



City of High Point

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

Meeting Agenda Special Called Meeting

Cyril Jefferson, Mayor
Michael Holmes, Mayor Pro Tempore (Ward 6),
Britt W. Moore (At Large), Amanda Cook (At Large), Vickie M.
McKiver (Ward 1), Tyrone Johnson (Ward 2), Monica L. Peters
(Ward 3), Dr. Patrick Harman (Ward 4), and Tim Andrew (Ward 5)

Wednesday, May 22, 2024

4:00 PM

3rd Floor Conference Room

CALL TO ORDER, ROLL CALL

ADOPT AGENDA

PRESENTATION OF ITEMS

[2024-203](#) Presentation of Fiscal Year 2024-25 Budget - Downtown High Point, Inc.
Staff from Downtown High Point, Inc. will present information on the Fiscal Year 2024-2025 budget.

Attachments: [Presentation of FY 2024-25 Budget - Downtown High Point Inc.](#)

[2024-204](#) Presentation of Fiscal Year 2024-25 Budget - Visit High Point
Staff from Visit High Point will present information on the Fiscal Year 2024-2025 budget.

Attachments: [Presentation of FY 2024-25 Budget - Visit High Point](#)

[2024-205](#) Presentation of Fiscal Year 2024-2025 Budget - Market Authority
Staff from the Market Authority will present information on the Fiscal Year 2024-25 budget.

Attachments: [Presentation of FY 2024-25 Budget - Market Authority](#)

[2024-206](#) FY 2024-25 Proposed Budget - City of High Point
To continue discussion on the City of High Point proposed Fiscal Year 2024-2025 budget.

Attachments: [FY 2024-25 Proposed Budget - City of High Point](#)

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation of FY 2024-25 Budget – Visit High Point	
FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: May 22, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE: Staff from the Visit High Point will present information on the FY 2024-25 budget.

BACKGROUND: As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2024-25 Annual Budget, the City Council will hear a presentation regarding Visit High Point's FY 2024-25 Annual Budget.

The Visit High Point budget/contract will then be considered by the City Council as part of the budget adoption package at the City Council meeting scheduled for Monday, June 3, 2024.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: None



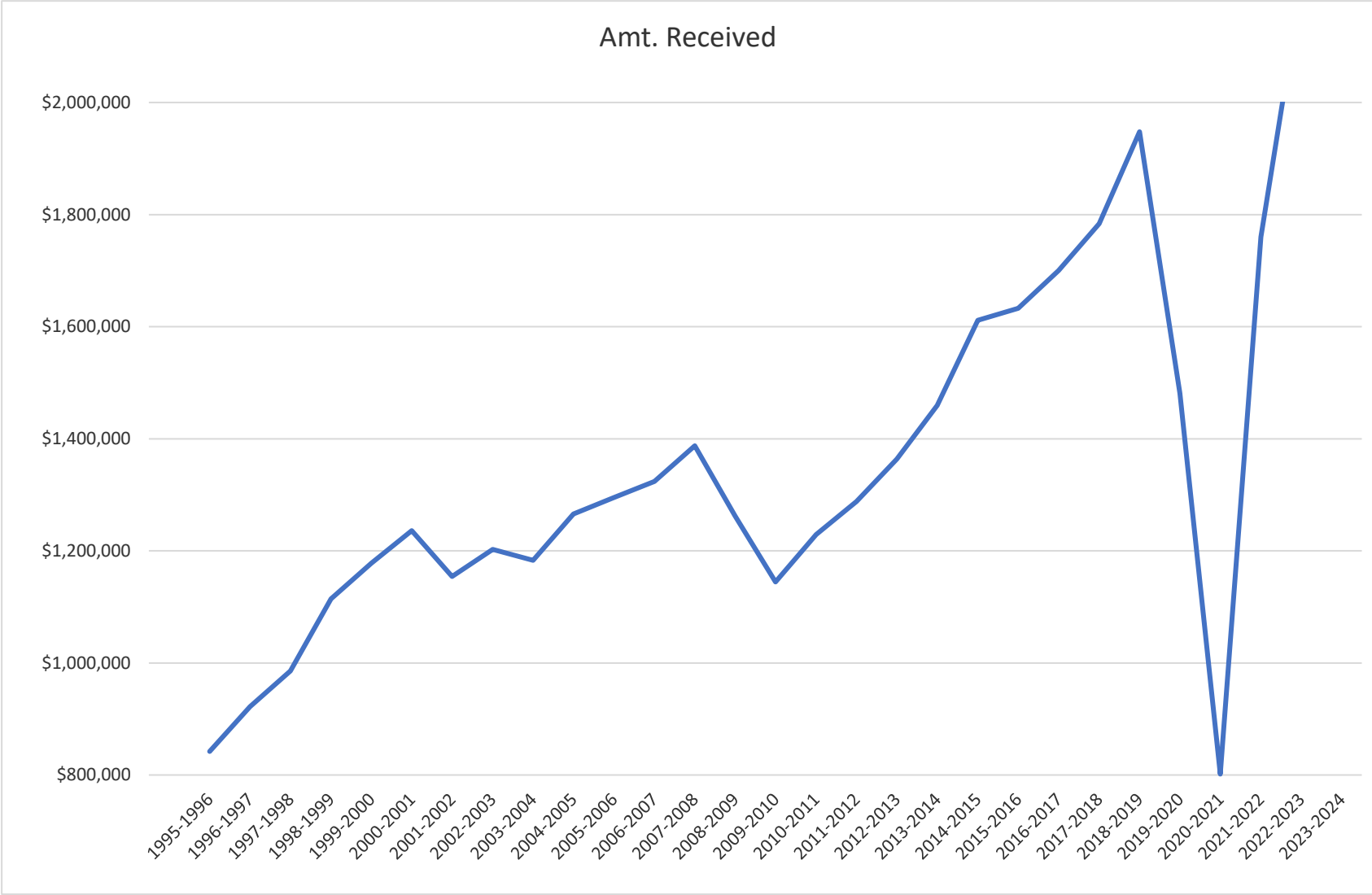
VISIT
HIGH POINT
BUDGET
PRESENTATION
FY 24-25



OCCUPANCY TAX OVERVIEW

FISCAL YEAR 1995-1996 THROUGH 2023-2024

<u>Year</u>	<u>Amt.</u>	<u>Percent</u>
<u>Received</u>	<u>Received</u>	<u>Change</u>
1995-1996	\$841,948	
1996-1997	\$921,966	10%
1997-1998	\$985,875	7%
1998-1999	\$1,114,350	13%
1999-2000	\$1,177,983	6%
2000-2001	\$1,236,237	5%
2001-2002	\$1,154,254	-7%
2002-2003	\$1,202,844	4%
2003-2004	\$1,183,343	-2%
2004-2005	\$1,265,800	7%
2005-2006	\$1,295,255	2%
2006-2007	\$1,323,815	2%
2007-2008	\$1,387,756	5%
2008-2009	\$1,262,331	-9%
2009-2010	\$1,144,395	-9%
2010-2011	\$1,229,044	7%
2011-2012	\$1,288,229	5%
2012-2013	\$1,364,008	6%
2013-2014	\$1,459,650	7%
2014-2015	\$1,611,560	10%
2015-2016	\$1,633,085	1%
2016-2017	\$1,700,538	4%
2017-2018	\$1,784,149	5%
2018-2019	\$1,947,861	9%
2019-2020	\$1,480,812	-24%
2020-2021	\$801,644	-46%
2021-2022	\$1,760,030	120%
2022-2023	\$2,208,450	25%
2023-2024	\$2,225,797	1%





Visit High Point Budget Amendment FY 23-24

<u>No.</u>	<u>ITEM</u>	<u>FY 23-24</u>	<u>FY 23-24</u>	<u>FY 23-24</u>	<u>FY 23-24</u>
		<u>Budget</u>	<u>Budget</u>	<u>Amt Change</u>	
		<u>APPROVED</u>	<u>AMENDED</u>	<u>from Amended</u>	<u>% Change</u>
			<u>3/20/24</u>	<u>FY 23-24</u>	
<u>INCOME</u>					
<u>OCCUPANCY TAX COLLECTION</u>					
4101.0	Transient Occupancy Tax	2,212,440	2,279,186	66,746	3

Admin
-5%

Operations
-5%

Direct Group
Bookings
+3%

Tourism
Promotion
+3%

Events
Development
-48%

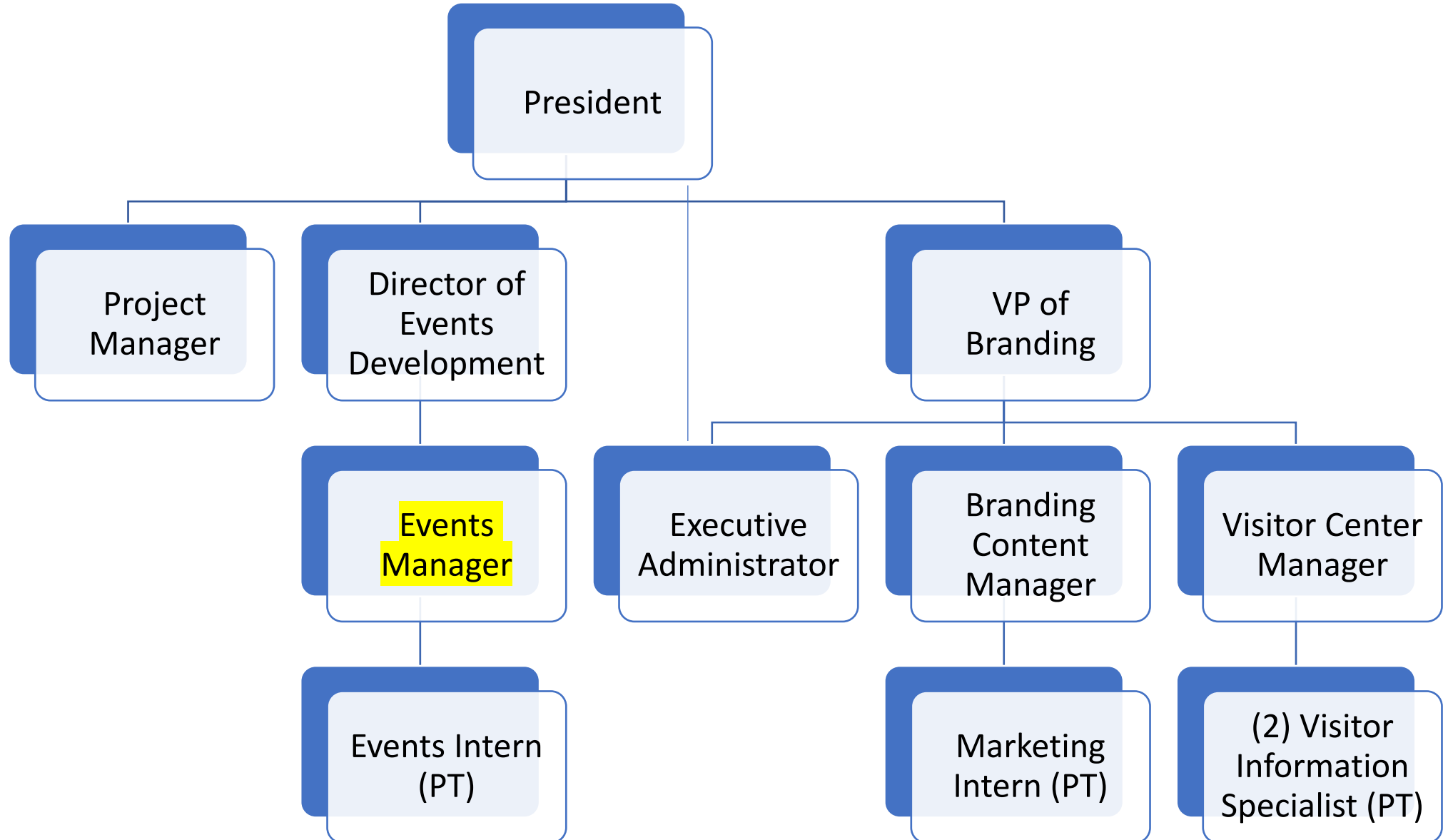
Reserve
+129,500



Budget FY 24-25 Revenue

<u>Acct #</u>	<u>Line Item</u>	<u>Fy 23-24 Budget</u>	<u>Actual Amended Budget 23-24</u>	<u>FY 24-25 Budget</u>	<u>Diff Budget vs. Actual</u>	<u>% change FY 23-24</u>	
4101	Occupancy Tax	2,212,440	2,279,186.00	2,300,000.00	20,814.00	0.91	
4102	Interest Income	33,187	35,000.00	15,000.00	(20,000.00)	(57.14)	
4104	Building Rental Income	41,600	23,600.00	62,100.00	38,500.00	163.14	
4105	Income from Reserve	0	1,052,300.00	-	(1,052,300.00)	(100.00)	
4106	Sponsorship earmarked for DRIVE HP Foundation	30,000	30,000.00	30,000.00	-	-	
4107	Regional Preferred Members	500	2,250.00	2,250.00	-	-	
4108	Reserved Sponsorship (Dest Dev Grants)	0	50,000.00	-	(50,000.00)	(100.00)	
4109	Grants - ARPA Funds			200,000.00			
4110	Equipment/Furnishings Rental	0	-	10,200.00	10,200.00	-	
4111	Events Revenue			160,000.00	160,000.00	-	
	Total Revenue	2,317,727	3,472,336.00	2,779,550.00	(892,786.00)	(93.09)	
		Occ Tax 4% over original budget FY 23-24					
		Occ Tax less than 1% inc over amended budget FY 23-25					
		Total budget revenue is 13% over original budget last year and 16% over the amended budget					

ORGANIZATIONAL STRATEGY



Visit High Point Budget FY 24-25

- Operational Expenses will increase 18% and makes up 18% of the budget
 - Will be moving at the end of the year with new lease rate for last six months of fiscal year
 - Anticipate more professional fees in conjunction with the move
 - More Janitorial Costs with move
 - More IT and Telephone Expenses with move
 - Travel Expenses have increased as two trips are planned through Destinations International
 - Enhancements to staff training towards CDME and Professional Development



Visit High Point Budget FY 24-25

Direct Booking Expenses remain flat

- Event Booking Incentives
- Logo items (service giveaways)
- Partnership with HP Market Authority
- Resident Sentiment Survey
- Media Assessment in partnership with Visit NC
- Autism Travel Video and Influencer Campaign



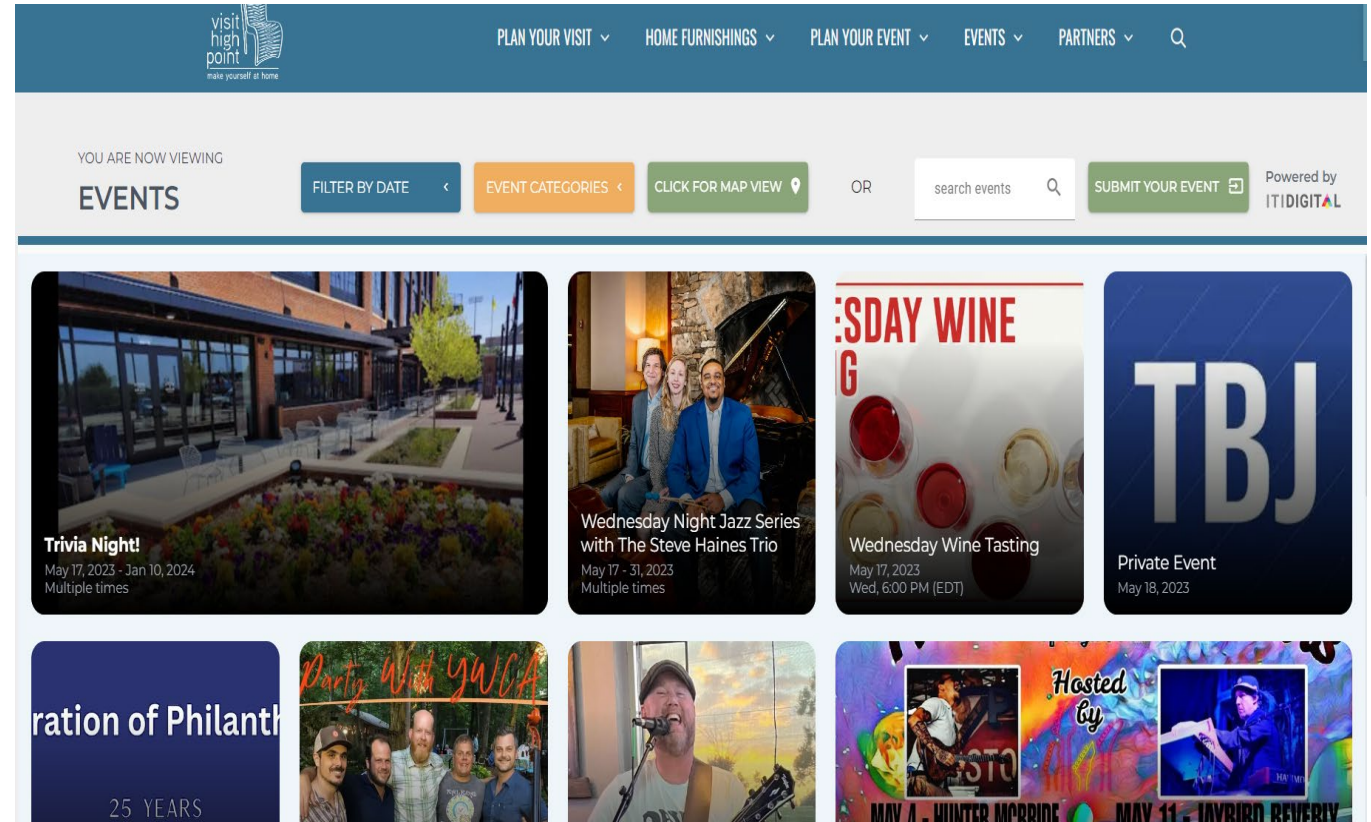


Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Earned Media, Paid Media, and Owned Media

- Enhanced Marketing Contract with Vendor
- Enhanced Contract for Photography and B-roll
- New Social Media Contract with Local Partner
- Continued Earned Media Contract with Vendor
- Events Calendar
- Newsletter Mgt
- Online Presence
 - Visit High Point
 - Live In High Point
 - Related Social Media
 - Facebook
 - LinkedIn
 - Instagram
 - Reels
- * New Website Refresh for Visit High Point and Live in High Point





Visit High Point Budget FY 24-25

- Tourism Promotion Expenses Increased by 21%



- Advertising
 - Promotions on PBS channel through Side by Side and NC Weekend
 - Our State Magazine for Spring and Fall
 - Business NC
 - Direct target of consumer furniture shopping in Mid-Atlantic and Southeastern US
 - Direct targets for Coltrane Festival Promotion
 - Advertising in the Relocation Guide
 - Advertising in the Newcomers Guide
 - USA Go Escapes Travel Guide
 - NC Travel Guide
 - Visit NC Co-Ops
 - Opportunities Certified Autism Destination Marketing
 - WFDD for Arts and Cultural related opportunities

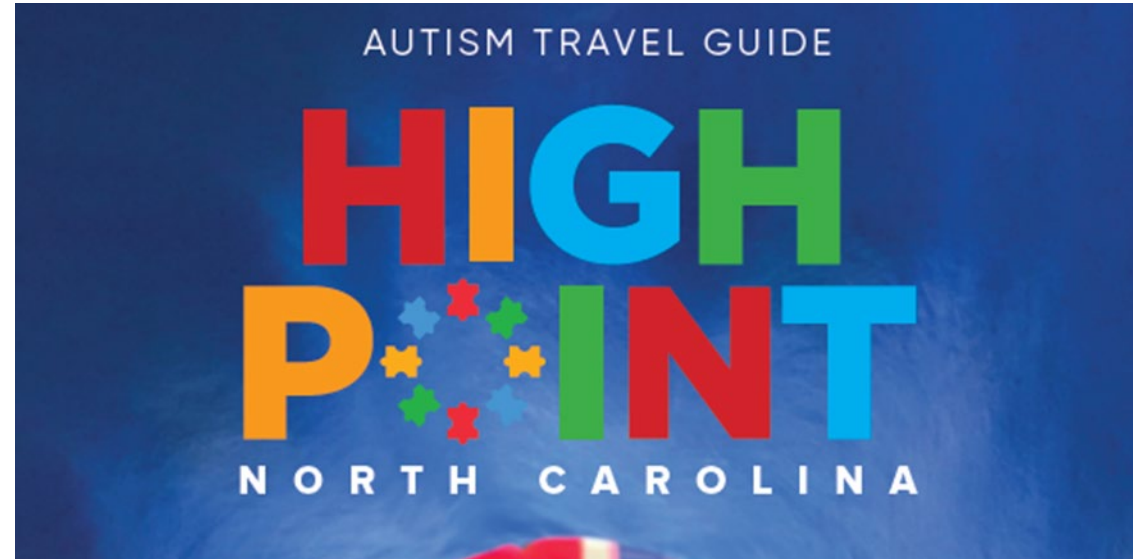


Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Printed Collateral

- Destination Guide
- Restaurant Tent Cards for Event Calendar Promos
- Home Furnishings and Design Guide
- African American Heritage Guide
- Downtown Rack Cards
- Autism Travel Guide





Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Scheduled VIP Tours and FAM Tours

- 4 VIP Tour for the Year
- 1 FAM for HR Professionals in partnership with HPVI
- National Travel and Tourism Week

*Immersive Experience Plan





Visit High Point Budget FY 24-25

Events Development Expenses Increased by 98%

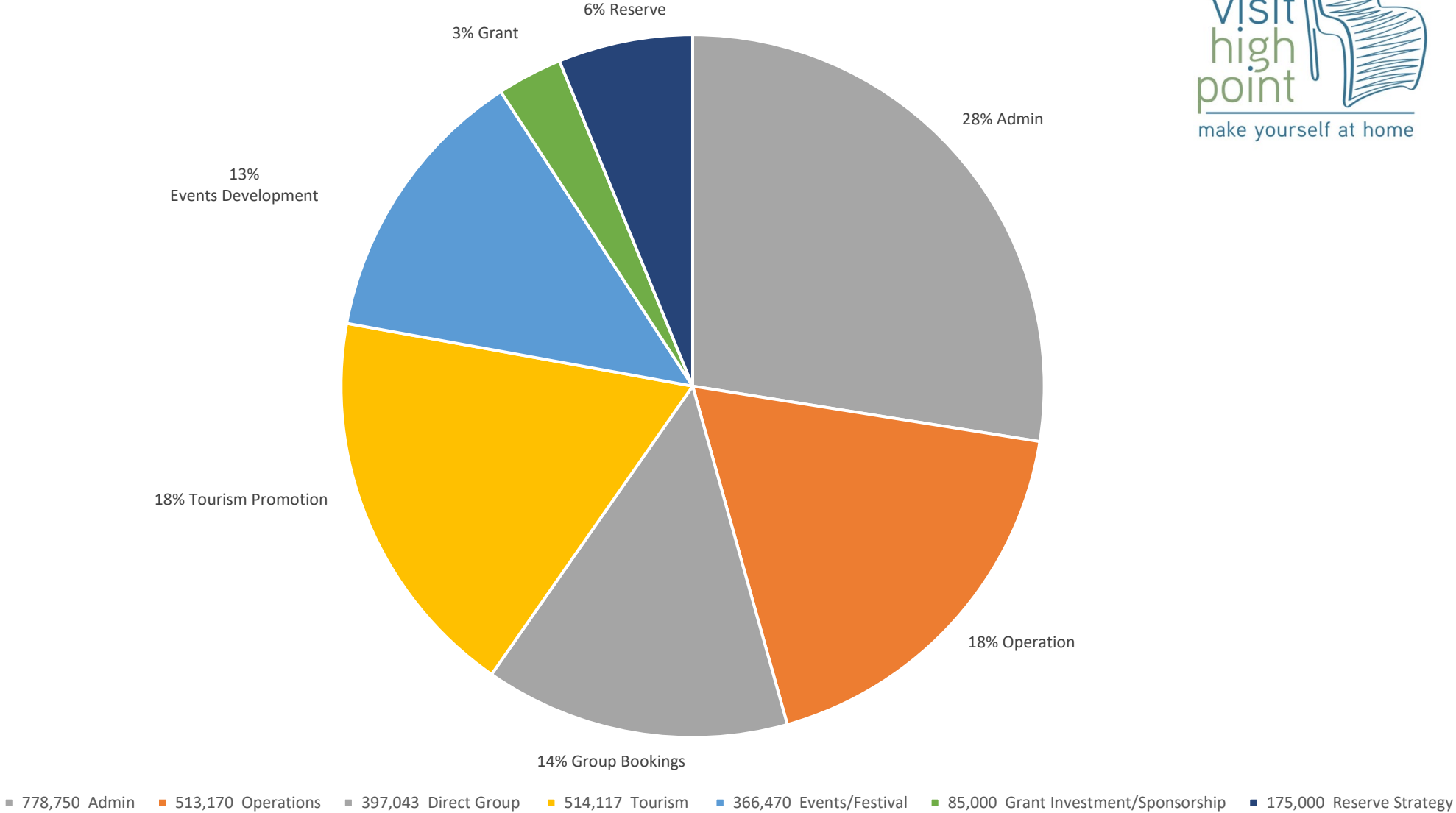
\$185,094 to \$366,470

Event Promotion and Development

- Assistant with Festival Development and Mgt.
- Implement Downtown Experiences
- Winter Experience in Downtown
- Social Saturdays
- Event Planning Tools
- Volunteer Management
- Capacity Mgt through paid interns
- Professional Development
- Coltrane Festival Support managed through VHP
- *Dog Agility, International Food Festival, Concert Series with IHeart Radio



Visit High Point Budget Allocation by Percentage



CITY OF HIGH POINT

AGENDA ITEM



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FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: May 22, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE: Staff from Downtown High Point, Inc. will present information on the FY 2024-25 budget.

BACKGROUND: As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2024-25 Annual Budget, the City Council will hear a presentation regarding Downtown High Point, Inc.'s FY 2024-25 Annual Budget.

City funding for Downtown High Point, Inc. will be considered by the City Council as part of the budget adoption package at the City Council meeting scheduled for Monday, June 3, 2024.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: None



FORWARD HIGH POINT

Year in Review



COMPLETION OF STRATEGIC
PLAN



CREATED TWO NEW EVENTS



ENGAGED NEW
DEVELOPMENT TEAM FOR
SHOWPLACE



PARTNERSHIPS!



STRATEGIC PLAN



Four Goals

- Downtown focused marketing
- Business development, recruitment and retention
- Placemaking
- Clean and Safe



Projects & Partnerships

- Partnerships for Downtown Business Owners/Partners (Business Development)
- Social Saturday & Carolina Core Brews Fest (Placemaking, Marketing, & Business Development)
- Partnerships with High Point Police Department (Clean & Safe)
- Showplace West/One Plaza Center (Business Development)
- Main Street Properties (Business Development)
- Possible future project: Creation of Small Business Downtown Grant

A group of people are seated in a large, industrial-style room with a high ceiling and exposed metal beams. They are facing a woman who is standing at the front of the room, likely presenting. The room has white brick walls and large windows. The text "DOWNTOWN BUSINESS OWNERS/PARTNERS MEETING" is overlaid in large white letters.

DOWNTOWN BUSINESS OWNERS/PARTNERS MEETING

20-40 in Attendance
Monthly updates



SOCIAL SATURDAY

HIGH POINT, NC

JUNE 1ST
4pm - 10pm

FOOD, FUN, & SHOPPING
+ STORE & DRINK SPECIALS



TROLLEY STOPS
AT PARTICIPATING BUSINESSES

visit
high
point
make yourself at home

DOWNTOWN
HIGH POINT
INC.



SOCIAL SATURDAY

14-17 Locations
Participating

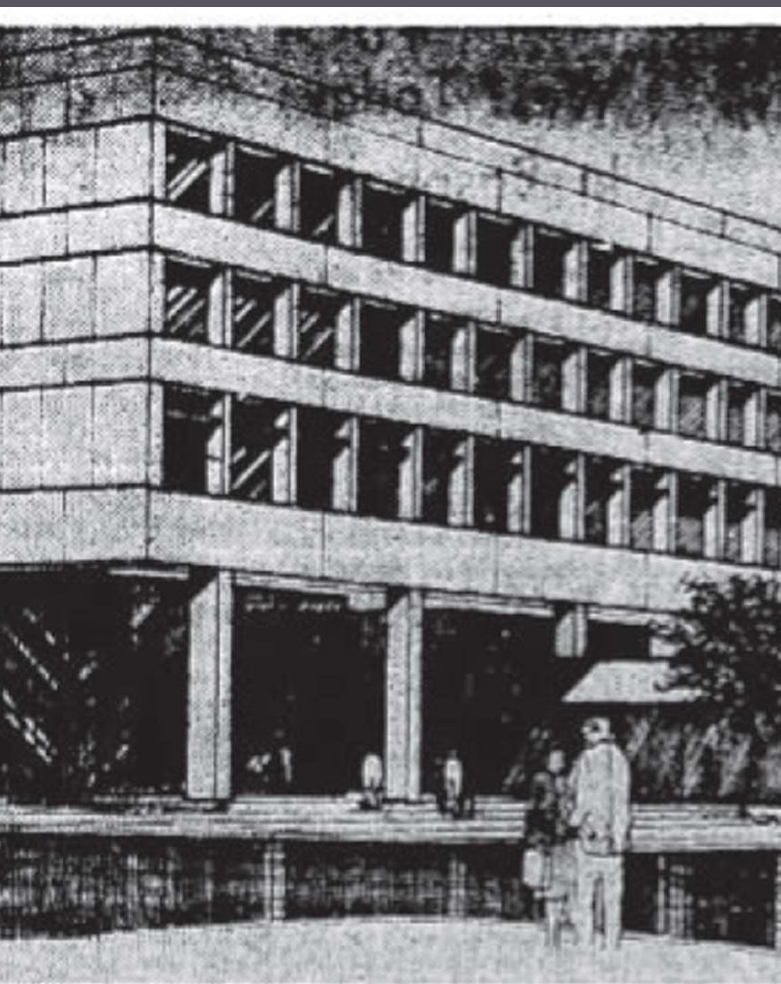
Growing every month! Over
200 trolley riders in May!

A person is pouring beer from a can into a small glass. The glass has a logo that says "SIMON". In the foreground, there is a large metal bucket filled with ice and several beer cans. The background is a blurred festival scene with lights and people.

CAROLINA CORE BREWS FEST

1.6K Attendees

35 Breweries



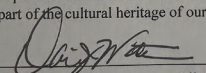
ARCHITECT'S DRAWING OF LATEST PLANS FOR ELWOOD ST



State of North Carolina
Department of Natural and
Cultural Resources
Office of Archives and History

This is to certify that the
**ONE PLAZA CENTER
HIGH POINT
GUILFORD COUNTY**
has been entered in
THE NATIONAL REGISTER OF HISTORIC PLACES
by the
United State Department of the Interior
upon nomination by the State Historic Preservation Officer under
provisions of the National Historic Preservation Act of 1966 (P.L. 89-665).

The National Register is a list of properties "significant in American history, architecture, archaeology, and culture – a comprehensive index of the significant physical evidences of our national patrimony." Properties listed therein deserve to be preserved by their owners as a part of the cultural heritage of our nation.



State Historic Preservation Officer
Office of Archives and History
April 10, 2024

Date Entered

SHOWPLACE
WEST/ONE
PLAZA CENTER

2024-2025 PROPOSED BUDGET

				TOTAL	DIFF YTD	TOTAL BUDGET
				BUDGET	BUDGET	2024-2025
				2023-2024		
Income						
	City Appropriation			\$250,000.00	50,000	\$250,000.00
	County Appropriation			\$40,000.00	0	\$40,000.00
	Art Project			\$0.00	0	\$0.00
	Brews Fest			\$0.00	5,000	\$5,000.00
	Interest Income			\$0.00	0	\$0.00
					0	
Total Income				\$290,000.00	55,000	\$295,000

2024-2025 Revenues

2024-2025 Expenses

Expense				2023-2024	Variance	2024-2025
	Staff Expenses			\$148,600.00	42,600	\$191,200.00
	Office Operation			\$61,850.00	1,250	\$63,100.00
	Program Expenses					
		Brews Fest		\$20,000.00	(7,500)	\$12,500.00
		Social Media Mgt		\$12,000.00	1,200	\$13,200.00
		Website Maintenance & Upkeep		\$4,500.00	500	\$5,000.00
		Marketing/Sponsorships		\$3,000.00	7,000	\$10,000.00
		Downtown Grant Funds		\$0.00	0	\$0.00
		Design & Physical Impvmt		\$5,000.00	(5,000)	\$0.00
		Project Funds		\$35,050.00	(35,050)	\$0.00
	Total Program Expense			\$79,550.00	(38,850)	\$40,700.00
	Total Expenses			\$290,000.00	\$5,000.00	\$295,000.00

THANK YOU

Rebekah McGee

Forward High Point

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation of FY 2024-25 Budget – Market Authority	
FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: May 22, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE: Staff from the Market Authority will present information on the FY 2024-25 budget.

BACKGROUND: As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2024-25 Annual Budget, the City Council will hear a presentation regarding the Market Authority's FY 2024-25 Annual Budget.

The Market Authority budget/contract will then be considered by the City Council as part of the budget adoption package at the City Council meeting scheduled for Monday, June 3, 2024.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: None





City of High Point Budget Review

HPMKTTM
Authority

HPMA Areas of Focus

- Cultivating new buyer targets
- Ensuring a frictionless guest experience
- Long range technology improvements that are customer focused
- Nourishing the next generation of home furnishings professionals



Revenue

FY23-24 Budget \$8,785,472

FY23-24 Forecast \$13,480,472

Includes infrastructure dollars, DEI funds, and NCDOC increase

FY24-25 Budget \$14,050,472

Includes infrastructure dollars



Revenue Analysis

Local 20%

State 49%

Industry 31%

Percentages exclude the non-recurring infrastructure dollars.



Expenses

FY23-24 Budget \$8,782,000

FY23-24 Forecast \$11,435,492

FY24-25 Budget \$14,043,300



Expense Analysis

Expense	FY23-24 Budget	FY24-25 Budget
Administration	\$827,800	\$815,800
Transportation	\$2,051,800	\$2,144,300
Registration	\$1,076,800	\$1,087,100
Marketing	\$3,171,800	\$3,100,800
Guest Services	\$1,653,800	\$1,895,300

Expense Highlights

- No increase in staff but realign expenses in departments based on scope of work.
- Change in registration contractor results in different cost centers and distribution of expenses.
- Continuing with one night of national act concert each Market.

The budget periods for non-recurring are different from the period of expenditures outlined in the grant agreements. This will result in significant revenue in one fiscal year and significant expenses in a subsequent year.



Questions?

CITY OF HIGH POINT

AGENDA ITEM



TITLE: FY 2024-25 Proposed Budget – City of High Point	
FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: May 22, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: None	

PURPOSE: To continue discussion on the City of High Point proposed FY 2024-25 budget.

BACKGROUND: Staff will provide information on the City of High Point proposed FY 2024-25 budget.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: None

