

City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Special Called Meeting of City Council

Mayor Jay Wagner
Council Member Britt Moore
Mayor Pro Tem Christopher Williams
Council Member Donald Scarborough
Council Member Jason Ewing
Council Member Jeffrey Golden
Council Member Monica Peters
Council Member Victor Jones
Council Member Wesley Hudson

Thursday, July 5, 2018

10:00 AM

Third Floor Lobby Conference Room

Roll Call, Prayer & Pledge of Allegiance

Regular Agenda Items

[2018-219](#)

High Point City Council Policy for Allocation of Occupancy Tax
Staff is requesting approval of the High Point City Council Policy for Allocation of Occupancy Tax. Allocation of \$250,000 per year for the next 20 years related to the Stadium Project.

[2018-199](#)

High Point Convention & Visitors Bureau - 2018-2019 Annual Budget/Contract
City Council is requested to consider the annual budget for the High Point Convention & Visitors Bureau (CVB) for FY 2018-2019 and authorize the City Manager to execute contract between the High Point Convention and Visitors Bureau for FY 2018-2019.

Sponsors: Committee of the Whole

Attachments: [4. CVB Annual Budget and Contract](#)

[2018-19 CVB Budget](#)

Laura Altizer, Senior Budget Analyst, advised that a copy of the 2018-2019 Annual Budget/Contract for the High Point Convention & Visitors Bureau has been provided to the City Council.

Committee Member Ewing noted the agreement that the CVB submitted with the budget was contradictory to the one that was adopted a month ago and sent back. He asked if this was the original submission or the revised submission. Deputy City Manager Randy McCaslin advised that it appears this is the agreement that was revised in accordance to the discussions that have taken place.

*Information regarding this item being referred, is located
under the "Consent Agenda" Heading.*

Adjournment

HIGH POINT CITY COUNCIL POLICY FOR ALLOCATION OF OCCUPANCY TAX

PURPOSE:

Allocation of \$250,000 per year, for the next 20 years related to the Stadium Project.

STATEMENT OF POLICY:

Pursuant to Senate Bill 148 [S.L. 1989-389] ("Enabling Legislation") Guilford County levies a 3% room occupancy and tourism development tax and remits 30% of the net proceeds to the City of High Point. The Enabling Legislation sets forth manner in which the City of High Point must allocate the funds received as follows:

"The City of High Point shall allocate 85% of its share of the net proceeds of the occupancy tax in a fiscal year for activities and programs promoting and encouraging travel and tourism. The City of High Point shall allocate the remaining 15% of its share of the occupancy tax proceeds in a fiscal year for specific tourist-related events or activities, such as arts or cultural events, or for promoting, improving, constructing, financing, or acquiring facilities or attractions that enhance the development of tourism."

In the past year, the City of High Point commenced construction of a multi-use sports and entertainment facility for use as the home venue for a minor league professional baseball team and additional development located in the Church Avenue and Pine Street area ("Stadium Project") with the purpose of encouraging economic development in the downtown core and to create new jobs, enhance the quality of life for its citizens and to enhance the development of tourism in the City. In support of the Stadium Project, and in accordance with the Enabling Legislation, the High Point City Council desires to establish a policy whereby a portion of the occupancy tax received by the City is allocated towards the promotion, improvement, construction and financing of the Stadium Project and to enhance the development of tourism in the City.

THEREFORE, THE HIGH POINT CITY COUNCIL does hereby establish a policy to be implemented by the City Manager to:

1. Allocate Two Hundred Fifty Thousand and 00/100 Dollars (\$250,000.00) of the Occupancy Tax proceeds annually for the next twenty years towards the promotion, improvement, construction, and financing related to the Stadium Project, and to enhance the development of tourism in the City; and
2. That all remaining Occupancy Tax funds:
 - a. Remain available for allocation in accordance with Section 6(b) of the Enabling Legislation; and
 - b. Shall remain subject to the optional contractual provisions of Section 8(a) of the Enabling Legislation.

This the _____ day of July, 2018.

Mayor Jay W. Wagner

ATTEST:

Lisa B. Vierling, City Clerk

APPROVED**High Point City Council****July 5, 2018****HIGH POINT CITY COUNCIL POLICY FOR ALLOCATION OF OCCUPANCY TAX****PURPOSE:**

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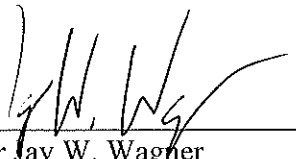
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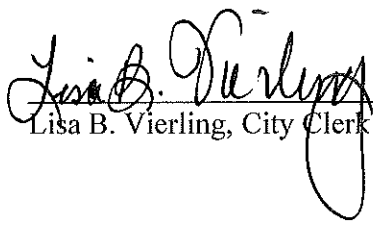
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This the 5th day of July, 2018.



Mayor Jay W. Wagner

ATTEST:



Lisa B. Vierling, City Clerk

