



2020 YEAR IN REVIEW



SPACE TO INNOVATE

LETTER FROM THE CEO

Well, what a year it was in 2020! We began the year full of excitement and anticipation as we celebrated our Annual Meeting and Downtown Awards at the new Mars Music Hall in January 2020. Little did we know that our next annual meeting would be entirely virtual because of this challenging pandemic.

Fortunately, our Downtown Huntsville businesses, members, and the DHI team were up to this challenge. Together we learned new ways to eat, drink, serve, and gather together. While it was sometimes awkward or uncomfortable, we didn't give in and didn't give up. Our Downtown community persevered and grew stronger in so many unexpected ways.

This year, we celebrate this perseverance and strength as we lean into a more hopeful 2021. We hope to re-gather and share new experiences together in our city center. We hope that innovative science and our collective effort will stifle this pandemic. We hope to see equity and equality to continue to grow in our city center.

I would like to personally thank the DHI Board, the DHI Team, and all of our Downtown community for rising to the challenges of 2020 and preparing for a more hopeful 2021!

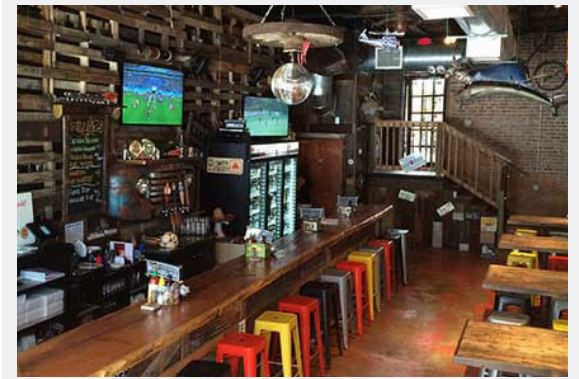
A handwritten signature in black ink that reads "CHAD". The letters are stylized and connected, with a large initial "C" and "H".

NOMINEES FOR DOWNTOWN NEW BUSINESS OF THE YEAR



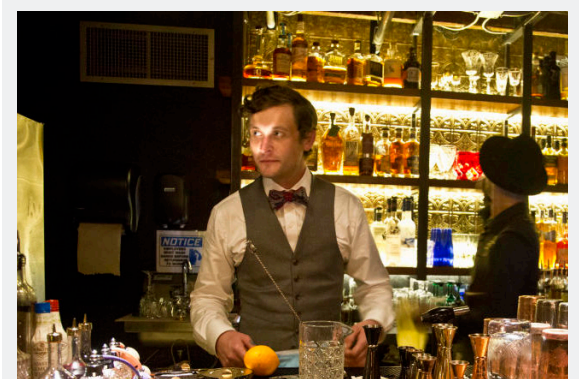
Stella's Elixir
Lounge

Jack Browns
Beer & Burger
Joint



Cookie Dough
Magic

Catacomb 435



Beezr

The Parliament

Canadian Bakin'



La Esquina
Cocina

Phat Sammy's



NOTABLE INITIATIVES IN 2020, DHI...

Hosted over
100

conference calls focusing on pandemic strategies for Downtown businesses.

Developed physically-distanced versions of popular downtown events. Hosting approximately

160

days of events in 2020.

Developed micro-grant initiatives, provided by Canvas, Inc., and gift card giveaways equaling almost

\$3k

to help assist local small businesses.

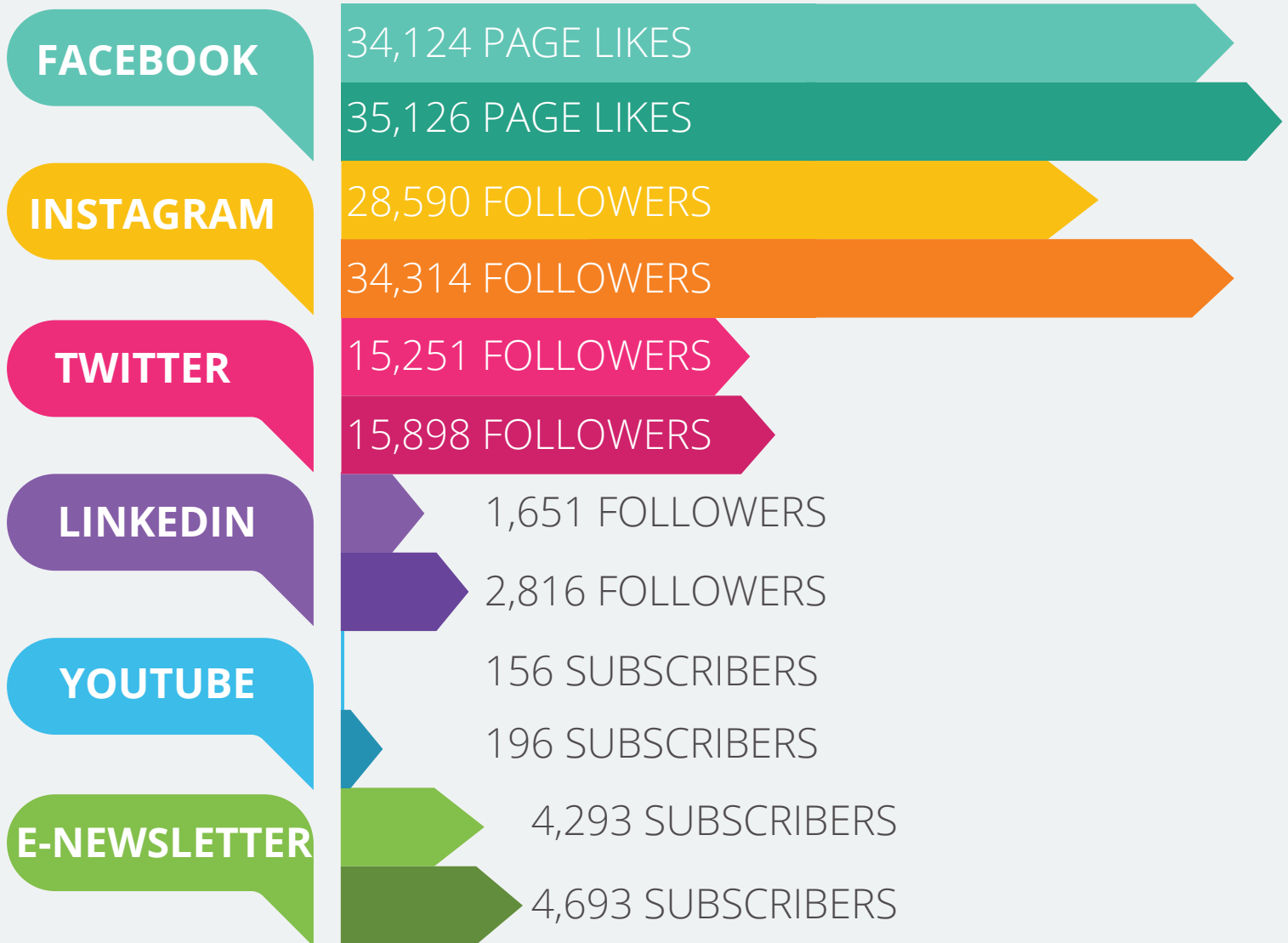
Featured over

50

Downtown businesses and organizations in DHI social media videos focusing on guest services and dining/shopping options during the pandemic restrictions.

SOCIAL MEDIA YEAR IN REVIEW 2020

GROWTH



CRAFT BEER TRAIL

526 NEW FOLLOWERS
6K ENGAGEMENTS
439 VIDEO VIEWS

CRAFT COFFEE TRAIL

1,315 NEW FOLLOWERS
3.4K ENGAGEMENTS
NEW INSTAGRAM ACCOUNT






TINSEL TRAIL

1,822 NEW FOLLOWERS
8.4K ENGAGEMENTS
462K REACH ON FACEBOOK

NOTABLE 2020 SUCCESSES FOR DHI SOCIAL MEDIA



Downtown Videos

In 2020, DHI partnered with several leading media firms on video series featuring Downtown Huntsville. DHI also internally produced several popular series. Highlights include:

-  Downtown Explorer (Partnership with Rocket City Digital): Weekly videos showcasing Downtown Huntsville's Parks
-  Downtown Huntsville's Craft Beer Trail Video (Partnership with Village Fox Media): New video showcasing the different stops along the trail and the brewing process from start to finish
-  Downtown Small Business Profiles: Continued this series with new format and engaging thumbnails (on YouTube alone this series has over 1,000 views)
-  IG Reels: Utilized the new IG Reels this year on DHI Instagram, Craft Coffee Trail Instagram, and Tinsel Trail's Instagram for a collective total of almost 80,000 views.
-  Alex Tries Life: Partnership with Alex Hendrix and her social media account, @alextrieslife, for IG Reels of our Craft Coffee Trail's Fall themed coffees and Holiday Shopping in Downtown. Collectively these IG Reels were viewed over 95,000 times.

Other Accomplishments

DHI also introduced several successful social media campaigns in 2020. Highlights include:

-  Craft Coffee Trail Instagram: Launched our Craft Coffee Trail Instagram in August of 2020 and in 5 months were able to obtain 999 followers
-  Historic House Contest: Our DHI Instagram hosted a Halloween House Contest and a Christmas Holiday House Contest. We asked our followers to vote on their favorite house decorations. These post each received an outstanding amount of engagement, making them both our top two post on Instagram this year