

DOWNTOWN HILLSBORO PROMOTIONAL PLANNING

SEASON OF LOVE: January 1 – March 19, 2021

New Year's Day through when schools let out for Oregon Spring Break.

This resource is specifically created for business use rather than for the public. If you would like to suggest an event that should be included, please email info@downtownhillsboro.org with the title, date, and primary contact info.

CALENDAR OF EVENTS:

This includes holidays, events, and other activities that Downtown businesses should be aware of when planning out their own events, promotions, and staff schedules. These dates and others can also be found at www.downtownhillsboro.org/businesscalendar.

PANDEMIC: *All events that were anticipated to occur in 2021 are included, but those that will probably not occur this year because of the Governor's mandate or OHA recommendations are grayed out.*

JANUARY	
1st	New Year's Day
5th	Hillsboro Art Walk
18th	Martin Luther King Jr Day

FEBRUARY	
All	Black History Month
2nd	Hillsboro Art Walk
5th	Chocopalooza @ Collective Kitchen
6th-14th	Red Sale @ Le'Stuff Antique Mall
7th	Super Bowl Sunday
13th	Drink-entine @ various
14th	Valentine's Day/Oregon's Birthday
14th	B&B My Valentine @ Bag&Baggage^
15th	Presidents' Day

MARCH	
2nd	Hillsboro Art Walk
5th	Opening Night @ Bag&Baggage
13th	*St Patrick's Day Parade
17th	St Patrick's Day
22nd-26th	Oregon Spring Break
25th	Sandals & Sangria @ Gimres

Throughout the season:
Love on the Fence – City-wide (Age Celebration)

Potential events:
Grand-opening celebrations
Alfresco Valentine Dining

	Community events
	HDP events
	Business-hosted events
	Noteworthy dates & Holidays

**Street closure involved.*

^Virtual

Holidays are included as a reminder for days when you may have special hours or closures. It is recommended to go into your Google, Facebook, and Yelp profiles to update your hours for these dates.

Large business-hosted events are included as an opportunity to activate your business and take advantage of anticipated increases in pedestrian traffic Downtown.

PROMOTIONAL CAMPAIGN(S):

CONNECTED AT THE HEART CAMPAIGN

Timeframe: January-March

Overview: Health-safety messaging about being safe Downtown during the pandemic while love is shared between stakeholders.

Purpose: Remind the public that Downtown Hillsboro is a location that is safe to patronize during the pandemic. Call to action: Continue shopping local!

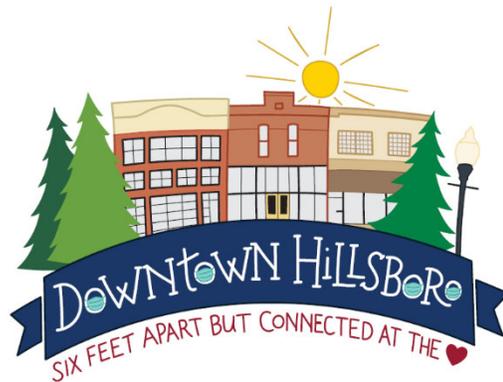
Messaging:

Six feet apart, but connected at the heart

Show your love for Downtown

Shopping local is good for your heart and your community

Dining local is good for your heart and your community



Components:

- Webpage(s)
- “Six feet apart” banner up at 2nd and Main
- “Six feet apart” signage up in commons
- “Downtown Hillsboro in masks” window clings/decals for businesses
- “Six feet apart” Smaller signage (posters and countertop) for businesses
- “I Love My Downtown” letter campaign
- “I Love My Downtown” coloring sheets
- Invitations to the public to participate in design activities
- Destination Downtown Newsletter
- Social media posts and boosts
- Pamplin paid advertisements (digital and print)

DESIGN ACTIVITIES

Beautification: Winter is a big clean-up season for the HDP Beautification staff and volunteers. They will be pruning, mulching, scrubbing, and cleaning.

Décor: Hearts will be the décor theme Downtown in 2021. HDP staff will be engaging volunteers to help create heart décor to “paint” the commons areas and underutilized spaces with pink and red. Snowflake lights will come down mid-February.

Engagement: Special dedication light post banners will go up mid-February through the end of March, as a fundraiser for Hillsboro Medical Center’s Cardiology Unit. Elizabeth Higgins is graciously donating her artwork for the project.

The Downtown Design Committee will also be piloting a project called “Filled with Love” where we involve artists and volunteers in helping creatively fill sidewalk cracks.