

Dear Highland Business Association (HBA) Member,

As with each year for the past (35+), membership renewal is due for the Highland Business Association. We greatly appreciate your support and participation in the association, especially this year.

It's understandable that renewing this year may look differently for your business. The HBA Board, committee members, and community members have been working overtime in new and creative ways to support our local business community during these difficult times. We plan on continuing to work hard and be creative in 2021 to support and promote Highland Park area businesses as much as possible. In order to do that, we need your help by renewing your membership and getting involved by joining a committee. Options include Promotions, Membership, Governance & Policy, and Community Development.

At the HBA, our mission is to provide our members with the resources they need including meaningful support for your business during the COVID-19 environment, visibility in the community, and professional resources to help you build a more successful business. We are always mindful of our mission to ensure that Highland Park is a vibrant place to live, shop and do business.

As a local business community, we have stepped up, together, in amazing ways to impact businesses and support each other in unique ways. We'd like to highlight a few of the activities of the Highland Business Association over the last year:

- Rapid response and community mobilization during the civil unrest in our surrounding community. We served as a catalyst for communication, coordinator of volunteers to board businesses, and ensured our membership received up to date information regarding current events and community happenings.
- Lunch and Learns with Ryan Companies (Highland Bridge development), crime and safety with the Saint Paul Police Department, social media marketing with Travel Forward Consulting.
- Coordinated a refresh of our annual holiday decorations in Highland, culminating in the Celebrate Highland: Holiday of Hope 2020 campaign.
- Ongoing meetings and communication with Councilmember Chris Tolbert and State Representative Dave Pinto during the civil unrest and in the wake of Governor Walz's executive orders targeting restaurants and other businesses.
- Upcoming "Save Our Ward 3 Restaurants" campaign.
- Deliberative cancellation of Highland Fest 2020 ahead of COVID-19 to preserve the longevity and operational strength of the HBA.
- Collaboration with community partners such as the Highland District Council and Friends of Highland Arts to ensure business interests are represented in the community.
- Halloween in Highland event that brought over 500 participants to the Highland Village on Saturday, October 24th.

Renewing your membership will ensure you continue to experience value from efforts like those listed above and more. On behalf of the HBA Board, we would like to express our extra gratefulness and appreciation to members who are actively involved in committees. The HBA has one staff member who is paid a part-time wage and works well above expectations. Beyond that, the entirety of output is from members who volunteer their time and financial contributions (in addition to their membership dues) to support mission critical initiatives and the ongoing operations of the Highland Business Association.

You will be receiving an invoice via email (from Square) for the same rate you paid for your 2020 membership. If you have any questions, please reach out to HBA Executive Director James Farnsworth at jfarnsworth@highlandba.com. If you know of any local business owners who may be interested in joining the HBA, referrals are always welcomed and greatly appreciated. Please direct those inquiries towards James as well.

If you renew your membership by January 1st, 2021 you will receive a 10% off discount!

We are looking forward to a strong year ahead of business promotion, networking, and community building in Highland Park. Please don't hesitate to reach out anytime with your thoughts, ideas, or just to say hello!

In partnership,

Cassandra Wurscher

Highland Business Association President-Elect (beginning January 2021)

College Nannies, Sitters + Tutors

cwurscher@collegenannies.com

Craig Grossman

Highland Business Association Vice President-Elect (beginning January 2021)

Fleming Artists

craig@greenroommusicsource.com