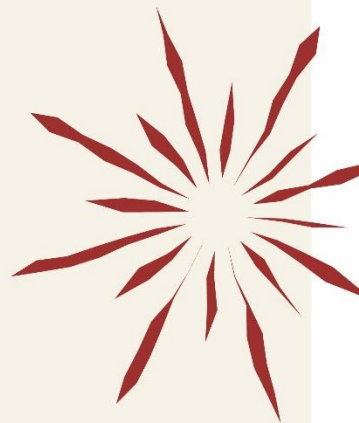
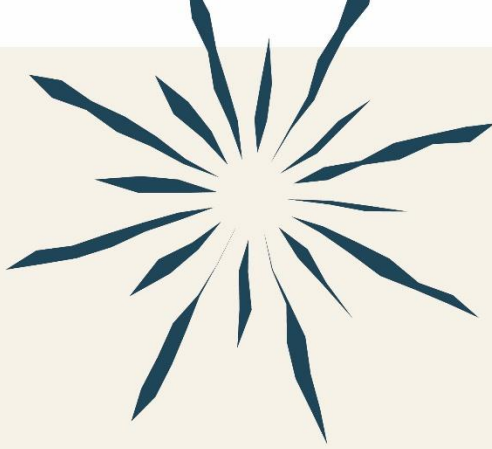


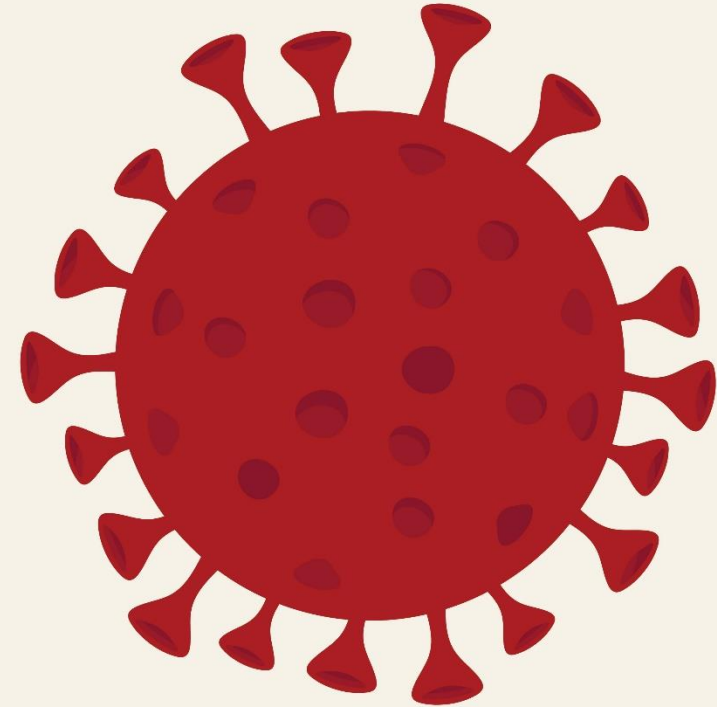
4th
of
july

HUNTINGTON BEACH 2020



TRADITIONAL 4th OF JULY CELEBRATION ACTIVITIES

- Cancelled activities:
 - » Festival at the Pier
 - » Fourth of July Run
 - » Fourth of July Fireworks Show
- Re-imagined activities:
 - » Fourth of July Parade
 - » Neighborhood celebrations



OPPORTUNITIES

- Ability to honor the day in a unique and memorable fashion.
- Keep the 4th of July spirit alive!
- Invoke neighborhood pride.
- Embrace nostalgic HB family atmosphere on the 4th of July.
- Continue the tradition of celebrating Independence Day in Huntington Beach.



CONCEPT

Huntington Beach 2020

HOME FRONT 4th OF JULY

A Neighborhood Celebration

#homefrontfourth

CONCEPTUAL PLAN

- Encourage at-home "front yard" 4th of July celebration.
- Modified neighborhood parade.
- Encourage responsible "safe and sane" firework use.
- Home decorating contest.
- Front yard floats contest.
- Marketing campaign - promotes safe at-home family celebration (includes social media campaigns).



HOME DECORATING CONTEST LOGISTICS

- Prizes for best neighborhood, nostalgic theme, float, and community favorite.
- Categories for the decorating contest will include:
 - » Best Store Front
 - » Historical Main Street Parade Route
 - » Best Use of Theme (Surf City Dreamin')
 - » Most Patriotic
 - » Most Creative (Homemade Front Yard Float)
 - » People's Choice
- Public can vote online (via social media engagement).



ONE-HB NEIGHBORHOOD PARADE

- Bringing the parade to the residents.
- Two routes moving south to north, consisting of two 15-car motorcades, HB-1.
- Approximately one mile within all HB residents.
- Ability for residents to track the parade.
- Between 8am–12pm.
- Honoring Veterans, local elected officials, high school seniors, and other notable community figures.



MARKETING PLAN

- Designing yard signs for community.
- Designing nostalgic poster concepts to promote "Homefront 4th."
- Social media campaign.
- Potential news media coverage of parade for home decorating winners, and 4th of July history in HB.



Thank You