

City of High Point

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



Meeting Agenda

Tuesday, February 11, 2020

3:00 PM

3rd Floor Lobby Conference Room, #302

Special Called Meeting of City Council

Jay Wagner, Mayor

Christopher Williams, Mayor Pro Tem

Michael Holmes

Wesley Hudson

Cyril Jefferson

Tyrone Johnson

Victor Jones

Britt Moore

Monica Peters

CALL TO ORDER

PRESENTATION OF ITEMS

- 2020-58** Departmental Operational Reviews from the following Departments:
Library, Theatre, Communications & Public Engagement, Human
Relations, and Fleet
Staff is requested to give Departmental Operational Reviews from the
following Departments:
- a) Library
 - b) Theatre
 - c) Communications & Public Engagement
 - d) Human Relations
 - e) Fleet

ADJOURNMENT

City of
HIGH POINT
NORTH CAROLINA

FLEET SERVICES

Gary Smith | Fleet Services Director

Agenda

- Introduction
- Mission / Vision
- Background
- Customers
- Facility / Hours
- Staff
- Fleet Overview
- Services / Service Procedure
- Fuel
- Fleet Management
- Auction
- Safety
- Future Needs

What is Fleet Services?

The Fleet Services Department manages the maintenance and repair operations, purchasing, fueling and tire repairs for all types of vehicles and equipment used in providing city services.

Mission Statement

To provide our customers with the highest quality fleet management services at the lowest possible cost.

We strive to service the equipment in the most cost-effective manner possible through high productivity of our personnel and sound professional decisions in the management of the fleet.

We are proud of our organization and the services that we provide through hard work, professionalism, and the positive image our people present.



"Creating the single most livable, safe and prosperous community in America"

Vision Statement

Background

- Internal service fund
- Revenue is generated from our internal customers who use and operate the equipment owned by Fleet Services through a rental program
- Each department has monthly rental payments which include maintenance and repair costs, insurance, and replacement of the equipment
- Allows departments to budget a fixed amount for vehicles and equipment

Our Customers

- Police Department
- Public Services
- Landfill/Ingleside
- Material Recycling Facility
- Water & Sewer
- Streets
- Parks & Recreation
- Library
- Storm Water
- Engineering & Inspections
- Planning
- Housing & Community Dev.
- Electric
- Transportation/Signs Signals

Facility and Hours

- Located at 3524 Triangle Lake Road
- Operates from 7am until 4pm, five days a week
- 24 / 7 for emergencies, inclement weather, natural disasters, etc.
- Provide mobile emergency service, fuel, and tire repairs



Our Team

The Fleet Services Department
consists of 19 employees

- 1 - Director
- 1 - Shop Supervisor
- 3 - Lead Technicians
- 10 - Technicians
- 1 - Parts Manager
- 2 - Parts Technicians
- 1 - Administrative Assistant



Fleet Overview

There are over 1,000+ pieces of equipment maintained through Fleet Services



18 Work Bays



Heavy Duty Trucks



Automobiles / Light Trucks



Full Police Equipment Installation



Off Road/ Construction



Complete Tire Inventory



Tire Shop/ Nitrogen



Outside Services

Full Outsourcing

- Paint and body work
- Towing
- Glass replacement
- Upholstery work

Limited Outsourcing

- Peak work loads
- Tire service
- Mufflers and exhaust
- Welding

Service Procedure

Employees can fill out a service envelope and place it in the drop box. Text updates on repair status throughout the process.



Fuel



Fleet Services operates and maintains a fuel system consisting of (2) fully automated fuel sites

Over 1,000,000 gallons are dispensed annually to the city fleet vehicles and equipment

Fuel Stations



816 West Green Drive



3524 Triangle Lake Road



Fleet Management

July

- We begin placing orders and bring items \$90,000+ to Council for approval to purchase
- Lead time, end of model year discounts

Fall / Winter

- We analyze our fleet program
- Review maintenance history
- Replacement factors: Age, mileage, maintenance, useful life

Utilization

- Look at annual usage
- Purchase new or used
- Reassignments
- Rental opportunities



Fleet Management

In January, we meet with departments to discuss their needs

Equip	Department	Description	Class	FUEL	Year	Original Purchase \$	Replace Year	Cycle Years	Replace Value	2020 FY21	2021 FY22	2022 FY23	2023 FY24
									3.00	1.000	1.104	1.131	1.160
2200	101121-City Attorney	Chevrolet Impala	SED-STD	FF	2011	\$13,870	2021	8	\$21,500	-	23,736	-	-
774	101212-Health/Safety	Ford Escape SE 4x4	SUV-COM	FF	2019	\$21,186	2028	8	\$27,000	-	-	-	-
776	101212-Health/Safety	Chevrolet Impala	SED-STD	FF	2012	\$15,942	2020	8	\$21,500	21,500	-	-	-
										-	-	-	-
531	101231-Engineering	Ford F150 Pickup	PU-1/2	FF	2008	\$12,638	2020	10	\$24,000	24,000	-	-	-
532	101231-Engineering	Ford F150 Pickup	PU-1/2	FF	2008	\$12,638	2020	10	\$24,000	24,000	-	-	-
533	101231-Engineering	Chevrolet Suburban 4WD	SUV-LARGE	FF	2015	\$36,796	2023	8	\$40,500	-	-	-	46,980
534	101231-Engineering	Chevrolet Silverado Pickup	PU-1/2	FF	2007	\$14,065	2019	10	\$24,000	-	-	-	-
536	101231-Engineering	Chevrolet Silverado 4x4 Pickup	PU-1/2FOUR	FF	2020	\$24,388	2030	10	\$28,000	-	-	-	-
537	101231-Engineering	Ford F150 Pickup	PU-1/2	FF	2008	\$12,638	2020	10	\$24,000	24,000	-	-	-
538	101231-Engineering	Ford Escape	SUV-COM	FF	2013	\$19,990	2021	8	\$27,000	-	29,808	-	-
539	101231-Engineering	Chevrolet Silverado 4x4 Pickup	PU-1/2FOUR	FF	2020	\$24,388	2030	10	\$28,000	-	-	-	-
540	101231-Engineering	Ford Escape SE 4WD	SUV-COM	FF	2020	\$24,582	2028	8	\$27,000	-	-	-	-
548	101231-Engineering	Chevrolet 1500 Pickup	PU-1/2	FF	2018	\$19,435	2028	10	\$24,000	-	-	-	-
549	101231-Engineering	Ford F150 Pickup	PU-1/2	FF	2008	\$12,638	2019	10	\$24,000	-	-	-	-

Fleet Management

Spring

- Begin preparing vehicle and equipment specifications
- Standardization benefits, cost savings
- Contact potential vendors and suppliers
- Schedule equipment demonstrations
- Contact manufacturers for end of year programs
- Look for state and national contract opportunities
- Process starts over

Auction

Surplus equipment sold through
online auction

Generates \$500,000 - \$600,000
annually

\$7 million since 2008

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GovDeals provides services to government agencies allowing them to sell surplus assets via the Internet. Each agency has its own auction rules and may be subject to government ordinances.

GovDeals®
A LIQUIDITY SERVICES MARKETPLACE

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Alt+Left Arrow Alt+Right Arrow Ctrl+R Ctrl+S Ctrl+P Ctrl+U Ctrl+Shift+I

A Agriculture Equip/Commodities 31
All Terrain Vehicles 42
All Vehicles (Restricted Vehicles) 9
Ambulance/Rescue 31
Animal Equipment, Cages and Feed 10
Arts and Crafts 22
Asphalt Equipment 14
Audio/Visual Equipment 258
Automobiles 387
Automobiles (Classic/Custom) 3
Aviation 8

B Bags, All Types 18
Barber and Beauty Shop Equipment 6
Barrels and Drums 9
Batteries, All Types 1
Bicycles 193

F Fine Art 8
Fire and Police Equipment 5
Fire Trucks 55
Firearm Accessories 17
Firearms and Live Ammunition 9
First Aid 1
Forklifts 16
Fueling Equipment 3
Furniture/Furnishings 1152

G Gambling Machines and Equipment 2
Garbage 2
Garbage and Refuse Containers 13
Garbage Trucks 19
Generators 44
Golf Course Equipment 19

H Hardware 11

P Paper and Paper Products 2
Parking Meters 5
Photographic Equipment 28
Pipe, Valves, and Fittings, Industrial 13
Playground / Amusement Park Equipment 13
Plumbing Equipment and Supplies 15
Pool Supplies and Equipment 7
Printing and Binding Equipment 106
Public Utility Equipment 27
Pump 16

R Rail Equipment and Accessories 3
Real Estate 30
Recovered Items 9
Recyclable Materials 4
Remediation Equipment 23
Road/Highway/Bridge Supplies 8

Safety

Recognized by the NC Department of Labor for Safety and Health efforts that resulted in the reduction of injuries and promotion of safer working conditions





Additional Work Space

City of HIGH POINT NORTH CAROLINA

Visit Us:

HighPointNC.gov/Fleet



@CityofHighPoint



@CityofHighPoint

COMMUNICATIONS AND PUBLIC ENGAGEMENT

- Established in 2015
- Combination of Public Information and Human Relations
- Maintain organization's image, messaging and reputation
- Enhance community engagement with media management, consistent branding and professional interactive content
- Provide a resource outlet to our landlords, tenants, immigrant and underserved populations



COMMUNICATIONS AND PUBLIC ENGAGEMENT

Jeron Hollis | Director

Communications – Three Employees

- **Ryan Ferguson**
Marketing Manager
- **Brandon Cook, Noelle Varga**
Communications Specialists

Human Relations – Two Employees

- **Jelani Biggs**
Human Relations Manager
- **Erica Talley**
Administrative Specialist II

HUMAN RELATIONS

- Equity among all citizens
- Promote goodwill, understanding and respect
- Dispute resolution
- Incoming concerns
- Outreach



HUMAN RELATIONS

- Partner with Code Enforcement division to resolve minimum housing concerns
- Provide guidance and support for Human Relations Commission





Fair Housing Act

- **Protected Classes**

- Race
 - Criminal Background Guidance
- Color
- National Origin
- Familial Status
- Religion
- Disability
 - Reasonable Modification v. Accommodation
- Sex
 - Domestic Violence Guidance

HUMAN RELATIONS

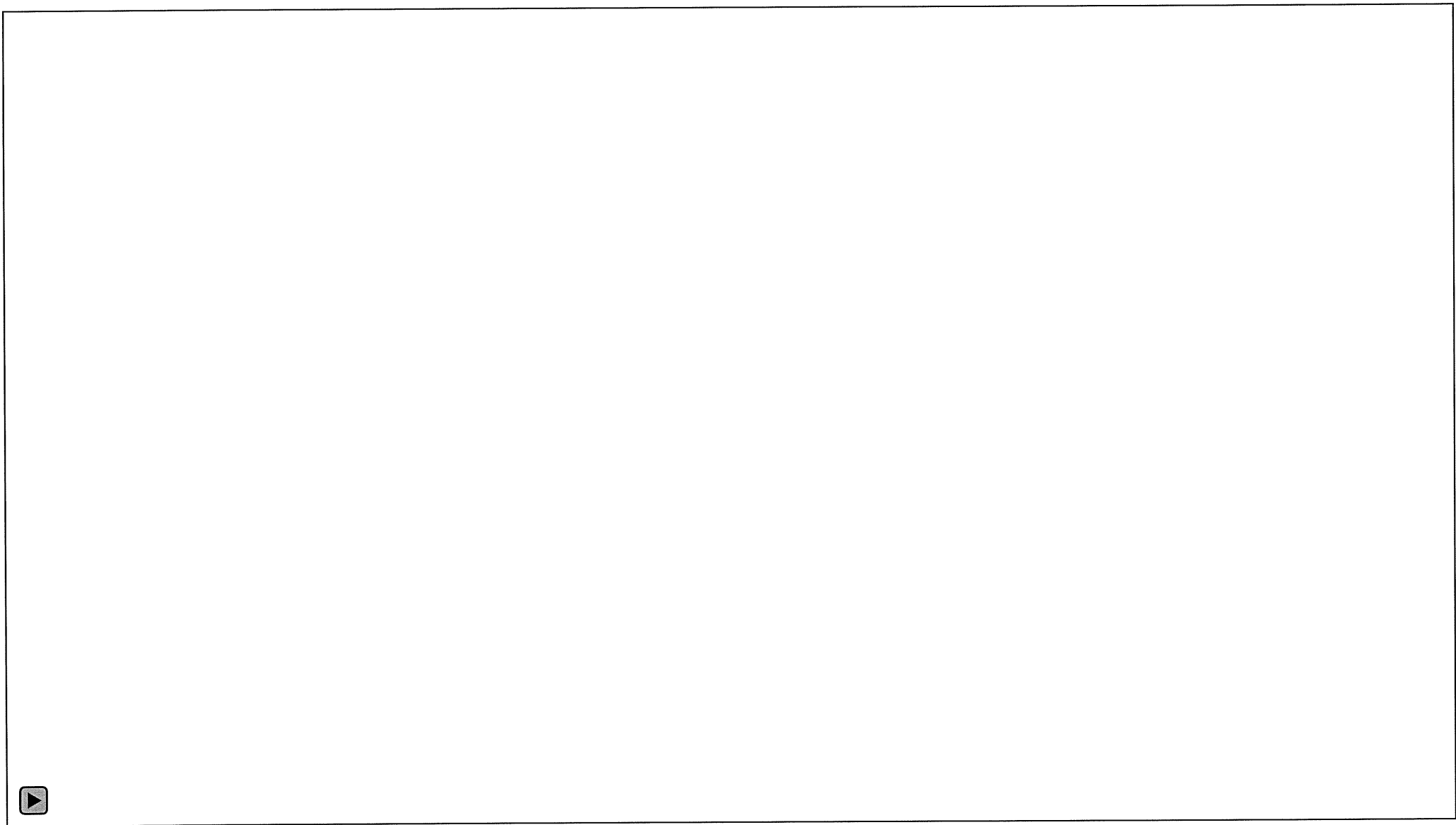
Human Relations Commission

- Comprised of nine members and two subcommittees
- Purpose: to advise the Human Relations Division and elected officials in the areas of equity, inclusion, multiculturalism and to develop programs that help connect different segments of the community
 - These programs are to be captured in two, 6-month work plans

HUMAN RELATIONS

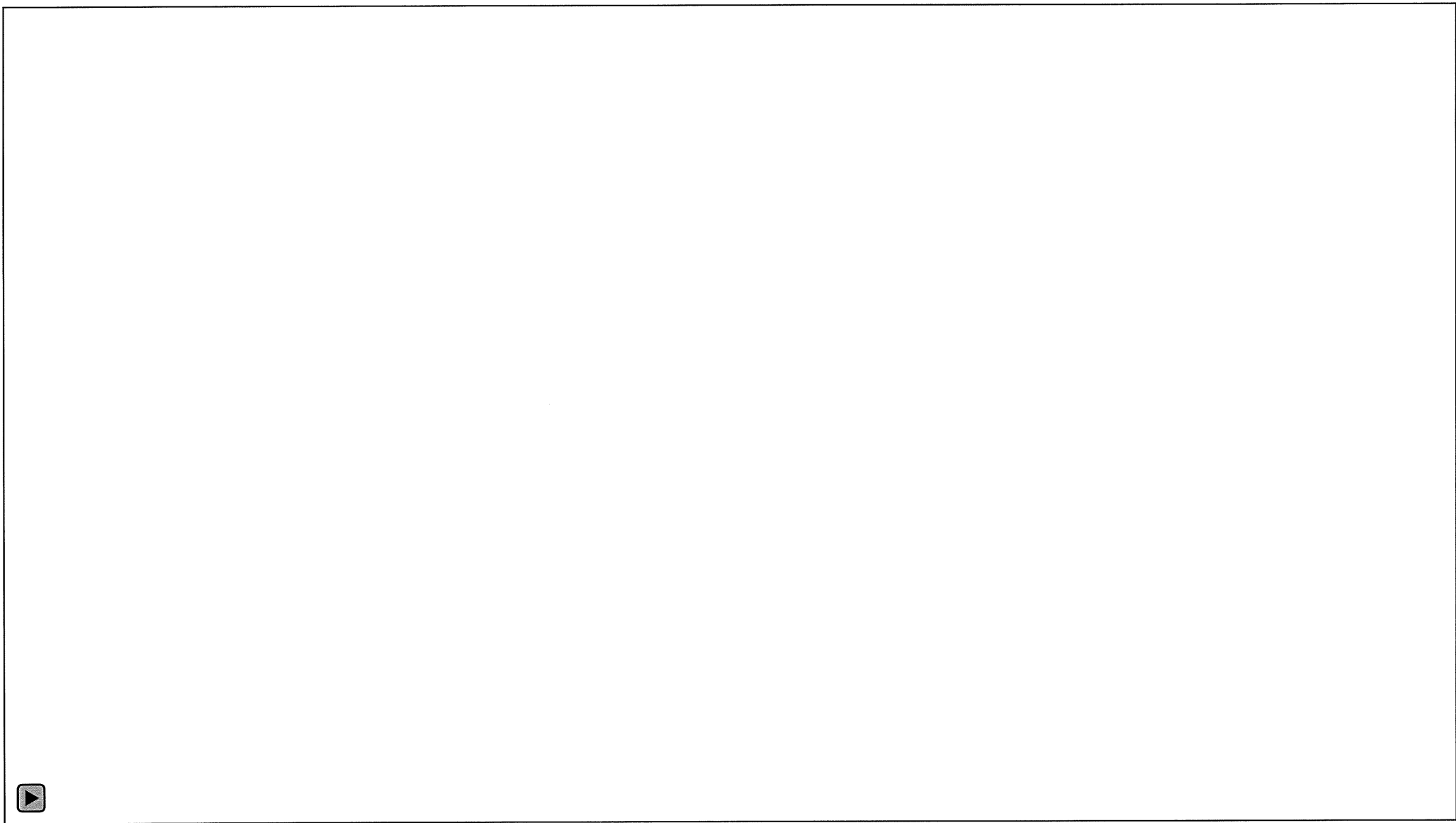
Human Relations Commission

- The composition of the Commission is intended to be representative of the diverse High Point community
- The International and Interfaith Advisory Committees are tasked with developing plans and initiatives within their respective bodies that can be presented to the Commission and considered for inclusion in the work plan



CHALLENGES

- Integration of Human Relations' services with other City functions
 - Maintain consistent communication with City departments to stay up to date on current practices and policies
 - Code Enforcement, Customer Service



You might be asked...

- How do you compare to Winston/Greensboro?
- **Organization:**
 - High Point | Division within CPE Department
 - Winston | Stand-alone department
 - GSO | Stand-alone department
- **Staffing:**
 - High Point | Two employees - human relations manager, admin assistant
 - Winston | Four employees - director, two specialists, admin assistant
 - GSO | Four employees - director, compliance officer, coordinator, HR tech

You might be asked...

Functions: High Point

- Informational/training resource for fair housing and landlord/tenant rights
- Referral resource for fair housing and EEOC complaints
- Assist in routing residents to the proper city departments based on the nature of their respective complaints
- Implement/facilitate community engagement events
- Partner with various community agencies/organizations to address community needs in the areas of housing, financial assistance, food insecurity, cultural awareness, etc.

Functions: Winston Salem (FHAP Agency)

- Enforce the Fair Housing Act and the Fair Housing Ordinance of the City of Winston-Salem
- Fair Housing education and outreach
- Human Relations Commission, Youth Advisory Committee, College Advisory Board, New Horizon Fair Housing Committee, African American Heritage Initiative Committee management/coordination

Functions: Greensboro (FHAP Agency)

- Enforce the Fair Housing Act and the Fair Housing Ordinance of the City of Greensboro
- Fair Housing education and outreach
- Thrive GSO – reentry program
- Human Relations Commission and Commission on the Status of Women management/coordination

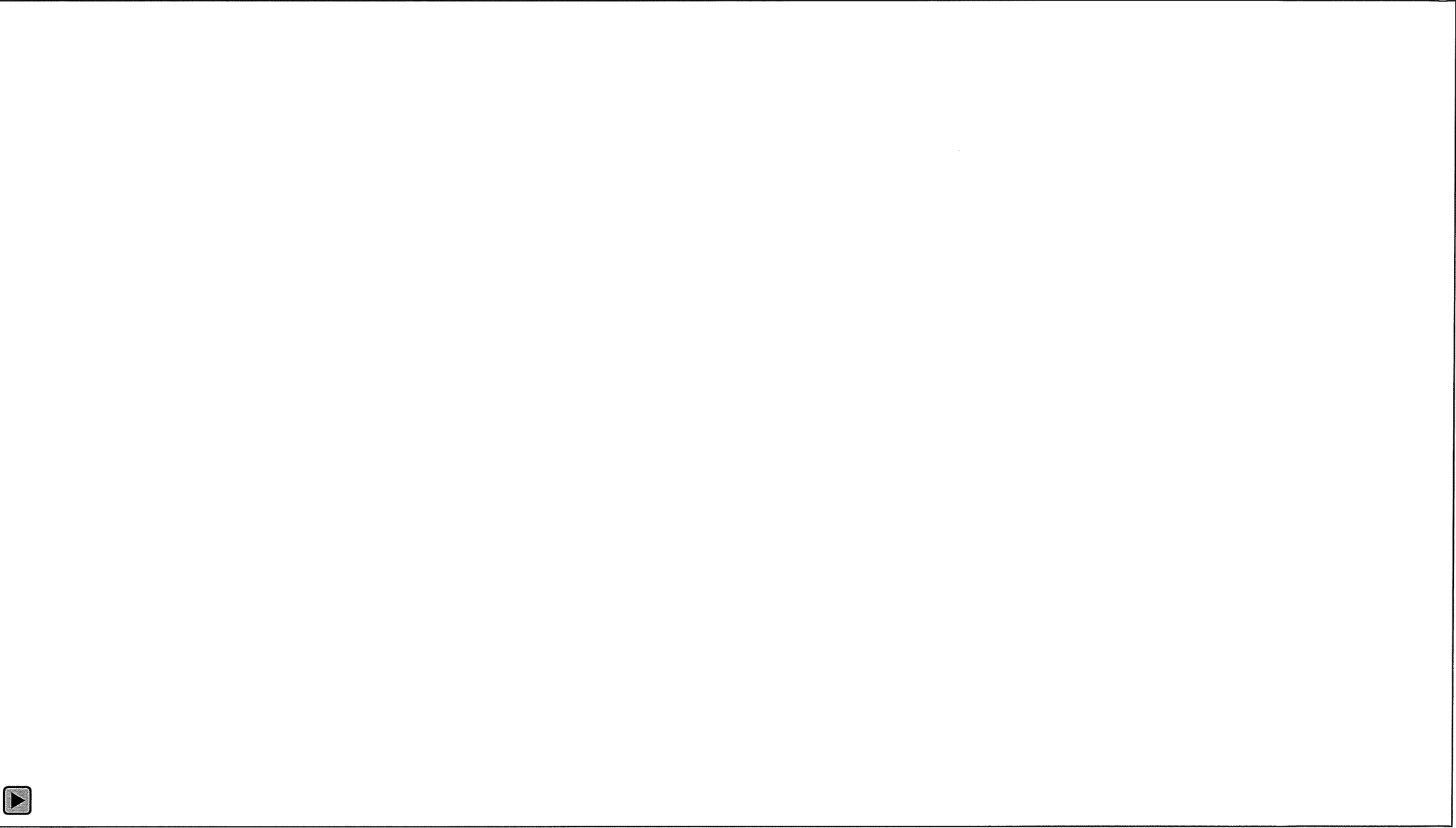


You might be asked...

- Was the Human Relations function eliminated?
 - Not at all. Although the department was reorganized into a division, our staff works hard every day on human rights and human relations issues.
- Why doesn't the City conduct human relations discrimination investigations any more?
 - The City was never authorized to conduct official investigations, but rather to contact the N.C. State Human Relations Commission. We are an educational, awareness and resource entity.

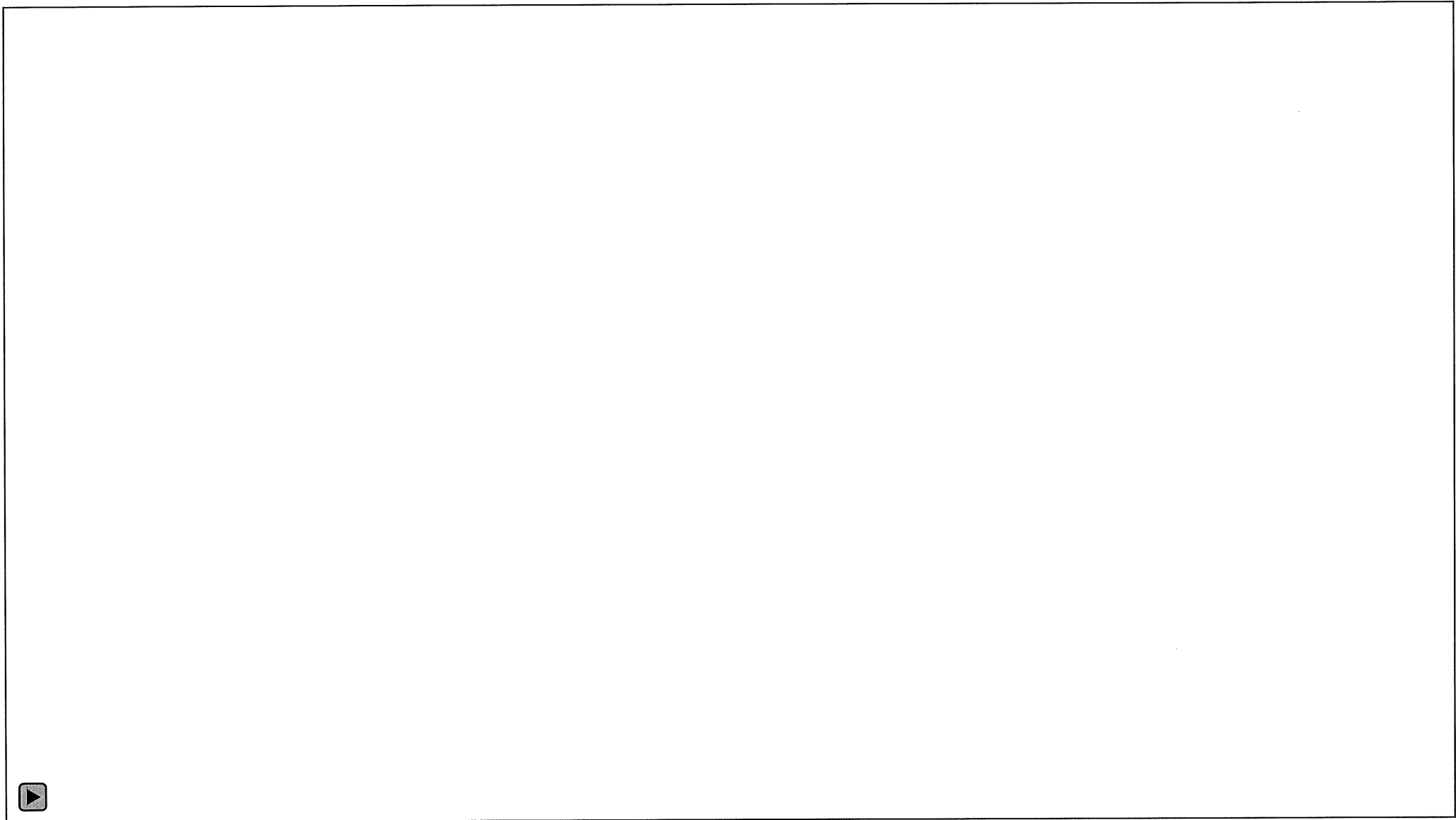
You might be asked...

- Are your services limited to tenants?
 - Our division works with tenants, landlords and anyone else in the community who requires our assistance.
- If Human Relations doesn't investigate my case, how can they help me?
 - We provide information, referrals and research for residents. In some cases, we can provide alternative dispute resolution to help resolve issues.









MARKETING

Examples of our work:

- Design and rebranding of our High Point Transit System and High Point Farmers Market
- Council chamber upfit
- Assisted in promotion and opening of BB&T Point
- Assisted in creation of signs, videos and marketing campaigns for business throughout multiple City projects
- Provide a voice/face for the City



MARKETING

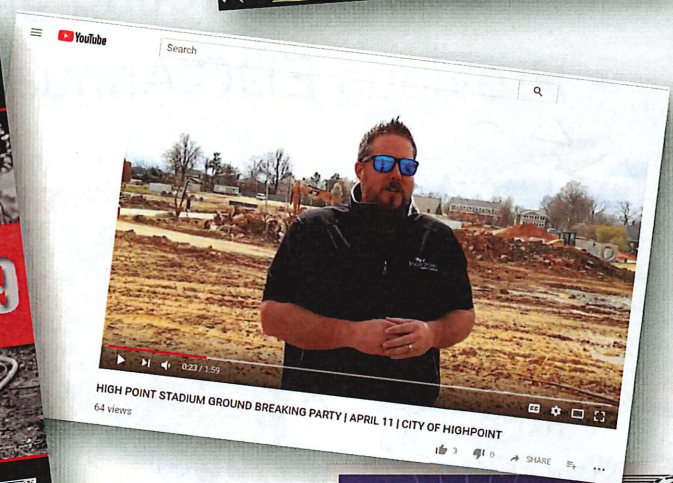
Some of our involvement:

- Technology Enhancements
 - Council chamber
 - Lobby monitor system
 - City ID badge
 - Internal department equipment
- City Hall Branding
 - Windows, walls and doors

MARKETING

Examples of what we do:

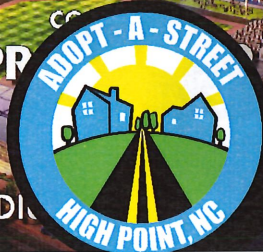
- High quality video production for most City content
- Flyers, logos, brochures, posters, mail inserts



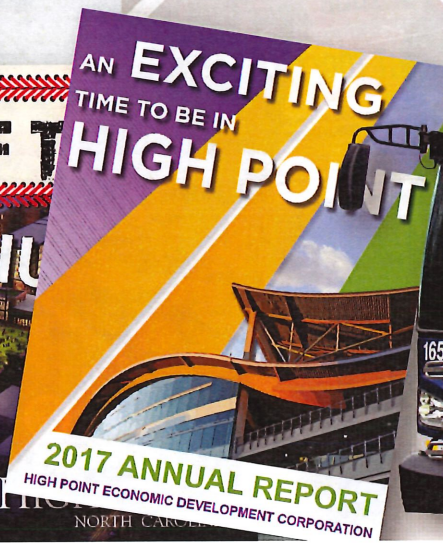
GRAPHIC DESIGN

Sample Projects

- High Point bus exterior
- City Hall doors, walls and glass
- Stadium marketing graphics
- Previous EDC Annual Report cover
- Yearly fire magazine
- Logo creation



HighPointNC.gov/STADI



COMMUNICATIONS

Newsletter, Flyers, Bill Inserts

- Newsletter
 - Monthly communication to both internal and external customers
- Flyers
 - Provide information for upcoming events and programs for the City of High Point
- Bill Inserts
 - Extra communication to over 43,000 utility customers
 - Some customers do not use or have access to web or video content



MEDIA

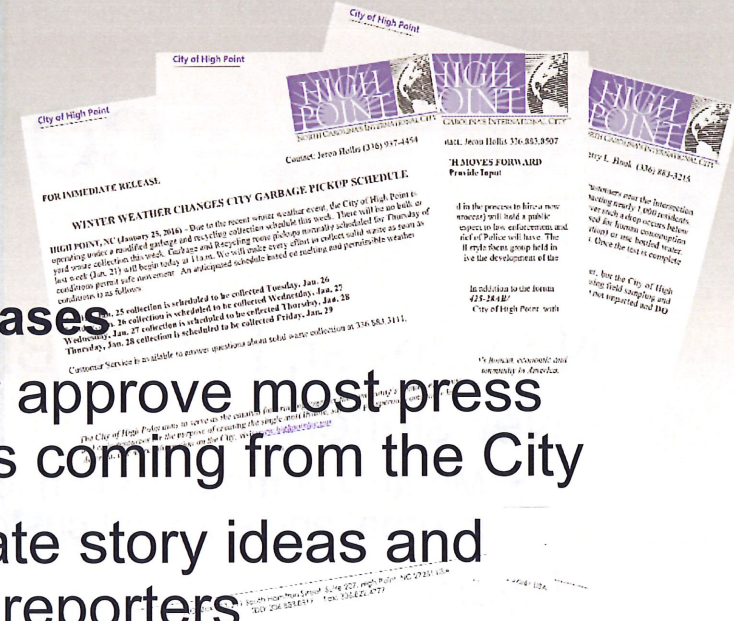
News

- Manage City's public perception
- Gateway for the news media
- Support and training for department news interviews



News Releases

- Write or approve most press releases coming from the City
- Formulate story ideas and pitch to reporters
- Many news stories are picked up from our **social media** platforms



How We Communicate

- We use a targeted approach to capture our audience
 - Social media platforms
 - Website
 - Press release
 - Face-to-face
 - HPTV
 - Mail inserts

GENERATIONAL VIEWING HABITS

- The Millennial Generation
 - Born: 1981 – 1996
- 93 percent of these adults ages 18-34 own smartphones or tablets
- Facebook is the most used social network among millennials, with 58.5 million using it this year. Instagram ranks second with 43.3 million users.
- Video viewing is 55 percent TV vs 42 percent mobile



GENERATIONAL VIEWING HABITS

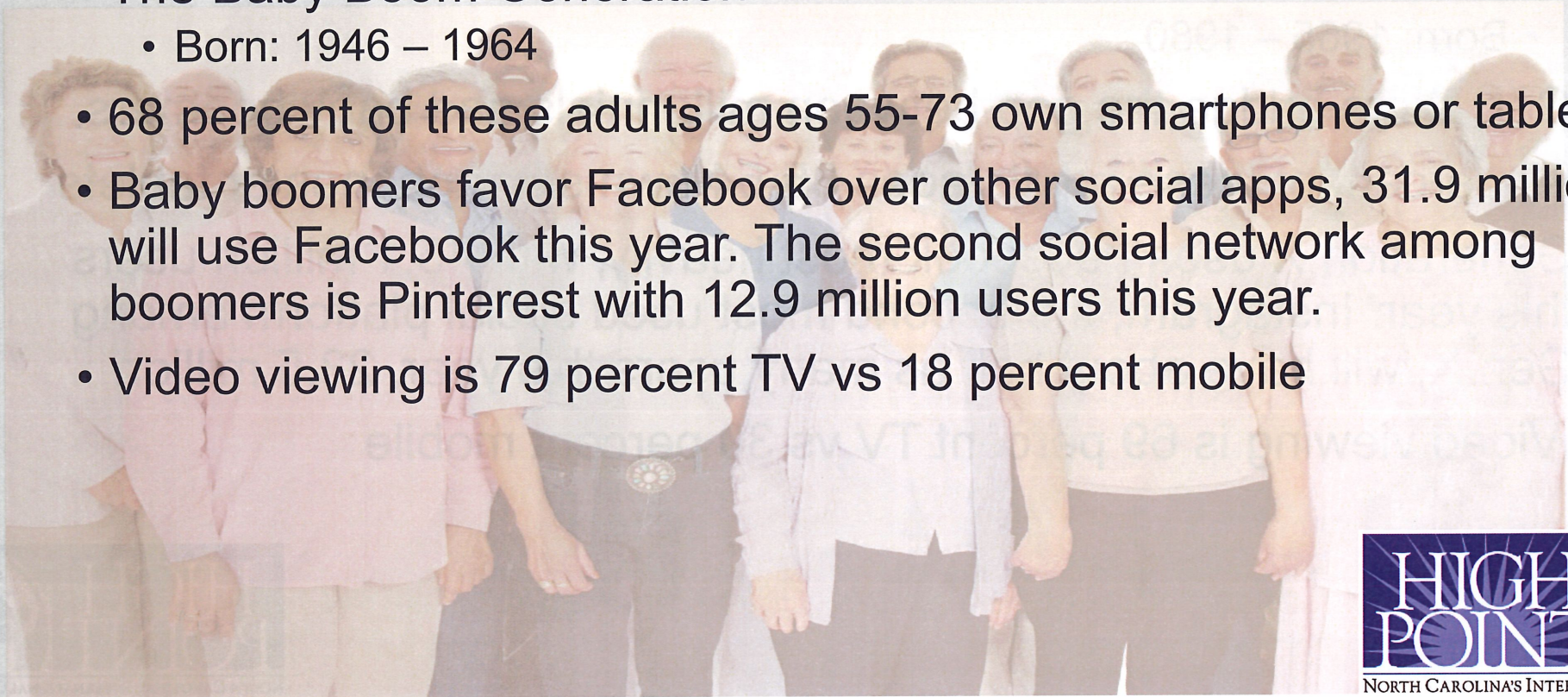
- Generation X
 - Born: 1965 – 1980
- Gen X-ers bridge the gap between millennials and baby boomers
- 90 percent of these adults ages 35-54 own smartphones or tablets
- Generation X uses Facebook most heavily, with 45.1 million users this year. Instagram, the second most used social platform among Gen X, will have about half as many users this year, 23.5 million
- Video viewing is 69 percent TV vs 30 percent mobile

GENERATIONAL VIEWING HABITS

- The Baby Boom Generation

- Born: 1946 – 1964

- 68 percent of these adults ages 55-73 own smartphones or tablets
 - Baby boomers favor Facebook over other social apps, 31.9 million will use Facebook this year. The second social network among boomers is Pinterest with 12.9 million users this year.
 - Video viewing is 79 percent TV vs 18 percent mobile



YOU'VE GOT MAIL?

- Customer Service currently has 43,500 accounts
- Mail inserts go out to 38,000 homes
- 53.5 cents to send out one statement
- \$1,700 a month for bill inserts on top of postage
- *We estimate only 5-8 percent of customers read mail inserts*
 - **Opportunities to utilize funds through digital platforms*

Why Social Media?

- Brand awareness
- Boost our marketing strategy
- Maximize our communication with residents
- Gain insights on our target markets
- Gain the trust of the public



Understanding Analytics

- Breaking down our social media demographics:
 - Facebook
 - Users are 72% women and 27% men
 - Ages 35 - 44 being largest demo
 - Tuesday is our peak day for views around 5 p.m.
 - Average 8,614 users during this day
 - Saturday has the fewest users
 - Average 8,500 users during this day
 - Video added to posts creates more interaction
 - We had up to 7K views in one day, reaching almost 15K people with a funny Groundhog Day skit

SOCIAL MEDIA EXAMPLE – HIGH POINTS BEST PET TOURNAMENT

- Why pets? People in this City are passionate about their pets!
- Pet/animal posts create positive thinking and mood improvement which creates more engagement with our page
- 70,000+ reach and 27,500+ engagements
 - This helps us with Facebook's new algorithms when it comes to interactivity with our page
- Campaign has boosted our overall social media engagement and gives our residents another opportunity to interact digitally with us



Northwood
Animal Hospital



WEBSITE STATS

Website Snapshot January 2019 - January 2020

- 610,000 users
 - Average of 51,000 users per month
- 2,206,975 pages views
- 40.9 percent using desktop, 59.1 percent using mobile devices
- 42.3 percent male, 57.7 percent female



PAY A BILL



PUBLIC RECORDS



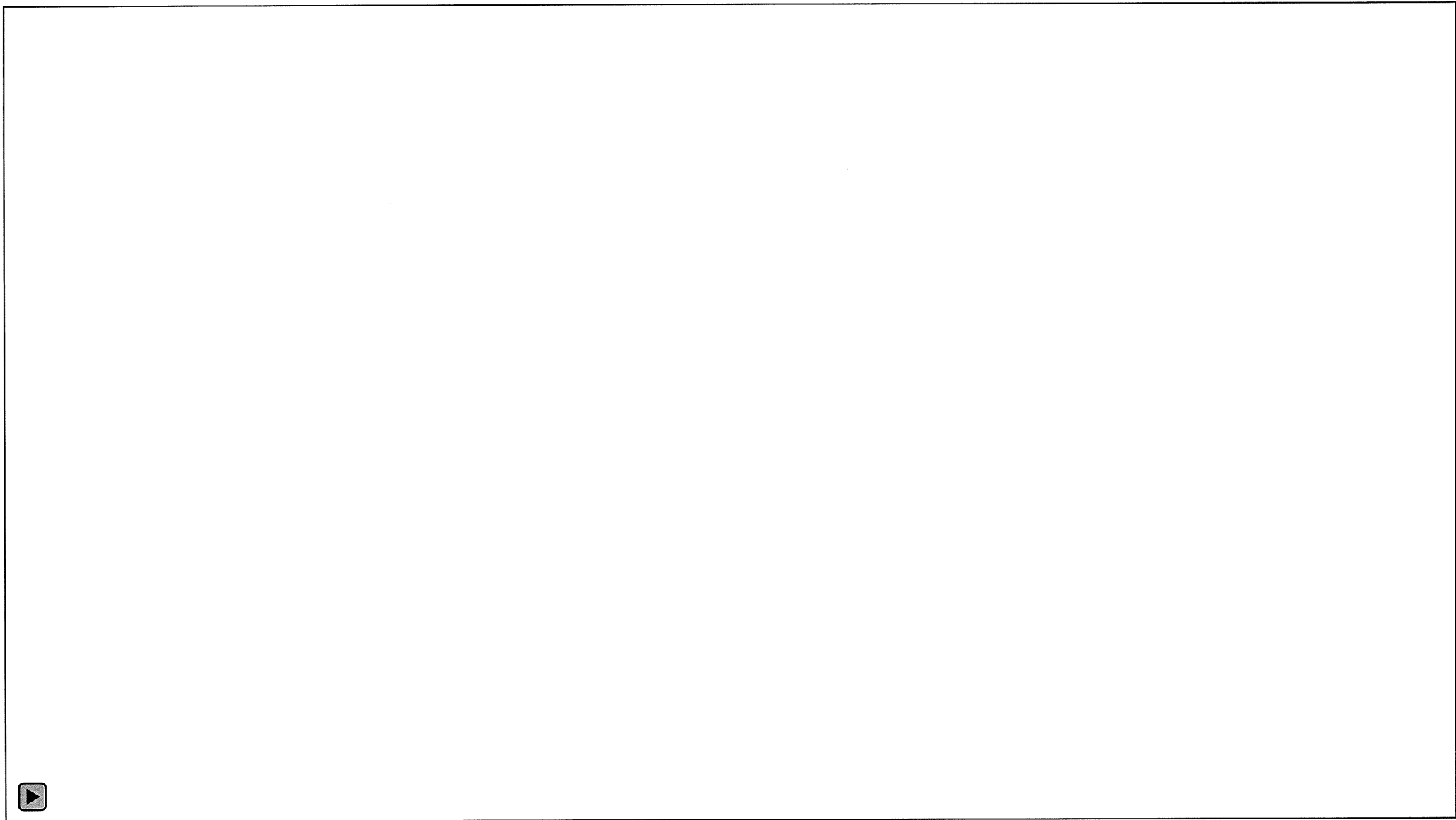
NOTIFY ME



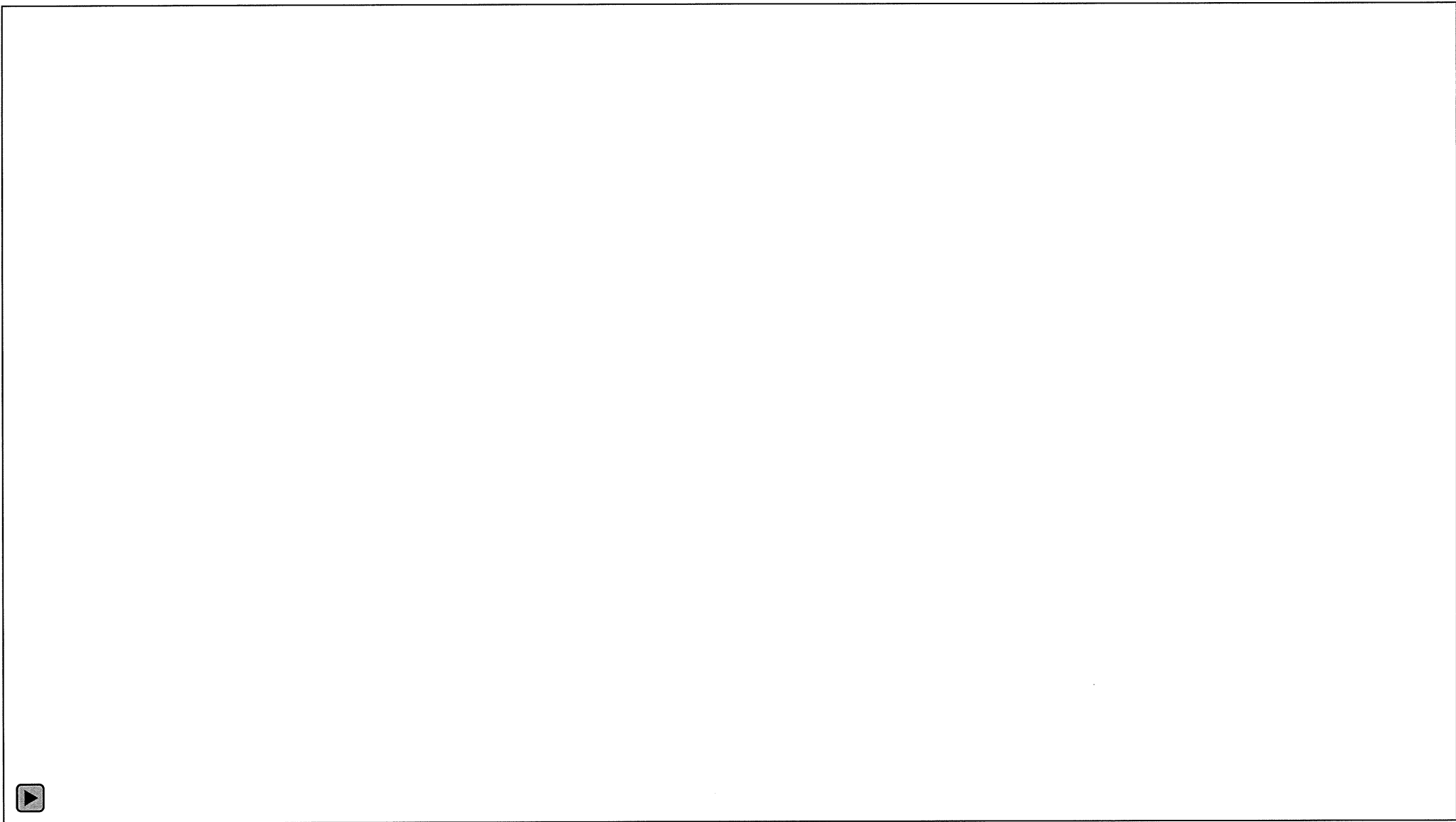
EMPLOYMENT

POPULAR TOPICS

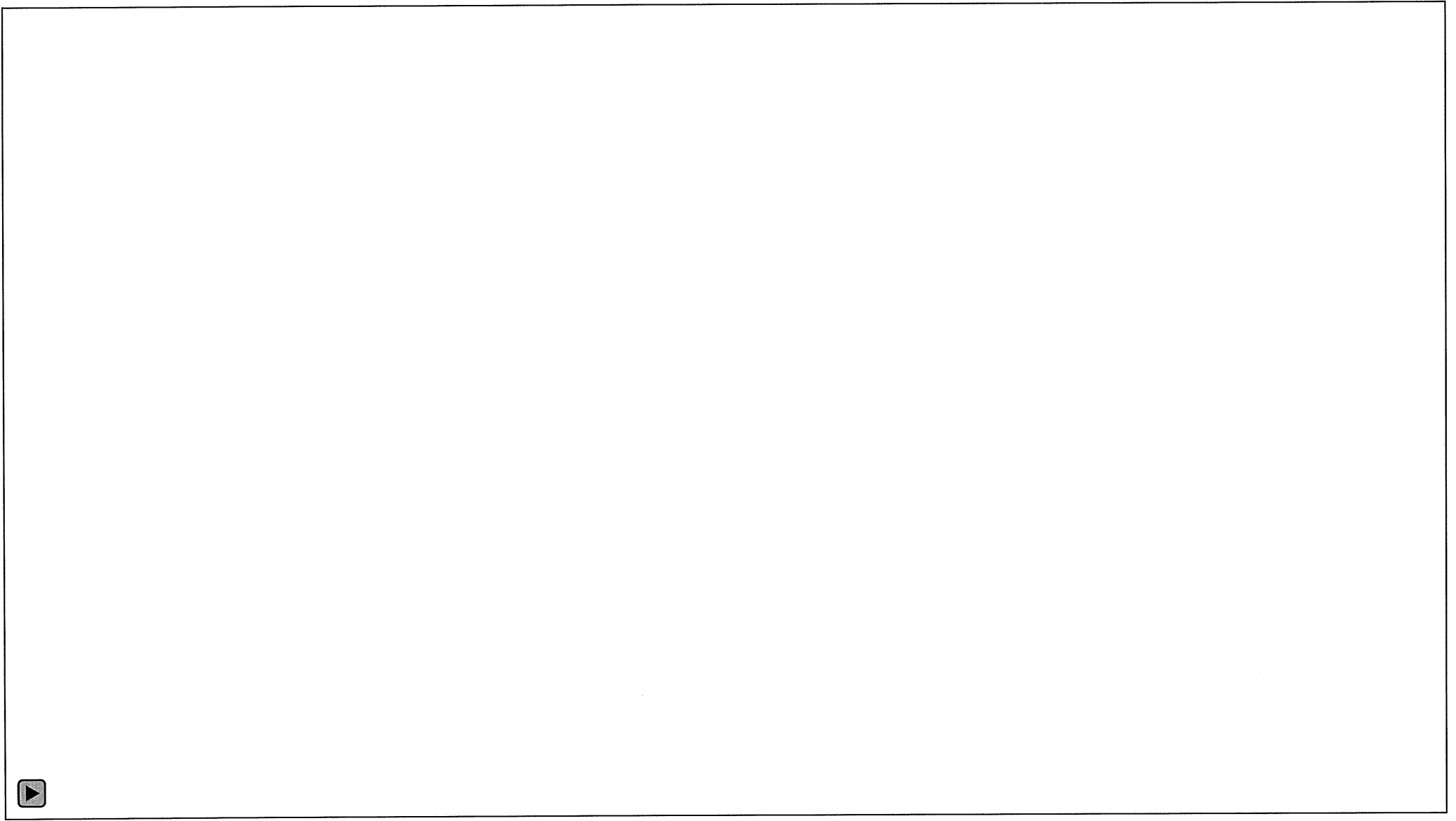








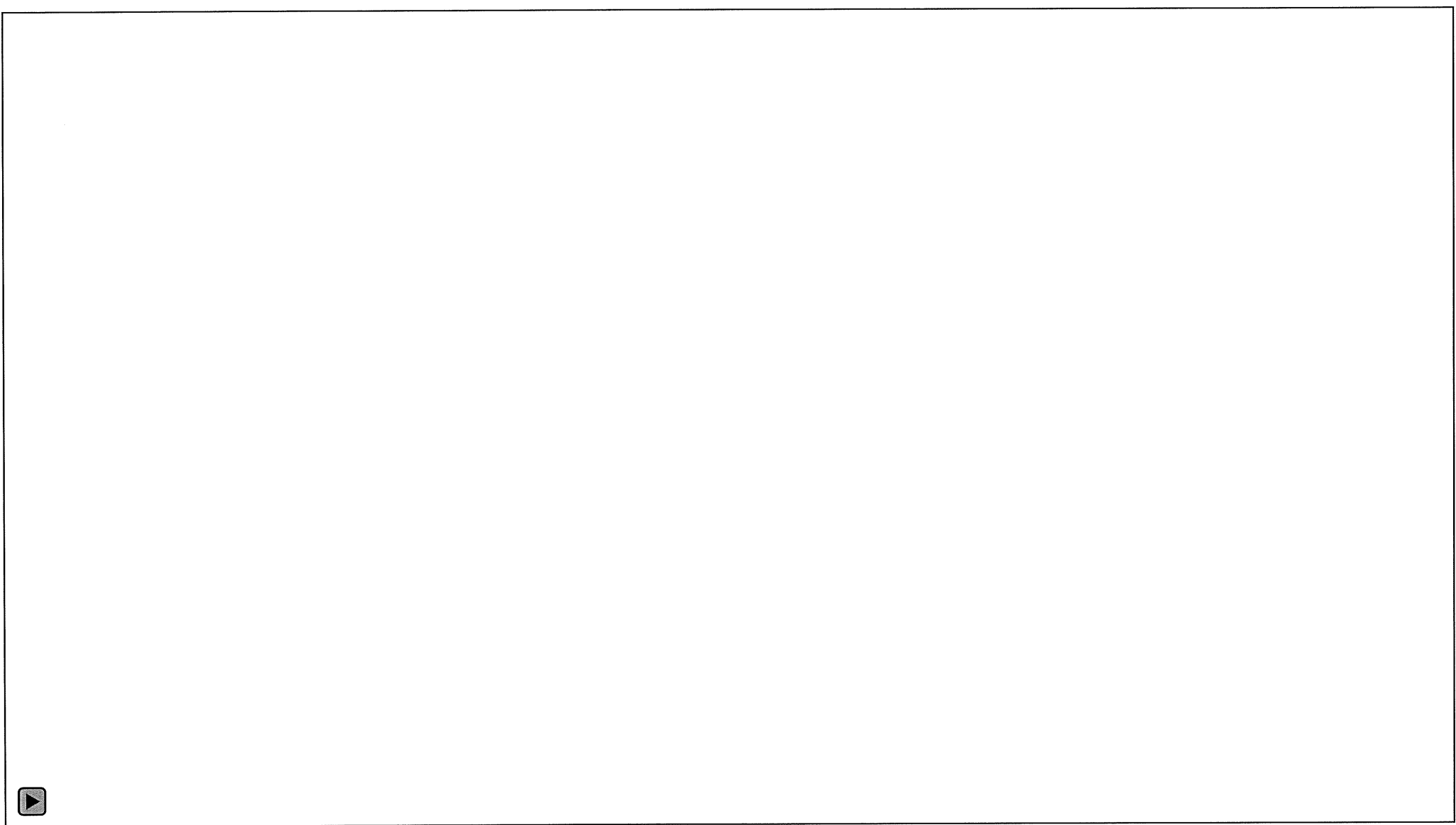




PHOTOGRAPHY

- Take photos of awards and recognitions
- Drone shots of our downtown area
- Cover programs, events and performances
- Created a library of photos for each department to use
- Shoot, edit and print ID badges
- Headshots for employees and City Council





CHALLENGES

- Improve our media/interview presence for staff
 - Department media training for internal staff
- Standardization of all City marketing materials
 - Continue to update our new style guide
 - Approve all clothing with CoHP branding to keep consistency
 - Continue to refine printing methods and process
- Increase efficiency of our work order system
 - Continuing communication with departments about the process
 - Working with System Apps to build forms to allow us to streamline our work order system and better serve our internal customers



You might be asked...

- How can I find out what is going on in the City?
 - HighPointNC.gov
 - Facebook, Twitter, Instagram, LinkedIn, NextDoor, YouTube
 - Inside High Point
 - High Point TV (Spectrum Cable 8)
 - Mail inserts
 - Media stories from our press releases

You might be asked...

- Why do you need a Marketing Division?
 - We help keep residents informed
 - We help maintain the highest level of brand standards for the City
 - We help keep the City performing at a high standard
 - We help to streamline our internal communication processes
 - We help to make the organization run more efficiently

You might be asked...

- How many people do you reach?
 - City website – 601,484 users – 2,206,975 page views last year
 - Facebook – 55,865 reached last month alone
 - Twitter – 93,129 impressions in January alone
 - NextDoor – 16,140 reach
 - Local news viewership

You might be asked...

- Where can I find a calendar of everything that is going on in our City?
 - City-sponsored events – same outlets
 - Outside of City events? CVB?
 - Significant amount of time and energy to maintain internal calendars
 - Collaboration and/or more resources

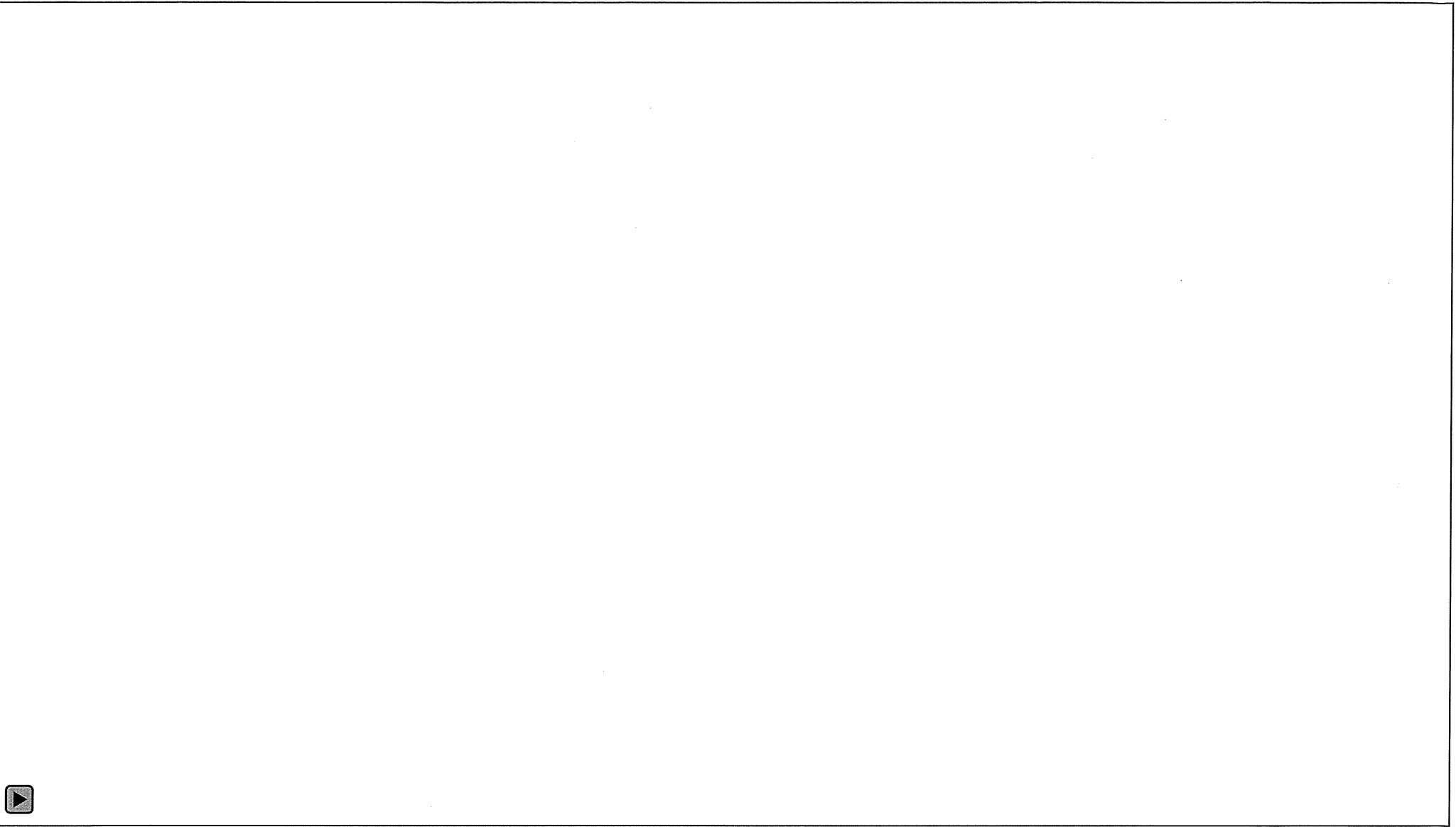
You might be asked...

- How does your department compare to Winston and Greensboro?
 - **Organization | High Point**
 - Division of CPE: three employees - marketing manager and two communications specialists
 - **Organization | Winston-Salem**
 - Department of Communications: 11 employees - director, asst. director, webmaster, communication specialists, videographers, producers, station management, graphic designers
 - **Organization | Greensboro**
 - Department of Communications: 12 employees – communications manager, station manager, five communications specialists, work with GTN and their station manager and three video producers



You might be asked...

- How does your department compare to Winston and Greensboro?
 - **Organization | High Point**
 - Creates video content for targeted campaigns, live tweets council meetings, has PEG channel HPTV and social media (Facebook, Twitter, Insta, YouTube, NextDoor)
 - **Organization | Winston-Salem**
 - Creates video content, videos council meetings and city/county planning board meetings, creates content for their PEG channel and social media (Facebook, Twitter, Insta)
 - **Organization | Greensboro**
 - Videos council meetings, Zoning Commission meetings, Guilford County Commissioners meetings as well as video production with their PEG channel, GTN and social media (Facebook, Twitter, Insta, YouTube, NextDoor)





HIGH POINT THEATRE & EXHIBITION CENTER

YOUR PERFORMING
ARTS CENTER





OUR VISION AND MISSION

- Vision: to provide the highest quality experience for our guests
- Mission: to serve the community by providing a venue for diverse, cultural, public and private events



THEATRE ADVISORY COMMISSION

- Chair: Tom Blount, Clay Fielding, Ken Mickey, Phyllis Bridges, Dr. Nho Bui, Edie Williams, Leslie Graham
- Council Liaison: Wesley Hudson
- TAG Liaison: Jeff Horney
- City Leadership: Greg Ferguson



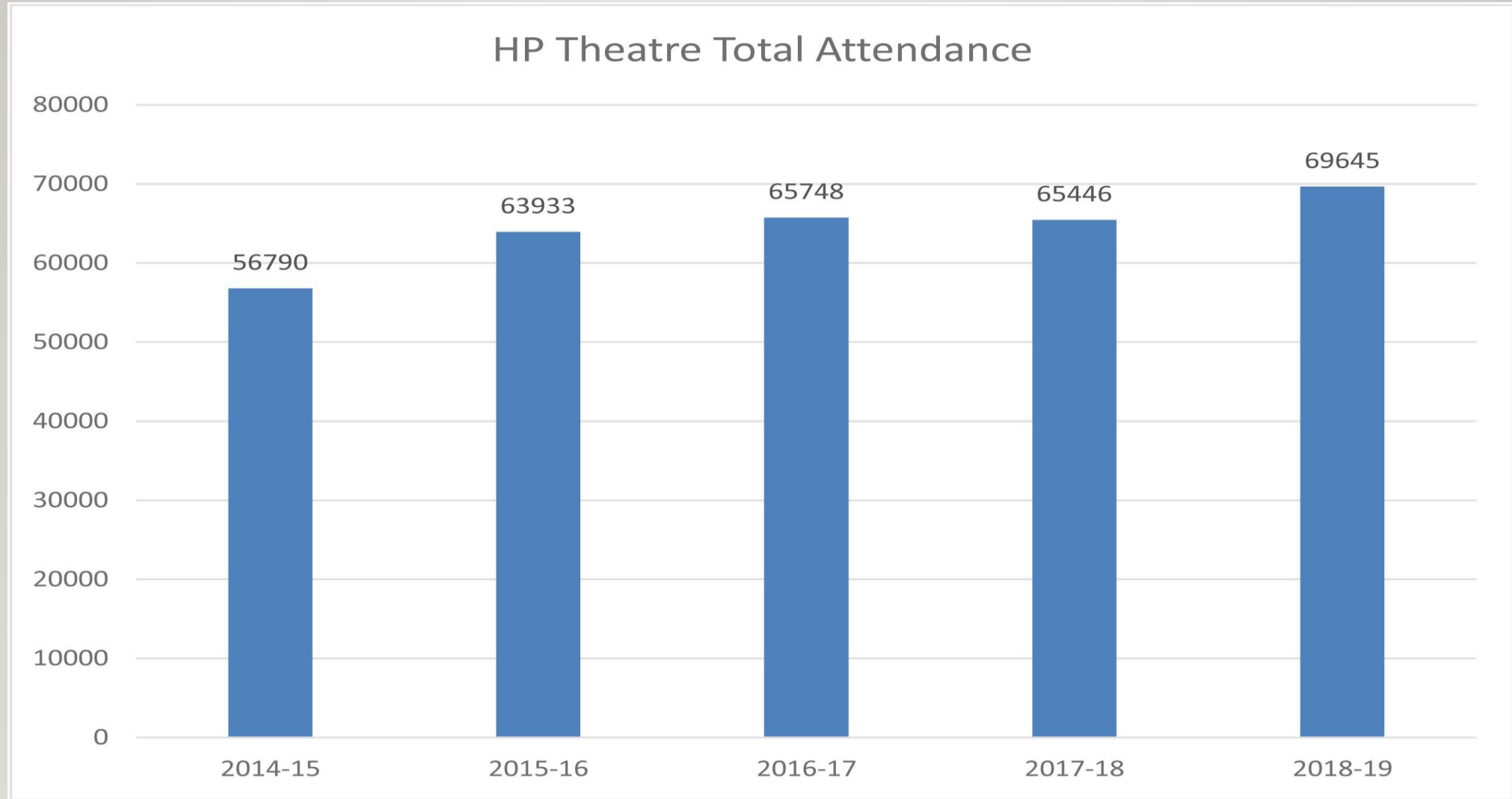


HIGH POINT THEATRE STAFF

- David Briggs, Director
- Elizabeth Hinkle, Business Manager
- Kacy Woody, Box Office Manager
- Carl Howes, Senior Technical Director/Facilities
- Anna Gray, Junior Technical Director/Production
- Karen Rimmer, House Manager and CHP Special Events Coordinator
- Phyllis Tuttle, Marketing Assistant PT
- Randa Jameel, Box Office Associate/Asst. House Manager PT
- Ra'Donna Finney, Box Office Associate PT



HPT ATTENDANCE FYE 2015-2019

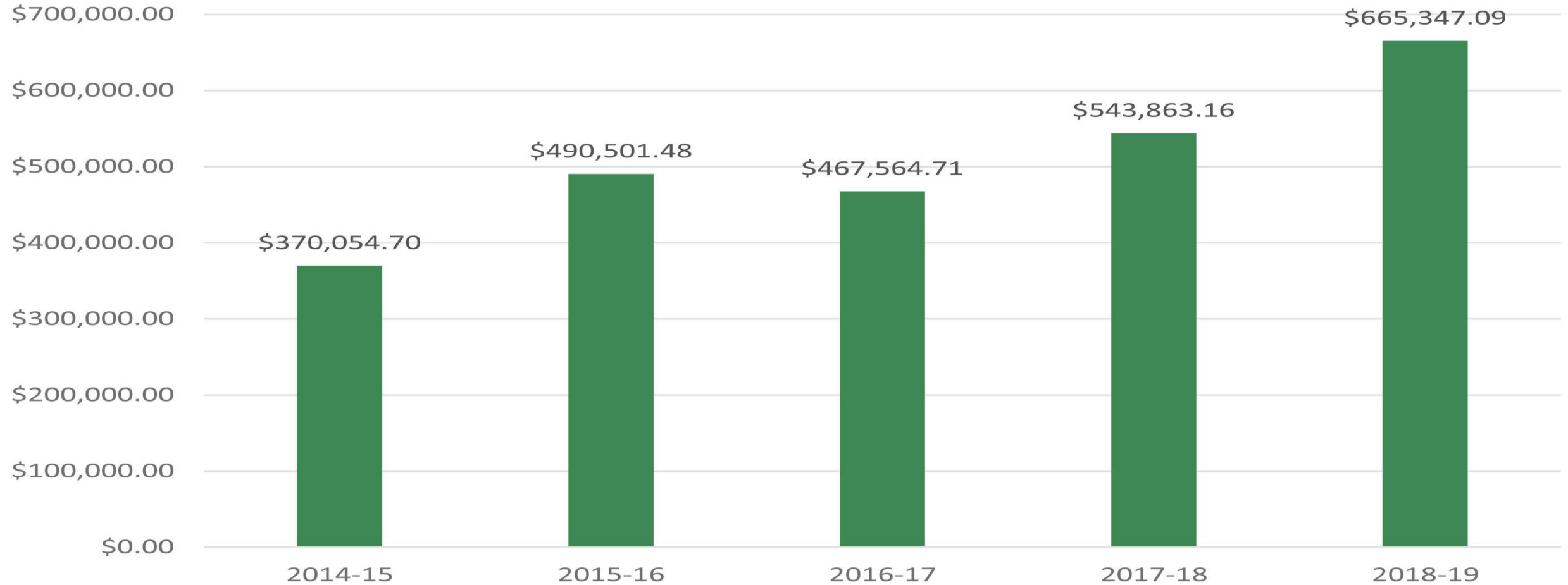






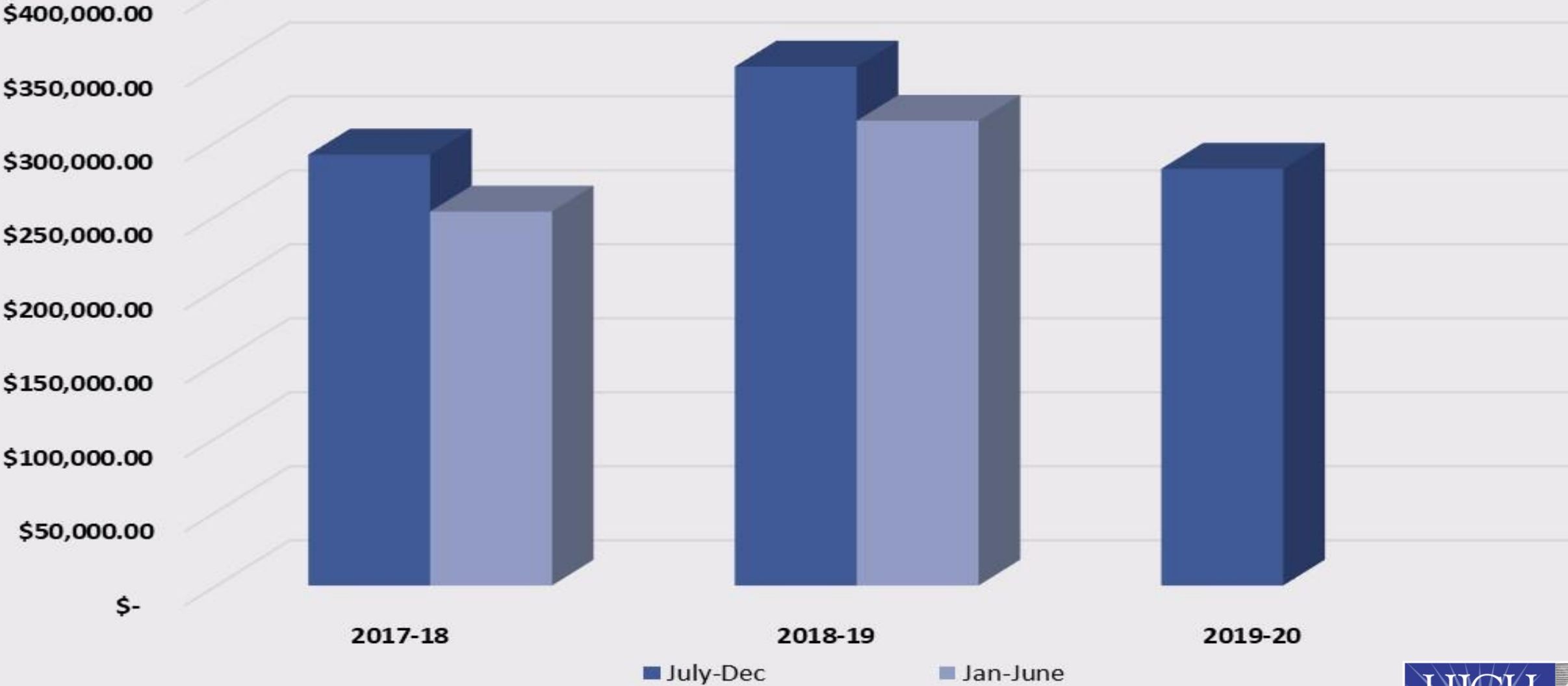
HPT BOX OFFICE GROSS FYE 2015 – FYE 2019

HP Theatre Box Office Gross Sales



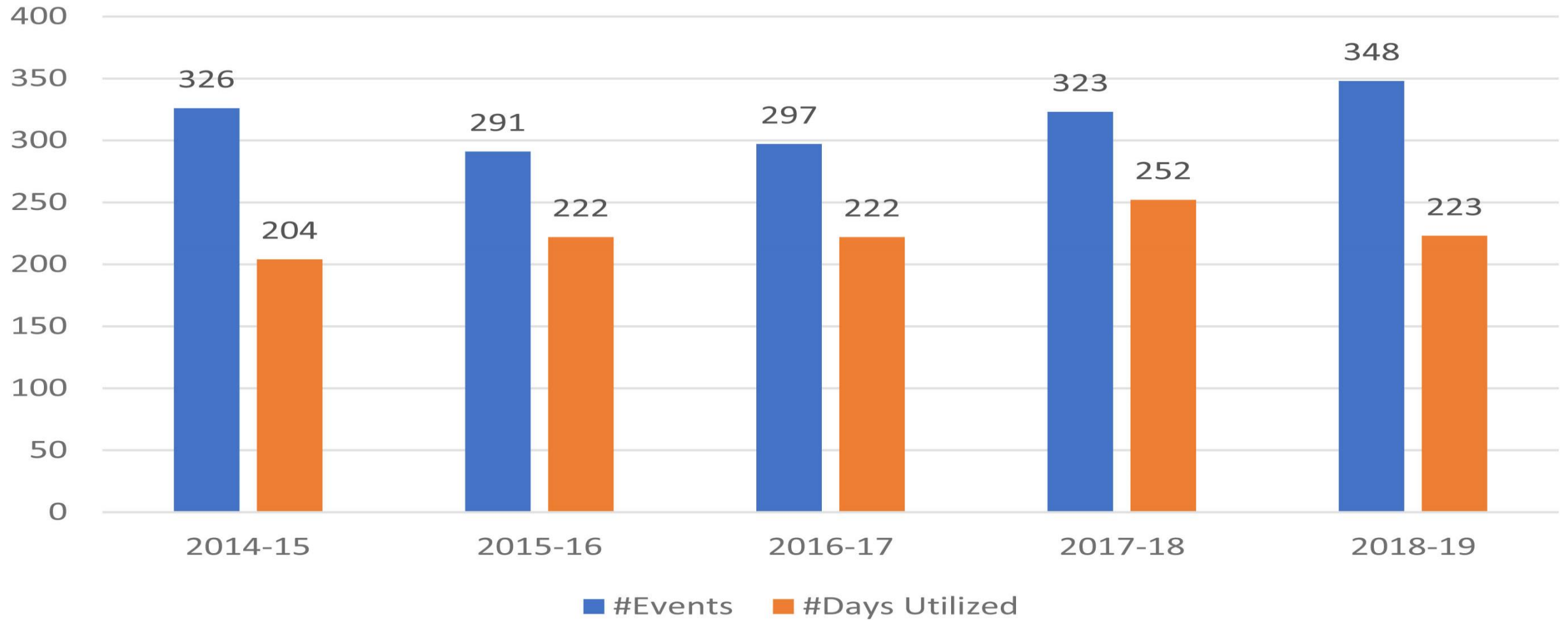


Gross Box Office Revenue





HPT EVENTS VS UTILIZATION FYE 2015-2019





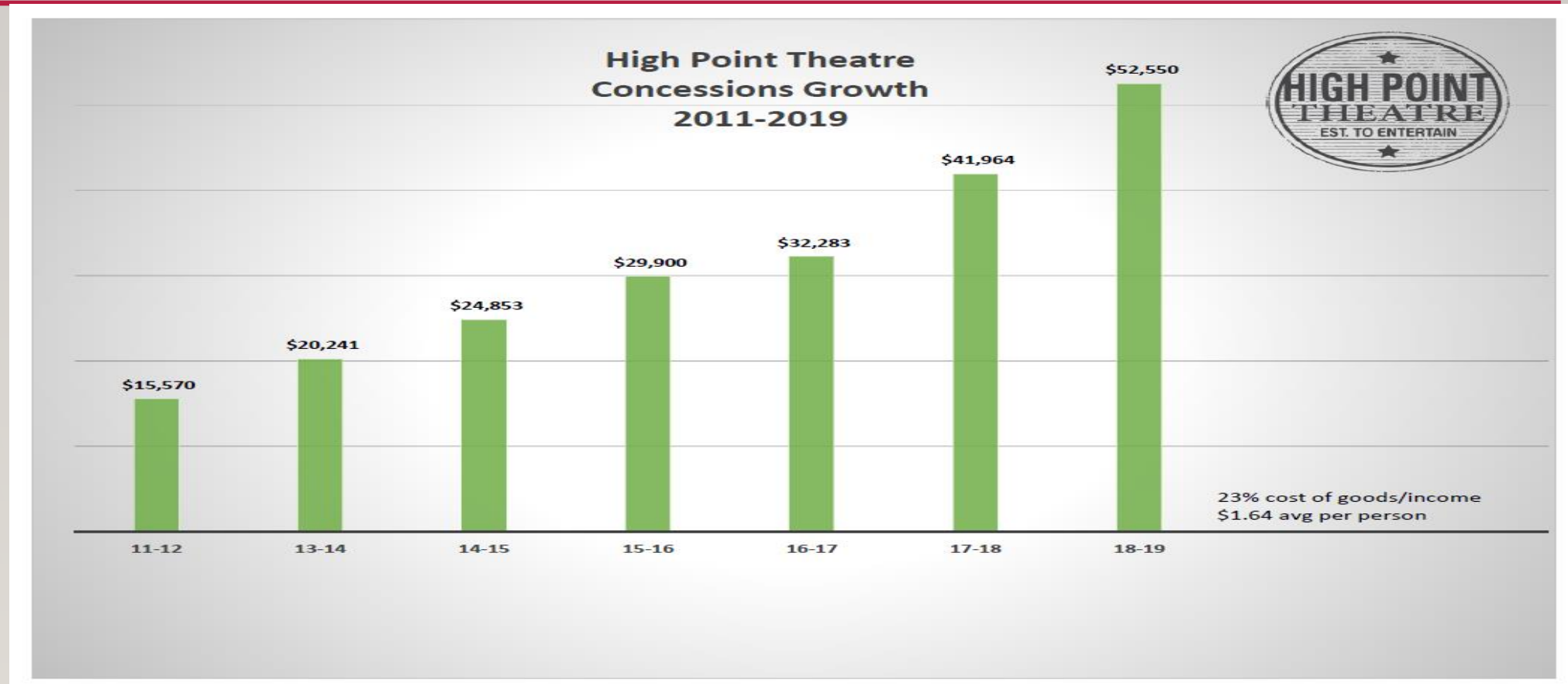
OBSERVATIONS FOR 2019

- Total Events: 348
- Rental/Private/Promoter Events: 216
- City Sponsored Events: 132
- Ticketed Events: 76
- Reserved Hours: 2,737.5 = 7.5 hrs. 365 or an average of 12.28 hours per day of usage!
- Estimated Hotel Rooms utilized: 2,725
- Only 15 percent of total tickets issued were complimentary
 - Fewest since HPT has been tracking



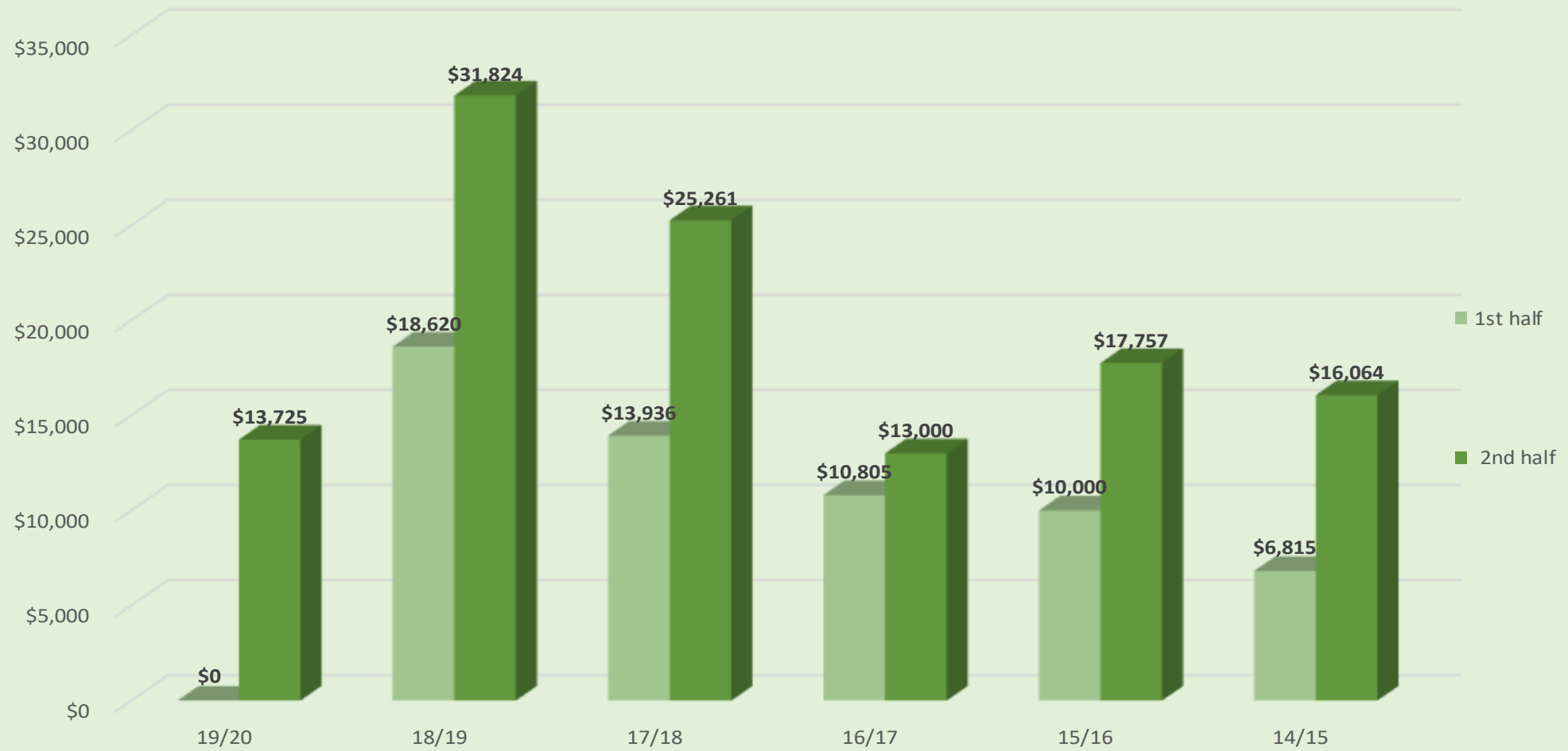
CONCESSION GROWTH 2011 – 2019

\$50,000 IN GROSS SALES OVER 77 EVENTS IN 18/19





High Point Theatre 5-year Comparission Concession Sales





OTHER #'S OF NOTE

-
- FYE 2019 saw our per cap spending on concessions rise to \$1.64 per patron
 - This includes all events, even meetings that don't have concessions offered
 - Sales tax collected from concessions: \$3,360
 - Sales tax collected from box office sales: \$38,840.56
 - 4.75 percent in state taxes + 2 percent county taxes = 6.75 percent
 - Total tickets sold: 27,699
 - Tickets sold on-line: 11,655
 - 20 perf. w/500+ patrons, 40 perf. sold 50 percent of stock



Rental Income for FY's 2014-2-15 through 2018-2019									
Year	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>				
Auditorium Rental	56,917.51	72,800.00	68,910.00	73,397.50	78,612.50				
Gallery Rental	10,373.50	44,450.00	38,627.46	37,731.25	54,866.26				
Terminal	879.00	500.00	1,000.00	775.00	2,400.00				
Total	68,170.01	117,750.00	108,537.46	111,903.75	135,878.76				



By the numbers:

Attendance growth from 2017/18 – 2018/19: 7 percent from 14/15 to 18/19 growth of 80 percent

Gross box office income rose by 23 percent from 17/18 and 80 percent from 2014/15

Rent: gallery increase since acoustical treatment by 530 percent

Auditorium increase from 2014/15 to 2018/19 40 percent (without changing the fees)
Overall facility rental revenue increased since 2014/15 by 99 percent

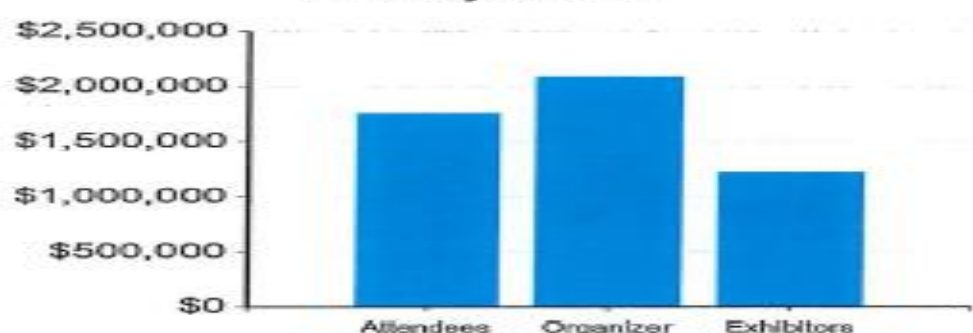
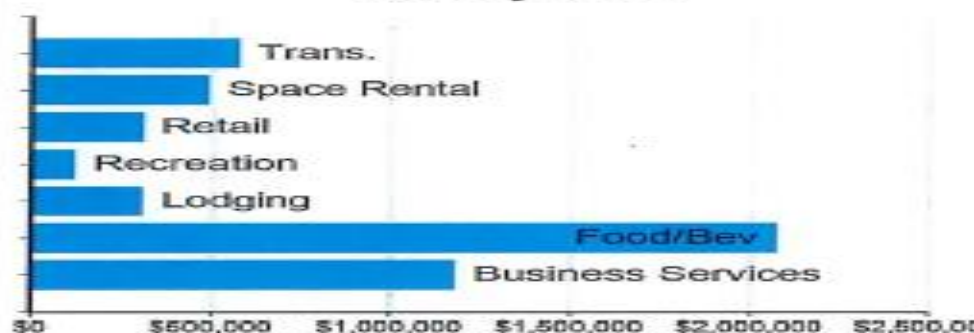
Concessions: 2013/14 inc. \$20,200 per cap. \$0.96 2018/19 inc. \$52,550 per cap. \$1.64





Event Impact Summary

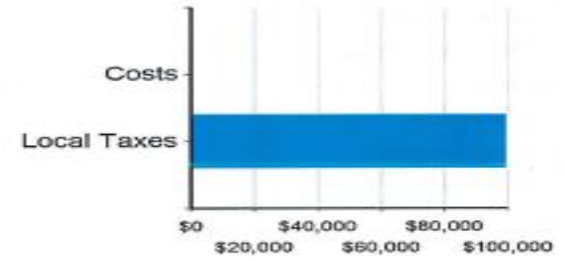
Destination: High Point Convention & Visitors Bureau

Event Parameters		Key Results		
Event Name:	HPT/Mendenhall Terminal Events	Business Sales (Direct):	\$5,057,613	
Organization:	High Point Theatre	Business Sales (Total):	\$8,678,926	
Event Type:	Convention	Jobs Supported (Direct):	5,143	
Start Date:	6/30/2019	Jobs Supported (Total):	6,638	
End Date:	6/30/2019	Local Taxes (Total):	\$99,623	
Overnight Attendees:	5330	Net Direct Tax ROI:	\$71,409	
Day Attendees:	64315	Estimated Room Demand:	2,665	
Direct Business Sales				
Sales by Source		Sales by Sector		
				
Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$249,790	\$57,475	\$0	\$307,265
Transportation	\$361,035	\$19,158	\$191,583	\$571,777
Food & Beverage	\$712,123	\$961,581	\$402,963	\$2,076,668
Retail	\$309,437	\$0	\$0	\$309,437
Recreation	\$119,157	\$0	\$0	\$119,157
Space Rental	\$0	\$377,851	\$111,118	\$488,969
Business Services	\$0	\$668,341	\$515,998	\$1,184,339
TOTAL	\$1,751,543	\$2,084,407	\$1,221,663	\$5,057,613



Event Impact Details
Destination: High Point Convention & Visitors Bureau
Event Name: HPT/Mendenhall Terminal Events 2019
Organization: High Point Theatre

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$5,057,613	\$3,621,314	\$8,678,926
Personal Income	\$1,739,302	\$1,075,849	\$2,815,151
Jobs Supported			
Persons	5,143	1,495	6,638
Annual FTEs	64	19	83
Taxes and Assessments			
<u>Federal Total</u>	<u>\$462,794</u>	<u>\$312,042</u>	<u>\$774,835</u>
<u>State Total</u>	<u>\$173,379</u>	<u>\$93,287</u>	<u>\$266,667</u>
sales	\$100,479	\$43,003	\$143,482
income	\$19,634	\$12,144	\$31,778
bed	\$0	-	\$0
other	\$53,267	\$38,140	\$91,407
<u>Local Total (excl. property)</u>	<u>\$71,409</u>	<u>\$28,213</u>	<u>\$99,623</u>
sales	\$42,307	\$18,107	\$60,413
income	\$0	\$0	\$0
bed	\$14,987	-	\$14,987
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,115	\$10,107	\$24,222
property tax	\$57,900	\$30,418	\$88,318

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$71,409	
DMO Hosting Costs	\$0	
Direct ROI	\$71,409	
Net Present Value	\$71,409	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$99,623	
Total ROI	\$99,623	
Net Present Value	\$99,623	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	2,665
Room Pickup (block only)	2,665
Peak Rooms	2,805
Total Visitor Days	43,653



CHALLENGES

- Located in a cultural desert, little foot traffic, no restaurants/bars or nightlife in close proximity
- Aging property that needs significant financial investment to bring it up to contemporary professional standards and expectations
- Competition with Tanger Center, Carolina Theatre, HPU, UNCSCA, etc.
- Marketing in the social/electronic media age



OPPORTUNITIES

- Partnerships with local arts agencies: High Point Community Concerts, HP Community Theatre, HP Ballet, HP Arts Council
- Partnership with Guilford County Schools
- History of presenting quality live performing arts events
- Reputation for having dedicated and caring staff and volunteers



COMING ATTRACTIONS.....

GEORGIA ON MY MIND.....



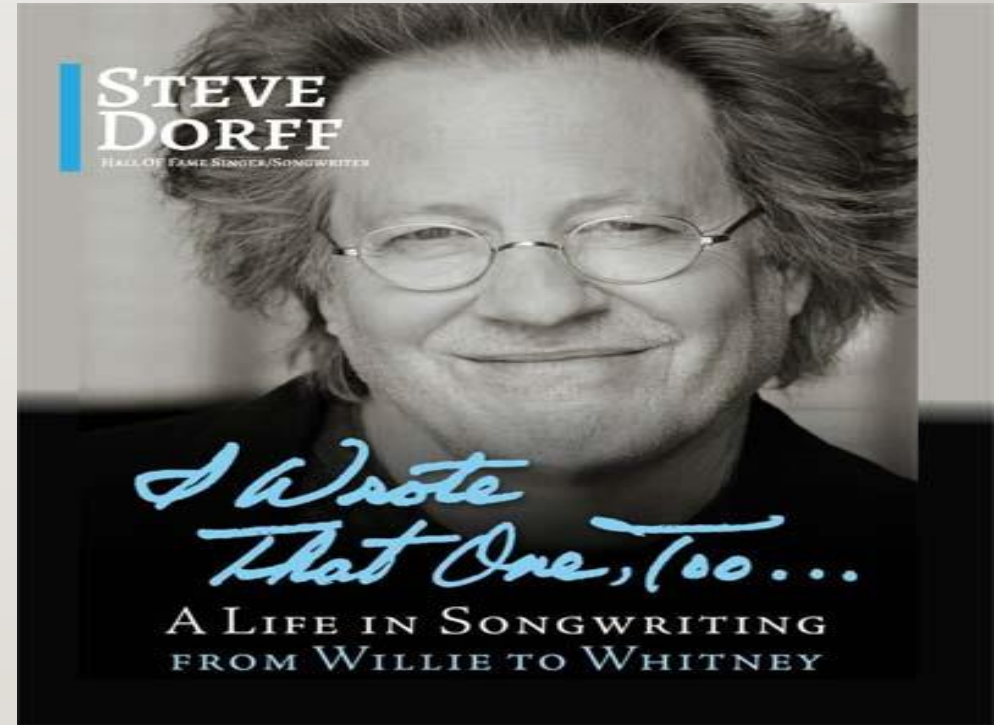
THE BRUBECK BROS. QUARTET



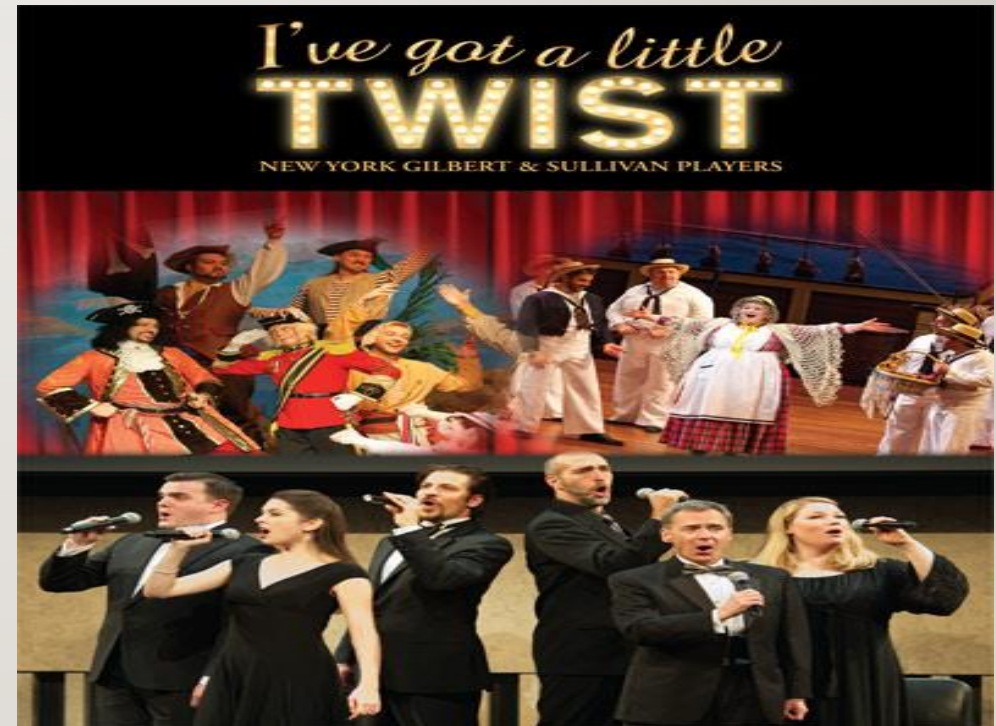
COMEDY IN JANUARY: KELLY SWANSON 1-17 DAVID PENDLETON 1/26



FEBRUARY: DAMIEN SNEAD'S: WE SHALL OVERCOME 2/4 STEVE DORFF 2/14



MORE FEBRUARY SHOWS: BARBRA LICA 2/15 NY GILBERT & SULLIVAN "I HAVE A LITTLE TWIST" 2/20



JAZZ & MORE JAZZ: BRUBECK BROS 2/21

GEORGIA ON MY MIND 3/12

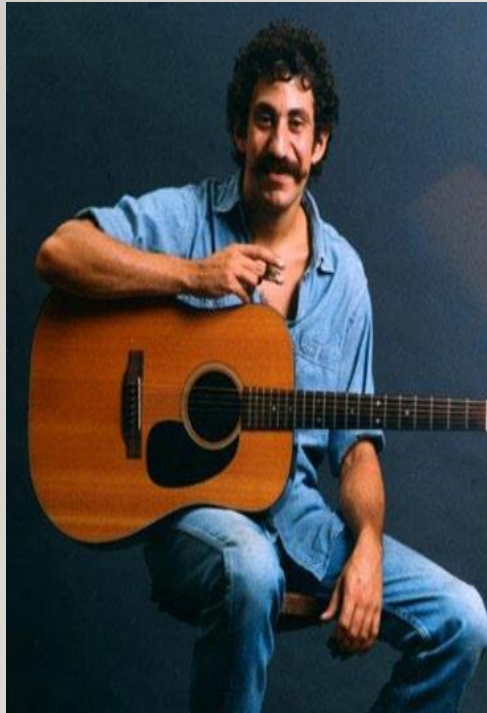


FUN FOR EVERYONE: ANGELINA BALLERINA 3/17

SONS OF MYSTRO 3/20



CROCE PLAYS CROCE 3/21 BOLLYWOOD BOULEVARD 3/31





JUMP JIVE & WAIL: FEATURING THE JIVE ACES 4/4 JEN KOBER COMEDY 5/1





HPCCA PRESENTS: THE RALEIGH RINGERS 5/3



DON'T MISS THESE FINE EVENTS!

- High Point Community Theatre: Cabaret & Maltilda
- The US Air Force Heritage of America Band.
- Killer Beaz
- Andy Gross
- Dance Recitals, Competitions, and much more!



THEATRE ART GALLERIES

- Theatre Art Galleries (TAG) is a non-profit arts agency housed within the HPT
- Provide up to four visual art shows per year that are free to the community
- Offers classes and camps for youth and adults
- Four gallery spaces utilized: Main Gallery, 2nd Floor Gallery, Children/Youth Gallery and Upstairs Lobby Gallery
- Provides off-site classes and camps throughout High Point for Boys & Girls Clubs, YMCA, YWCA and other service organizations



GALLERY EXHIBITS



CHILDREN'S GALLERY





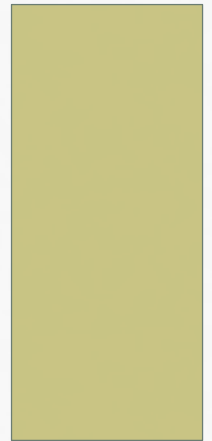
CAN'T WAIT TO SEE YOU AT THE HIGH POINT THEATRE!

- High Point Theatre Passport to Entertainment
- Theatre Art Galleries
- High Point Community Theatre
- High Point Community Concert Association
- High Point Ballet
- High Point Carousel Theatre
- Guilford County Schools



HIGH POINT PUBLIC LIBRARY
CITY COUNCIL PRESENTATION

FEBRUARY 11, 2020



A FEW FACTS & FIGURES

Library & Museum

- ❖ 223,182 website visits
- ❖ 280,965 in person visits
- ❖ 3,420 programs
- ❖ 60,231 program attendance
- ❖ 104,136 transactions (online, phone, text, inhouse)

Library

- ❖ 820,021 print items used
- ❖ 121,593 e-content checkouts
- ❖ 41,780 computer users
- ❖ 249,661 materials owned
- ❖ 1,268,641 e-content items available
- ❖ 95,901 cardholders

ORGANIZATION

Nine Divisions

*Lending Services

*Children's Services

*Research Services

*Readers Services

*Museum

*Technical Services

*Maintenance Services

*Information Services

*Administration

54 full-time, 26 part-time staff

21 professional librarians (hold master's degrees in library science)

Museum curators and director hold master's degrees in public history



Drive-through window is very popular.



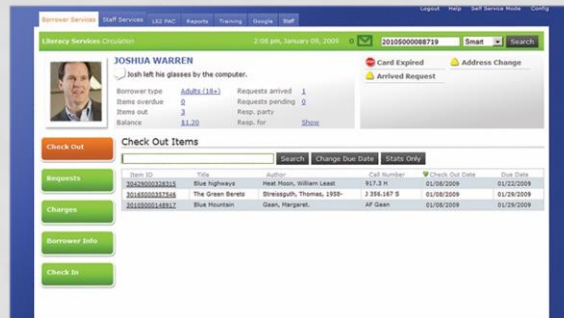
Customer Service alleviates long lines at Lending Desk.



Returned items ready for checking in, sorting & shelving.



Lending has two staff stations & two self-check stations. Self-check stations are also found in children's, research services, and in readers services.



Over 95,000 customer accounts are managed by Lending staff.



Lending also oversees a small collection of laptops for checkout.

COLLECTION ACCESS, CHECKING IN/OUT OF MATERIALS, CUSTOMER SERVICE, PATRON ACCOUNTS

LENDING



Recently added 10 LaunchPads tablets on a variety of subjects.



All programs & services reinforce the importance of reading & development of literacy skills.



Special programs take place all year long.



The Arts & Education Plaza opened in 2016, giving us additional programming space.



Outreach staff bring high quality programs to preschools and daycares.

COLLECTION, PROGRAMS & SERVICES FOR INFANTS - EARLY TEENS; OUTREACH SERVICES

CHILDREN'S SERVICES



48 public access computers

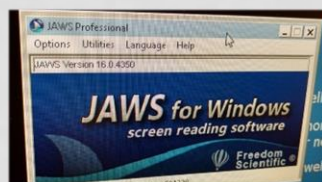


120 periodical subscriptions, materials in 11 foreign languages, and a robust non-fiction section

Wide variety of programs offered – emphasis on providing helpful information **and** enhancing personal wellbeing.



Business librarians work with small businesses, entrepreneurs, and local agencies to support economic growth.



Assistive technology for the visually impaired

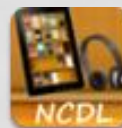


**NON-FICTION COLLECTION; ADULT PROGRAMMING;
TECHNOLOGY INSTRUCTION; PUBLIC COMPUTERS; BUSINESS &
NON-PROFIT SERVICES; FOREIGN LANGUAGE MATERIALS**

RESEARCH SERVICES



We offer a wide variety of audio-visuals, regular and large-print adult fiction, and teen fiction and non-fiction.



Our digital circulation continues to grow.



Weekly deliveries are made to homebound individuals and senior facilities.



Teens have their own space for studying, socializing, and participating in programs.

Yes, this is a library program.

**FICTION; LARGE-PRINT; AUDIO BOOKS; DVDS; MUSIC CDS;
DOWNLOADABLE & STREAMING CONTENT;
TEEN SERVICES; OUTREACH TO SENIORS**

READERS SERVICES



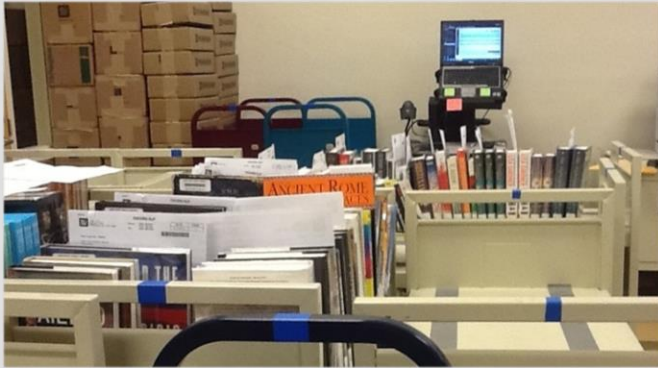
Museum became a division of the library in 2009.



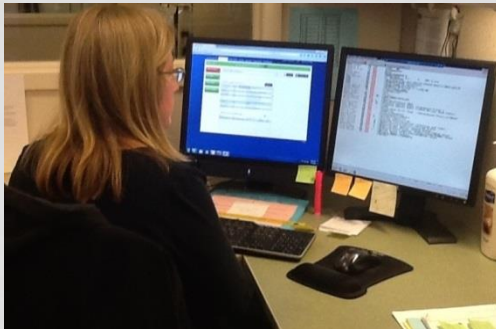
The HRC provides family genealogy and local history research assistance, as well as programs and an on-going history book club.

**PRESERVATION OF LOCAL HISTORY; ARTIFACT CONSERVATION;
ARCHIVAL DOCUMENTS; GENEALOGY RESEARCH**

MUSEUM



New items are unpacked, matched with POs, & organized for processing/cataloging.



Materials are cataloged and added to the library's database.



Adding book jackets, genre labels, spine labels, RFID tags are part of physical processing.

PROCESSES ALL MATERIALS; CATALOGS & ADDS TO HOLDINGS;
MAINTAINS INTEGRITY OF COLLECTION DATABASE

TECHNICAL SERVICES

Maintenance

1 maintenance worker, 3 custodians

Information Systems

Division manager, 2 IT specialists

Administration

2 office support, assistant director, director

FACILITY UPKEEP; OFFICE SUPPORT; LIBRARY TECHNOLOGY SUPPORT;
DAILY OPERATIONS

MAINTENANCE; INFORMATION SYSTEMS; ADMINISTRATION

A FEW MORE FACTS.....



Library customers may return materials 24/7 at the outdoor book drop at Deep River, and pick up holds Mon- Fri 5:00 pm-8:00 pm



The library provided a set of *World Book* encyclopedias, a set of science encyclopedias, and other homework-related materials for afterschool programs.



Books may be returned and holds picked up at Northpoint Customer Service Mon-Fri 8:00 am-5:00 pm. The Friends of the Library also have a small collection of books for sale there.

LIMITED LIBRARY SERVICES OFFERED AT THREE LOCATIONS

DEEP RIVER AND ALLEN JAY REC CENTERS
AND NORTHPOINT CUSTOMER SERVICE

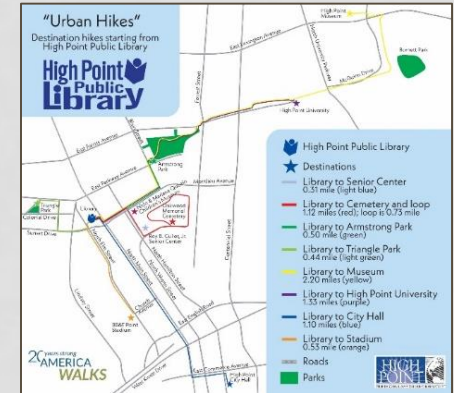
OTHER OFFSITE SERVICE SITES WE MAINTAIN:

3 TAP (Technology Access Point) sites:

Community Development, 4th Street -12 computers

Macedonia Family Resource Center – 6 computers

Fairview Family Resource Center – 5 computers



NON-TRADITIONAL, COMMUNITY-CENTERED LIBRARY PROGRAMMING

GARDENING, DANCE, MUSIC, ART, SCIENCE, COOKING, ETC.

BUDGET

Current FY budget: \$5,309,451

Revenue sources

City of High Point (\$4,881,891)

Guilford County (\$359,960)

Copies, fines, fees, misc. (\$67,660)

Additional funding from State Aid to Public Libraries:
varies annually – current FY \$83,000

SO, WHAT'S GOING ON NOW?

Developing new 3-year strategic plan

Areas of focus:

- Developing a growth and sustainability plan for the facility.
- Preparing for the changing demographics of our community
- Expanding library services outside our main facility
- Enhancing our marketing and communication, both internally and externally.

Funded by an LSTA planning grant and facilitated by Dr. Robert Burgin

Continuing to grow and effectively manage the High Point Farmers Market

18,000 visitors in 2019

Twenty-plus regular vendors

Health screenings every Saturday

Cooking demonstrations

A different community partner every Saturday

Music and special events

New last year

Certified as EBT Farmers Market

Double the Bucks

Prescription for Produce

New this year

Guilford Community Care Network partner



Developing plans for the High Point Public Library Sensory Garden

Partners

Rotary Club of High Point

Forward High Point

High Point Public Library Foundation

Timeline

Jan.-Dec. 2020: Fundraising,
grant writing

Jul.-Dec.2020: Construction
drawings

Jan.-Mar. 2021: Contractor
selection

Apr.-Oct. 2021 : Construction

Nov. 2021: Grand opening



THANK YOU

AND PLEASE COME VISIT US SOON!

