



# News Release

## CITY MANAGER'S OFFICE

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### ***City and The Shops at Highland Village Partner for Successful Concert in the Park(ing lot) Series***

Pivot. Adapt. Collaborate. All words used to describe how businesses are managing in this time of COVID-19 shutdowns and cancellations. These words are good descriptors of what the City of Highland Village and The Shops at Highland Village are doing with their partnership for Concerts in the Park(ing lot) events.

"In parks and recreation we look for ways to provide outdoor entertainment for the community. Our Concerts in the Park events were cancelled for safety reasons. Partnering with The Shops at Highland Village to provide a safe outdoor event was the solution," stated Andra Foreman, recreation manager for the city of Highland Village.

In July staff from the two organizations met to determine how they could collaborate together to bring a much needed outdoor activity to the community that would also benefit the restaurants and retailers that are struggling during COVID-19. A concert in the parking lot at The Shops at Highland Village with designated parking spaces to ensure social distancing was the answer.

We have partnered with The Shops for other events and the willingness to work together is always there. The marketing and communication team from the City created the logo and advertising. "The idea was to encourage families to check in and park about two hours before the concert so they could walk through The Shops to either eat at a restaurant or get food to go and have it at their car during the concert," stated Laurie Mullens, director of marketing and communication. And as they are walking through the center, they may stop at a retail store or learn about what is there for a subsequent shopping trip.

The first concert in August was nearly sold out so when it got closer to the September date many of the businesses in The Shops jumped in. Most notably, Tiff's Treats provided free boxes of cookies for every car. "Tiff's Treats has been providing warm cookie moments since 1999 and we are happy to still be doing just that over 20 years later. We take pride in giving back to the community, but we owe it all to them for accepting us with open arms. Through our business, we hope to provide a sense of hope, appreciation, and happiness," sated Blanca Orozco, DFW marketing coordinator. As each car checked in they were handed a box of cookies and the ability to scan a coupon for ½ off their next purchase.

"So many of the attendees were really surprised by the free box of cookies and very appreciative of the opportunity to get outside to enjoy live music," stated Virginia Tirey. Our businesses in the center have seen increased sales the nights of the concerts with many attendees choosing to purchase dinner or even sit on the patio of one of the restaurants close to the stage to enjoy the music.

The Concert in the Park(ing lot) will continue on October 23 with music from the 1990's performed by Topanga and on November 20 with jazz and Christmas classics by the Rosana Eckert Quartet.

Tickets are \$10 per car and must be purchased online before the event. Check out [hyparks.com/concerts](http://hyparks.com/concerts) for all the details.