to find the structure that fits your business the best. Consider using a [local accountant](#) or a [local legal service](#) to find an expert who can help you make this decision. Various legal structures include:

- Sole proprietorship: Easy to form and a good starting point for small businesses with just one owner. Business and personal assets and liabilities are not separate, so you can be liable for any debts. As a result, you may find it difficult to get a loan from a bank. A good choice for a smaller, low-risk business.
- Partnership: Similar to sole proprietorship, but with two or more people. At least one partner will have full liability while other partners may have limited liability, in the case of debt or other obligations.
- LLC: Separates personal and business assets - so your savings accounts, house, etc. will not be at risk if there is a bankruptcy or lawsuit. That said, there are additional requirements, including self-employment tax contributions. A good choice for medium- to high-risk businesses.
- Corporation: Offer the greatest protection from personal liability and have the most room to grow and raise funds. However, corporations are complicated to manage and pay income tax on profits. There are several classifications, including C and S corporations. A good choice for large, high-risk businesses that plan on going public or being sold.

Step 2: Before You Open

Choose a Name

A successful business has a creative name that draws customers in. Be sure to use [the State of Illinois' LLC search tool](#) to see if there are any businesses with similar names.

Legal Requirements

Almost every level of government has requirements for businesses. Make sure your business is compliant with federal, state, and county requirements by learning more through the links below:

Assumed Business Name - Under state law, three classes of businesses are required to file assumed names with the local county clerk's office: sole proprietors, general partnerships, and professional services corporations. Contact the appropriate local county of the location of your business address for information on their process:

- Cook County Clerk - 312.443.5500 - www.cookcountyil.gov/
- DuPage County Clerk - 630.682.7035 - www.dupagecounty.gov/

Incorporate Your Business - If you incorporate or establish a limited partnership, you must register with the State of Illinois. If you would like to use a DBA (Doing Business As) or assumed business name in your signage, please be sure to register your assumed business name for your corporation with the Secretary of State.

- Illinois Secretary of State - 312.793.3380 - www.ilsos.gov/

Obtain Your Federal Identification Number - Corporations and Partnerships require Federal Employer Identification Numbers (FEIN). A Sole Proprietorship may be able to use its Social Security Number. You can obtain your FEIN at:

- o IRS Federal Taxpayer Service - 800.829.1040 - www.irs.gov/businesses

Obtain Your State Sales Tax Number - If you will engage in a type of retail sales business, you must have a sales tax number (either an Illinois Business Tax number or a Retailer’s Occupational Tax number). You can obtain your sales tax number at:

- o Illinois Department of Revenue - 800.732.8866 - tax.illinois.gov/businesses/registration.html

Village Business License

The Village of Hanover Park has a set of requirements for all businesses. Before you select a location, start construction, or open a new business, Village zoning, occupancy, and licensing requirements must be met.

Home-based businesses do not require a license, but the Village requires that the business maintain the residential character of the neighborhood. This includes being operated entirely within the building, not producing noticeable traffic, and not creating a nuisance, among other requirements.

Complete the [Business License Form](#) and submit to the Inspectional Services Division.

Zoning Approval. Complete the [Business Zoning and Occupancy Form](#) and submit it to the Inspectional Services Department. The business type must be a permitted use for the property. The business may need a Special Use Permit, Variances or both. Zoning approval from Community Development is required before a building permit or business license can be issued. If renovating or expanding an existing building or moving into a vacant building, check with the Community Development Department for specifics on the following requirements, which vary according to location and zoning:

- Parking
- Landscaping
- Signage
- Nonconforming Structures or Uses

Site Visit. Once zoning is approved, the Inspectional Services Department will contact you to schedule a “site visit” to conclude what tenant code deficiencies, if any, must be corrected before occupancy. Owner/applicant must be present during the “site visit”. Please note that correction to code deficiencies may require a building permit.

Water Account. Your water account will be set up through the Finance Department upon paying for your Business License fee. Please note that you must complete your Business License form and submit to the Inspectional Services Department before opening a water account.

Construction

If construction work is needed, you may need to [apply for a building permit](#). A Building Permit is required for:

- Demolition of structure	- Change in occupancy	- Signage changes	- Structural changes	- Water heater replacements
- New construction	- Remodeling work	- Re-roofing	- Excavation work	- HVAC installation
- Parking lot/driveway resurfacing	- Electrical work	- Plumbing work		

Check the [Better Business Bureau](#) or [Bartlett Area Chamber of Commerce](#) for a list of contractors.

An Occupancy Permit must be obtained prior to opening a new business, regardless of zoning district or business type.

Permanent Signs

Permits are required for all permanent signs, such as the ones listed below. You can learn more about sign requirements in the [Village's Sign Code](#).

- Wall
- Freestanding
- Window
- Awning
- Directional

Hiring

Looking to hire for your new business? Here are some local organizations that may help:

- [Hanover Park Job Board](#) - The Village of Hanover Park offers employers a free job board to post openings! Just fill out this simple form and we will advertise your vacancy.
- [Education and Work Center](#) - Conveniently located at 6704 Barrington Rd in Hanover Park, the EWC provides FREE ESL classes and training to develop marketable skills. The WorkNet Center helps with resumes & connects jobseekers with employment opportunities.
- [Skill Up DuPage](#) - Offers resources to DuPage residents looking to start or restart their careers. Individuals can be paired up with career coaches, plan their careers, and even get up to \$10,000 in assistance toward career training or education.
- [Elgin Community College](#) - Learn more about their [Corporate Training](#) program for training employees and their [Hire Spartans](#) program on hiring ECC students.
- [North Cook Job Center](#) - Established under the Workforce Investment Act, this resource offers training referrals, career counseling, job listings, and similar employment-related services. The North Cook Job Center also offers financial assistance to eligible individuals looking to further their careers by attending school or job training.

Identity and Digital Presence

- [Logo and Brand Identity](#) - To stand out in a sea of logos and mottos, think about how you want your business represented, and choose a logo, color scheme, and other parts of your 'brand identity'. Consider hiring a professional to put marketing materials together for you.
- [Website](#) - Having a digital presence is critical to all businesses. A website can help you connect with customers, advertise products/services, and even make e-commerce sales. There are plenty of free or low-cost website hosting services. Also consider the best social media platforms appropriate for your business (Facebook, Instagram, etc. are examples.)
- [Google Business Profile](#) - Google is often the first place new customers see your business, so be sure to claim your business on Google, and then add contact information, pictures, etc.
- [Digital presence](#) - It is important for businesses to maintain a strong digital presence- this includes having a website, social media accounts, and claiming your business on Google. There are many free or low-cost options to consider as you grow your brand.

Open for Business

Your Certificate of Occupancy and Business License will be issued once your final inspection is approved.

Step 3: Open Your Business

Ribbon Cuttings

Ribbon cuttings are a great opportunity to showcase your business opening. The Bartlett Area Chamber of Commerce will coordinate a ribbon cutting for your new business after you join the organization. The Village will publicize your business on various social media platforms as well.

Promote Your Business

- **Economic Development Committee (EDC)** - The Village has an EDC made of business owners that meet once a month to discuss how to help our business community. Meetings are held every 2nd Tuesday of the month and are open to all to attend. Committee members serve as ambassadors to businesses and provide feedback to the Village Board regarding regulations and hold networking and educational events for businesses.
- **Spotlight on Business** - Our bi-monthly newsletter, the Hi-Lighter, has a section devoted to spotlighting local businesses. If you'd like your business to be featured, let us know.
- **Bartlett Area Chamber of Commerce** - This active chamber contains well over 400 member businesses and holds dozens of events each year. Joining the Chamber of Commerce is a great way to increase the marketability of any business.
- **Northwest Hispanic Chamber of Commerce** - The Northwest Hispanic Chamber of Commerce encourages, promotes, and advances commerce, trade, business, finance, and professional interests within the Hispanic business community.
- **Poplar Creek Public Library** - Offers meeting spaces, access to databases, printers, software, and other tools for businesses. You can even schedule a one-on-one meeting with an expert to explore new possibilities for your business.
- **Schaumburg Township District Library** - Library resources and knowledgeable librarians can help you find information for analyzing market demographics, finding grants, writing a business plan, and much more. Learn more by visiting their the [Business Research Tools](#).
- **Corporate sponsorship** - A great opportunity for businesses to get involved with the community. There are several levels of partnerships, with different benefits. To learn more and apply, consult the [2024 Corporate Partnership Brochure](#).

Temporary Signs

In addition to permanent signs, temporary signs are a great way to promote your newly opened business. [Click here for a handout with a summary of temporary sign requirements](#). Below is a breakdown of some temporary signs you may consider:

Grand Opening Signs - New businesses are eligible for one grand opening sign per street face. The sign must be installed for no more than 30 days within 4 months of the date the business license was issued. The sign can be as large as 40 square feet in size and must be located on the same lot as the business. In addition, larger banners are allowed based upon how far the building sits from the property line.

Special Promotion Signs - A business may apply to display one special promotion sign up to 4 times, for a standalone business, or 3 times, for a shopping center business, every calendar year, limited to 10 consecutive days per permit per sign. Two ten-day periods may run consecutively, for a total of 20 days per permit per sign. If 3 or more businesses in a shopping center are displaying signs simultaneously, it is considered a shopping center wide event.

Window Signs - Window signs may cover up to half of each framed window.

Help Wanted Signs - A business is allowed to have no more than 1 double-faced sign advertising job opportunities on the property per street frontage at any one time. The maximum allowable size of the sign is 6 square feet per side in residential, historic, and limited office districts; up to 24 square feet per side in business districts; and up to 48 square feet per side in industrial districts. A special promotion sign is a temporary sign identifying a limited or unique activity, services, product, or sale of limited duration.

Prohibited Signs - Moving signs (such as 'Feather' signs), off-premise signs, inflatable signs, pole-mounted signs, and vehicle signs, are some of the signs not allowed. For a complete list of Prohibited Signs and Prohibited Placement of Signs, please see [Sec. 6-4. of the Municipal Code](#)

Permits are required for “grand opening” and “special promotion” signs.

If a permit is required, then the sign contractor or business owner must complete the following:

1. Complete permit application in person, or online.
2. Rendering or manufacturer's specification for the proposed sign indicating sign dimensions and location of installation.
3. On a survey, plan, or an aerial view, show the location of the sign in respect to the building structure and surrounding public way.
4. Grand Opening Sales signs require a \$100 cash bond to ensure removal when the permit expires.

Step 4: Grow Your Business

Organizations

Getting involved with professional organizations are a great way to grow your business. Not only will you learn from other successful businesses, but many organizations have resources that can help your business get to the next level. Here are some local organizations that are a great choice for new businesses looking to grow:

- o [Bartlett Area Chamber of Commerce](#) - This active chamber contains well over 200 businesses and members and boasts dozens of functions each year. Contact the Bartlett Area Chamber of Commerce by calling 630-830-0324 or by [visiting their website](#). The Bartlett Area Chamber of Commerce hosts ribbon-cuttings for new businesses - make sure to contact them before you open to schedule one!
- o [Northwest Hispanic Chamber of Commerce](#) - The Northwest Hispanic Chamber of Commerce encourages, promotes, and advances commerce, trade, business, finance, and professional interests within the Hispanic business community. [Visit their website](#) for more information about membership, resources, and networking.
- o [The Women's Business Development Center \(WBDC\)](#) - The WBDC provides services and programs to accelerate women's business ownership and strengthen the impact of women in the economy. They even host a virtual Starting a Business in Illinois workshop every month!

- [Education and Work Center](#) - Conveniently located in Hanover Park, the EWC provides classes and training for those looking to develop marketable skills. Their SkillNet Center connects job-seekers with meaningful employment opportunities.
- [Skill Up DuPage](#) - Offers resources to DuPage residents looking to start or restart their careers. Individuals can be paired up with career coaches, plan their careers, and even get up to \$10,000 in assistance toward career training or education. Employers can post job openings on their free job board.
- [Next Level NorthWest \(NLNW\)](#) – Offers confidential coaching and mentoring FREE of cost to Hanover Park businesses. Visit the [NLNW website](#) to learn more about this Business Accelerator Program and success stories from other businesses. Click [here to apply](#).

Seminars and Webinars

There are several pre-recorded and upcoming seminars and webinars that you can find, which you can watch online – or at your own convenience. Topics include:

- 10 Social Media Best Practices
- How to get your business online
- Avoid mistakes most business owners make
- Maximize your small marketing team
- Property Tax Assessment process
- ComEd and Solar Power programs

Check out [this regularly updated page](#) to see if there are any you may be interested in.

Stay Informed:

Other Business Resources that may help staying informed about what is happening in Hanover Park and also to network/grow your business:

1. We have a lot of [Business Resources](#) listed on our website hpil.org
2. **Hanover Park To-Go** – a new Facebook Group for restaurants and customers. Once you join, you can begin posting!
3. Subscribe to our **Business Matters newsletter**, which contains information specifically for our businesses. To sign up, go to <https://www.hpil.org/list.aspx?ListID=267>.
4. Here is a link to our [“Development Updates”](#) page that can keep you informed about recent and upcoming developments in town.

Important Contact Information

Local:

- Community & Economic Development – 630.823.5780
- Inspectional Services Department (permits and business licenses) - 630.823.5860
- Village Clerk's Office (liquor and tobacco licenses) - 630.823.5602
- Police - 630.823.5500
- Fire Department - 630.823.5800
- Finance Department (food and beverage taxes) - 630.823.5790

Other important information:

- J.U.L.I.E. (before you dig) - 800.892.0123 - www.illinois1call.com/
- Cook County - 312.443.5500 - www.cookcountyil.gov/
- DuPage County - 630.682.7000 - www.dupagecounty.gov/
- Hanover Township [Cook County] - 630.837.0301 - www.hanover-township.org/
- Schaumburg Township [Cook County] - 847.882.1929 - www.schaumburgtownship.org/
- Wayne Township [DuPage County] - 630.231.7141 - www.waynetwp-il.org/
- Bloomingdale Township [DuPage County] - 630.529.7715 - www.bloomingdaletownship.com/
- Metropolitan Water Reclamation District - 312.751.3250 - www.mwrd.org/
- Commonwealth Edison - 800.334.7661 - www.comed.com/
- Northern Illinois Gas (NICOR) - 847.490.8900 - www.nicorgas.com/

Small Business Assistance Sites:

- American Small Business Alliance - www.asballiance.com/
- Illinois Chamber of Commerce - www.ilchamber.org/
- National Association for the Self-Employed - www.nase.org/
- National Business Association - www.nationalbusiness.org/
- National Federation of Independent Business - www.nfib.com/
- National Foundation for Women Business Owners - www.nawbo.org/
- National Minority Business Council - www.nmbc.org/
- Small Business Administration - www.sba.gov/
- US Chamber of Commerce - www.uschamber.com/
- Women's Business Development Center (WBDC) - www.wbdc.org/

State of Illinois:

- Illinois Secretary of State - www.ilsos.gov/
- Department of Revenue - www.tax.illinois.gov/
- Department of Commerce and Economic Opportunity (DCEO) - www.dceo.illinois.gov/
- Illinois DCEO Small Business Information Center
- www.dceo.illinois.gov/smallbizassistance/beginhere.html

Federal:

- Department of Commerce - www.doc.gov
- Department of Labor - www.dol.gov
- Economic Development Administration - www.doc.gov/eda
- U.S. Census Bureau - www.census.gov
- Occupational Safety and Health Administration - www.osha.gov