



Looking Ahead: Key Projects for 2020-2021

Expanded In-House Digital Marketing

- Dedicated Instagram and Facebook accounts for HB Downtown and Surf City Nights (for when the event returns).
- Creation of HB Downtown style guide
- Consistent weekly cadence of posts
- Monthly newsletters
- Bi-monthly blogs

Main Street Outdoor Dining Program Management

- Administration of extended 2nd block closure
- Management of downtown design program

Families First Program

- Creation of family-focused programming during fall 2020 to support HB students and parents in the absence of on-campus education.
- Concepts could include Surf City Study, Open Air Art, Movie Nights, History Exhibits, and Children's Story-time.
- Emphasis on open-air locations.
- All concepts will follow exacting safety and distancing protocols.

Expanded Farmer's Market as a Phased Re-introduction of Surf City Nights

- Emphasis on adding new farmer's and unique food purveyors to the Tuesday night event.

Property Owner Communications and Forums

- Regular meetings to develop a unified vision of downtown.

Together, with local merchants, residents, and the City, we are situated to power through the global pandemic of 2020. The HB Downtown Business Improvement District continues to work hard behind the scenes to be a catalyst for a thriving and live-able downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun, and environmentally conscious.