

Dear Prospective Highland Business Association (HBA) Member,

As 2020 begins to wind down, we are launching our 2021 membership drive with an extreme amount of gratitude and appreciation in our hearts. This year has been filled with unprecedented challenges and difficulties, especially for our local business community. We are extraordinarily humbled to be able to work alongside such a resilient and community minded group of business owners here in the Highland Park area who consistently show up for each other and the community at large.

The mission of the Highland Business Association is to advocate for the success of our members by ensuring that Highland Park is a vibrant place to live, shop and do business. The HBA Board, committee members, and community members have been working overtime in new and creative ways to support our local business community. 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 considering a membership with us 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, coordination 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.

By purchasing a membership, we will ensure you experience value from our continued efforts in the areas of networking, promotions, community development, and advocacy. 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 contribution (in addition to their membership dues) to support mission critical initiatives and the ongoing operations of the Highland Business Association.

Our membership rates for new members for 2021 are as follows:

New regular business membership: \$400

Small non-profit organization (0-3 employees): \$150

Solopreneur/at-home business/Highland Park community member: \$75

- Benefits include:
 - Receive the members only email newsletter
 - Access to the “HBA Members Only” Facebook group
 - Opportunity to serve on a HBA committee or volunteer at an association event

Please visit <https://www.highlandba.com/join-today> to purchase your membership. If you have any questions, you can contact HBA Executive Director James Farnsworth at jfarnsworth@highlandba.com.

If you sign up for a 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,

Casandra 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