

Navasota Navigating COVID-19

By Madison Brooks
Marketing and
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Overview

CONTINUED EVENTS

CANCELLED EVENTS

COMMUNICATION

Freedom Festival

- Masks, gloves, and hand sanitizer provided to all guests
- Social distancing



FOURTH OF JULY
NAVASOTA FREEDOM FESTIVAL

SATURDAY, JULY 4TH, 2020
DOWNTOWN NAVASOTA

CITY OF NAVASOTA
FOUNDED 1854

Navasota Grimes County
Chamber of Commerce

The Examiner

| | |
|-------|----------------------------------|
| 11 AM | PARADE |
| 12 PM | FESTIVAL |
| 2 PM | CORNHOLE TOURNAMENT |
| 7 PM | BILL MOCK & THE HIGHWAY 105 BAND |
| 9 PM | FIREWORKS |

Come celebrate Independence Day in Downtown Navasota for a day full of fun for the whole family!

f.NAVASOTA FREEDOM FESTIVAL ★ NAVASOTAFREEDOMFESTIVAL.COM ★

CONTINUED EVENTS



**PROCLAMATION
BY THE
MAYOR OF THE CITY OF NAVASOTA, TEXAS**

WHEREAS, on July 2, 2020, Governor Greg Abbott issued a Proclamation amending Executive Order GA-28, and mandating that any outdoor gathering in excess of ten (10) people, other than those excepted by paragraph numbers 1, 2, or 4 of GA-28, is prohibited unless the Mayor approves of such gathering, and such approval can be made subject to certain conditions and restrictions not inconsistent with GA-28;

NOW THEREFORE, I, BERT MILLER, MAYOR OF THE CITY OF NAVASOTA, TEXAS, do hereby declare that, pursuant to Governor Abbott's Proclamation dated July 2, 2020, I approve of all outdoor gatherings in excess of ten (10) people within the City of Navasota. Citizens of the City of Navasota are free and permitted to have outdoor gatherings in excess of ten (10) people without any additional conditions or restrictions on the gatherings.

SIGNED THIS THE 7TH DAY OF JULY, 2020.

BERT MILLER, MAYOR

**Freedom
Festival**

Parade

- Changed direction to end in Downtown and support local businesses
- Participants lined up 10 feet apart
- Spectators socially distanced and wore face coverings when distancing was not possible



Eagle photo by Michael Miller



Eagle photo by Michael Miller



Eagle photo by Michael Miller



Eagle photo by Michael Miller

Freedom Festival

Live Music



12:30

Kickstart
Kids

Texas
105 Band

1:15



Jamie
Weston



3:00

Doc
West

4:45



Bill Mock &
the Highway
105 Band



7:00

*all local artists

Cornhole Tournament



- Participants were required to wear masks and gloves



Freedom Festival

Business Bingo

Vendors



CITY OF NAVASOTA'S
**FOURTH OF JULY
FESTIVAL**
BINGO

| | | | | |
|---------------------------|-----------------------------------|---|-------------------------------------|---------------------------------------|
| Muddy Water Bookstore | Selfie with a Downtown Vendor | Selfie with the Frank Hammer statue | Cruise Planners | Martin's Sweet Shop |
| Selfie at Willy 98.7 | Circle P | Picture in the 4141 Train | Wrapped In Grace | Klassy Korner |
| Classic Rock Coffee | Selfie with a Navasota mural | FREE | Paris Pink & Cowboy Blue | Stonecroft Marketplace |
| Computer Specialist | Revival Barbershop | Selfie with a Downtown Vendor | Picture with Navasota City Hall | Angie's Boutique |
| Cotton Oak | Picture at the C Force booth | Bluebonnet Vintage | Selfie at the Navasota Examiner | Selfie at the Chamber of Commerce |

Name:

Phone:

Zip Code:

Rules

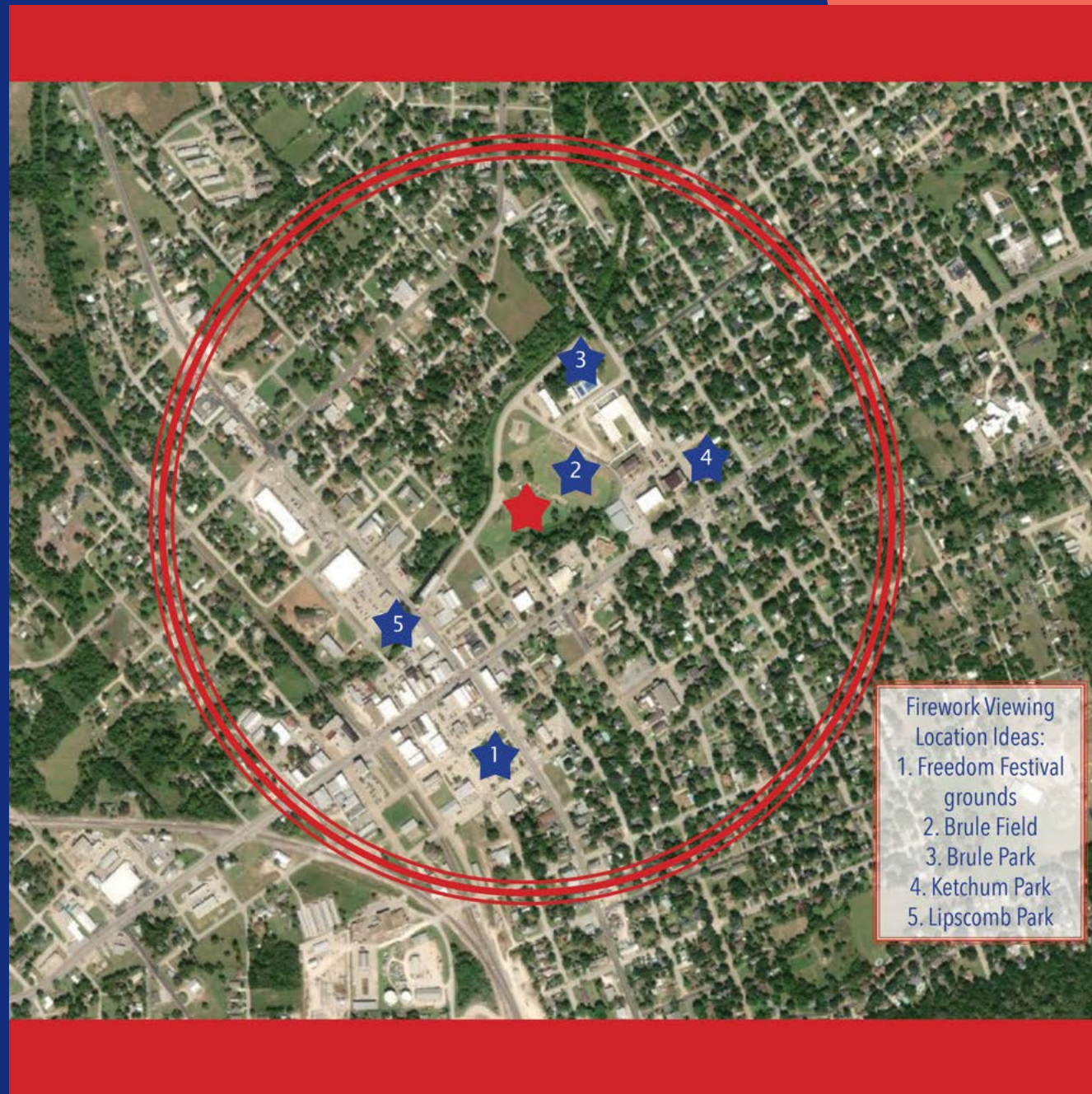
- Take a picture in all shops with a and have shop workers sign off/stamp card
- Provide pictures for Bingo Staff to sign off on other squares
- Turn in card (completed or not) by 6 PM to be entered to win one of the grand prizes!



- Vendor fee waived
- Exposure for local businesses not located in Downtown
- Booths spaced 10 feet apart
- Vendors provided with masks and gloves

Freedom Festival

Fireworks



- 1st time for city fireworks
- Sponsored by local businesses and City of Navasota
- Tallest fireworks to ensure the largest radius of visibility



Freedom Festival

Kid Fish



August 8, 2020



CONTINUED EVENTS

- Originally scheduled for May 2020
- Perfect opportunity to engage residents while social distancing
- Participants provided gloves and masks when unable to distance

Please practice social distancing at all times

Face coverings are highly encouraged



**Kid
Fish**

Home For The Holidays (Upcoming)



Home For The Holidays 2019:

- Ice Skating
- Bounce Houses
- Visit with Santa
- Vendors
- Lighted Parade
- Christmas Tree Lighting

CITY OF NAVASOTA PRESENTS

Home For The Holidays

Saturday, December 12, 2020

10 AM - 5 PM

Christmas shopping in Downtown Navasota with live music, holiday specials, free Christmas cookies and hot chocolate, and story book walk

6 PM

Lighted Christmas parade down Washington Avenue, followed by tree lighting at City Hall featuring the Navasota High School Choir



**Home For The
Holidays
(Upcoming)**

Treats On The Streets



Reasons for Cancelling:

- Crowds >3,000 previous years
- Too small of a proximity to allow for social distancing
- Not enough man power to enforce social distancing for crowd size

CANCELLED EVENTS

Grilling Stafford

- Questions submitted to local radio station and newspaper
- Weekly
- Also used to make announcements





Episode 18: August 8, 2020



Episode 17: July 30, 2020



Episode 16: July 23, 2020



Episode 15: July 16, 2020



Episode 14: July 9, 2020



- Streamed on Facebook, Youtube, Navasotatx.gov, and Shoplocalnavasota.com
- Added features such as 'Meet the Staff' and 'Question of the Week' to increase transparency and participation with viewers
- Currently making more than 2,000 impressions a week



Ricky Bush
Cooler than cool.



David Brown
#GrillingStafford is a brilliant idea. Kudos Navasota.



ShopLocalNavasota.com

support local businesses while social distancing



- Created in collaboration with Economic Development Specialist in response to COVID-19
- Source of information to eat, shop, and keep business local
- Texas Downtown Association Presidents Award Finalist

SHOP LOCAL NAVASOTA

HOW YOU CAN SUPPORT LOCAL BUSINESSES

WHILE PRACTICING SOCIAL DISTANCING

Shop Online

Order Take-Out

Engage on Social Media

Leave Reviews

Small businesses are the heart of our local community, and right now they need our support more than ever. There are many ways to show support for the local business community. Here is how you can support local businesses, even from the comfort of your home.

SHOP LOCAL

- [Click here](#) for a list of local retailers to see how you support local businesses while social distancing.
- [Click here](#) for a list of local service providers to see which companies are still providing services.



EAT LOCAL

- [Click here](#) for a list of restaurants and see which places offer curbside, take-out, and/or delivery!

ENGAGE ON SOCIAL MEDIA

- Check to see if your favorite local businesses are on Facebook, Twitter, and Instagram
- Comment, like, and share posts from your favorite local restaurants and businesses to help them reach potential new clients.



LEAVE REVIEWS

- Leave positive reviews! Now is a great time to leave kind words and reviews to show support of local businesses.

CLICK ON ONE OF THE PICTURES BELOW TO FIND OUT MORE INFORMATION ON SMALL BUSINESS ASSISTANCE PROGRAMS, COVID-19, AND MARKETING TIPS FOR LOCAL BUSINESS OWNERS



SMALL BUSINESS ASSISTANCE



COVID-19 INFORMATION



GRANTS



ONLINE MARKETING TIPS

NavasotaHomeForTheHolidays.com

- Created in collaboration with Economic Development Specialist and Navasota Grimes County Chamber of Commerce
- All holiday information including businesses hours of operation, location, and specials

