



Contact:
James Farnsworth
Highland Business Association
651-699-9042
jfarnsworth@highlandba.com

Highland Business Association Board of Directors Votes to Cancel Highland Fest 2020

On January 31st, 2020 at 12:00pm, a quorum of the Highland Business Association Board of Directors convened in a special meeting to discuss the future of Highland Fest 2020. As a business organization, we have been taking a closer look at all of our activities and our role in supporting the Highland Park business community. The mission of the Highland Business Association is as follows: *“The Highland Business Association is committed to promoting, representing and supporting the Highland Park business community. We advocate for the success of our members by ensuring that Highland Park is a vibrant place to live, shop and do business.”*

We are committed to ensuring that all of the programming we do aligns with our mission to promote, represent, and support the Highland Park business community. We strive to provide consistent and high quality educational, customer engagement, and networking opportunities to businesses that want to reach the Highland Park community. We also advocate for and support policies and practices that bolster our local business economy.

We are proud to organize promotional events like Breakfast with Santa/Holiday in Highland, Trick or Treat in Highland, and actively participate and partner in other events such as the Tour de Highland and Jazzed in Highland.

Every year for the past 35+ years, Highland Fest has been a labor of love organized by the Highland Business Association, our member businesses, and other volunteers and organizations from the community. It has grown from an art fair to a full fledged three day event with activities for all ages. It's an event that requires a large amount of financial and volunteer resources every year. As the board examined the increased anticipated expenditures such as the estimated police/security costs from the City of Saint Paul and the inability to receive Cultural STAR funds this year, relative to projected revenue, the decision was made to cancel Highland Fest as we work to continually align our activities with our mission and strategic priorities as an association. Significant increases in expenditures, alignment with mission, and staffing/operational concerns all led to this decision. The board felt that undergoing another Highland Fest would not only be a significant financial risk, but would also require the association not be able to prioritize direct service and delivering on expected member benefits.

We look forward to continuing our role of supporting and advocating for our member businesses and continuing to foster the relationship between businesses and residents in the Highland Park community. As many know, we are experiencing a significant level of private and public investment in our community and our goal is to continue to strengthen our association and foster a business environment that makes Highland Park a great place to shop, work, play, and live.