



News Release

City Manager's Office

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Highland Village Business Association Launches “Experience Highland Village”

The Highland Village Business Association is launching an initiative designed to encourage visiting Highland Village to experience all the city has to offer. The “Experience Highland Village” campaign will support local businesses and engage with the community. The City is a “one-stop shop” for all customers with destinations for everyone. The new “Experience Highland Village” logo captures the essence of the campaign – the experience in Highland Village is the center of it all.

“We have long said ‘Highland Village has it all,’ and this campaign will be the avenue to connect our local community with the shops, restaurants and amenities found in our City,” stated Mayor Charlotte Wilcox. “I encourage everyone to follow the Experience Highland Village Facebook and Instagram accounts; you will be pleasantly surprised at what you can experience in Highland Village.”

The Experience Highland Village campaign will focus on using social media to generate engagement with residents and those living nearby to build a better understanding of the many opportunities within the City. There will be many experience opportunities through special promotions, contests, and photo sharing.

The Highland Village Business Association has partnered with BrandEra to develop, plan and initiate the campaign. The partnership began in early summer with a restaurant and business survey sent to Highland Village residents. The online survey was developed by BrandEra, reviewed by HVBA staff and deployed via email and the SpeakUpHV.com website platform. Over 1300 residents responded to the survey. The survey was followed by two focus groups; one for retail and one for restaurants. BrandEra presented the findings which launched the idea to create the hyper-local campaign, Experience Highland Village.

“We contracted with BrandEra to determine how the HVBA can best serve our businesses and our residents,” stated City Manager Michael Leavitt. “The HVBA is funded by the City and its mission has been to provide networking opportunities for our local business and connect them to local customers. The Experience Highland Village initiative is research-driven and developed by a company with a proven track record in marketing.”

Check out the Experience Highland Village Facebook page at <https://www.facebook.com/ExperienceHighlandVillage/> and Instagram at <https://www.instagram.com/experiencehighlandvillage/>

City of Highland Village

Highland Village is an upscale community on the shores of Lewisville Lake. One of the safest cities in north Texas, Highland Village is a highly educated, family-oriented community with an average household income of \$159,169. Highland Village enjoys a strong sense of community pride; residents are active, utilizing the many trails, parks, shopping and dining venues within the

city. Homes are lakefront, custom built with a \$286,000 average assessed value. Further information is available at highlandvillage.org

Highland Village Business Association

The Highland Village Business Association (HVBA) was established by the City in 1996 to support local businesses and encourage the community to shop in Highland Village. The HVBA holds numerous events throughout the year to bring business and community together. From luncheons to Community Coffees to Restaurant Week, the HVBA provides businesses with opportunities and resources to engage with the community. Further information is available at thehvba.com

BrandEra, Inc.

BrandEra, Inc. is an award-winning full-service marketing agency headquartered in Fort Worth, Texas. Founded in 2004, the agency specializes in marketing for municipalities, school districts, nonprofits and niche-driven enterprises. BrandEra has a proven record for empowering brands, driving consumer purchasing, building customer loyalty and producing marketing ROI for clients. For more information, visit www.branderamarketing.com