



City of High Point

Meeting Agenda

Prosperity, Livability, & Safety Committee

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

Monica Peters, Chair
Dr. Patrick Harman
Tyrone Johnson
Vickie M. McKiver
Cyril Jefferson, Mayor (Alternate)
Britt Moore, Mayor Pro Tem (Alternate)

Thursday, August 7, 2025

9:00 AM

Council Chambers

CALL TO ORDER

Prosperity and Livability Committee - Council Member Monica Peters, Chair

PRESENTATION OF ITEMS

2025-342

Visit High Point “Our Troll” Presentation

Visit High Point will provide a presentation on Danbo Trolls, their community benefits, and the opportunities for High Point as a selected site.

ADJOURNMENT

CITY OF HIGH POINT AGENDA ITEM



TITLE: Visit High Point “Our Troll” Presentation

FROM:
Damon Dequenne
Assistant City Manager

MEETING DATE:
August 7, 2025

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

PURPOSE: Presentation of Thomas Danbo “Our Troll.”

BACKGROUND: Melody Burnett, President of Visit High Point, will provide a presentation to the committee on what Danbo trolls are, how they benefit a community, and the opportunities for North Carolina and High Point by being selected as a troll site.

BUDGET IMPACT: None

RECOMMENDED ACTION REQUESTED: Information only.

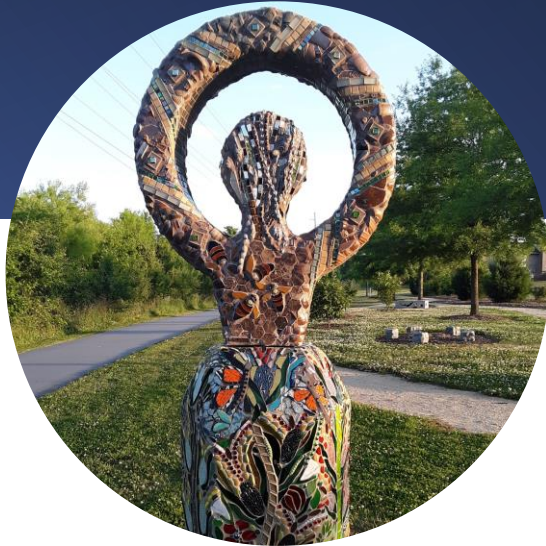
OUR TROLL

Presented to the City of
High Point Prosperity and
Livability Committee

August 7, 2025



VIVA LA ART COMMITTEE OF VISIT HIGH POINT AND THE DRIVE HIGH POINT FOUNDATION



- VESTED INTEREST IN PUBLIC ART AND OVERALL AESTHETIC
- STRATEGIC PUBLIC ART THAT STRENGTHENS BRAND, CONNECTIVITY AND DRIVES TOURISM
- PARTNERS WITH OTHER COMMUNITY STAKEHOLDERS AND PRIVATE DONORS (PUBLIC/PRIVATE)



REFERRAL TO THOMAS DAMBO TROLLS

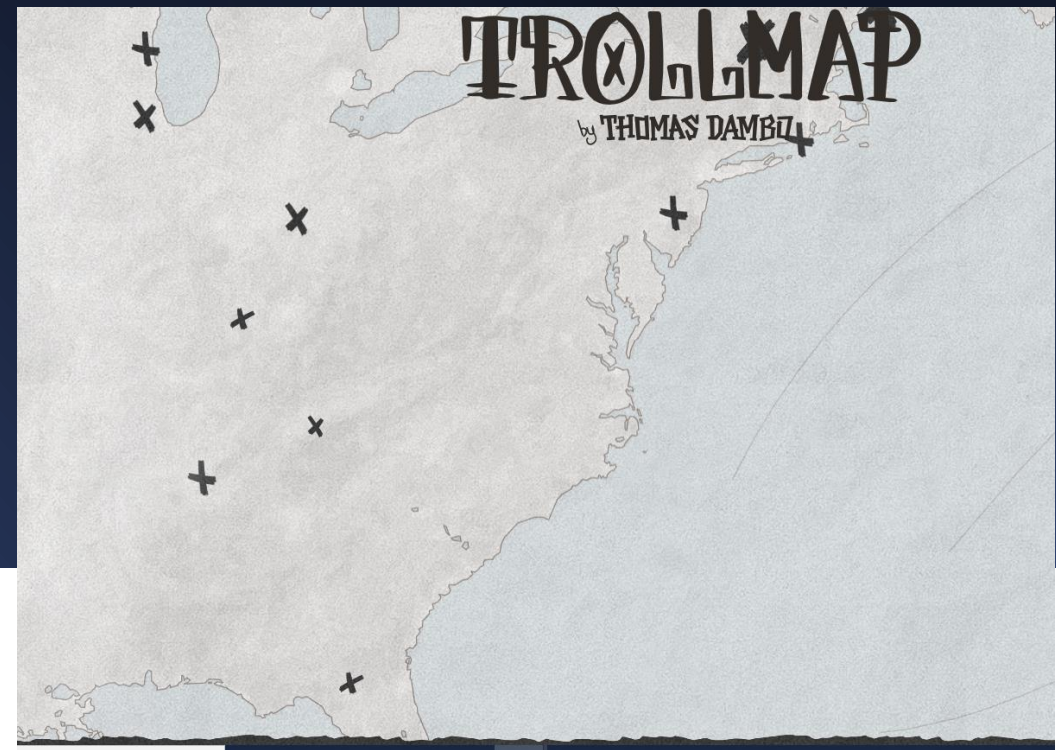


“
SHARE THE CREDIT -
NO MATTER HOW GOOD YOUR
IDEAS AND SKILLS, YOU WILL
NEVER BE SUCCESSFUL WITHOUT
THE HELP AND TRUST OF
OTHERS, MAKE A POINT OF
RECOGNIZING THAT.

- Tom Van Dessell



RESEARCH SPRING 2025



- STARTED RESEARCH IN MARCH 2025
- TEMPORARY VS PERMANENT
- NO TROLLS IN NC ON THE TROLL MAP
- TRIP TO FACTORY IN APRIL



OVERVIEW OF ARTIST: THOMAS DAMBO

- WORLD'S LEADING RECYCLING ARTIST
- KNOWN INTERNATIONALLY FOR LARGER-THAN-LIFE WOODEN TROLL SCULPTURES "TRAIL OF A THOUSAND TROLLS"
- CURRENTLY 150+ TROLLS ALL OVER THE WORLD
- WHIMSICAL CREATION THAT ENCOURAGES EXPLORATION, SPARK IMAGINATION, INSPIRE RESPONSIBILITY, AND SUSTAINABILITY



THOMAS AS INSPIRATION

- EXPRESS CREATIVITY THROUGH MUSIC, STREET ART AND SCENIC DESIGN
- KOLDING DESIGN SCHOOL IN DENMARK
- MASTERS IN INTERACTIVE DESIGN
- AWE INSPIRING, INTERACTIVE, IMMERSIVE DESIGN
- TED TALK OPPORTUNITY



ALL ABOUT THE NUMBERS

- 150 + TROLLS
- 17 COUNTRIES
- 4 MILLION FAMILIES ENGAGED
- 10,000 + MAKERS CONNECTED
- 700,000 UNIQUE USERS YEARLY
WWW.TROLLMAP.COM
- FB, INSTAGRAM GROUPS AND NEWSLETTER FOLLOWERS ORGANICALLY INTERACTING

The screenshot shows a Facebook post from Wendy-Lee Hubert Chittenden, posted 3 hours ago. The post features a dark, bokeh-style background with the text: "How difficult is it to find the trolls in the Pacific Northwest? I have to kill 10 hours waiting for a flight in Seattle and I am obsessed with the trolls." The post has 73 likes, 116 comments, and 1 share. Below the post, two comments are visible: one from Lisa Mello stating that two trolls require ferry trips and she will hunt for them next summer, and another from Yvette Jean'e suggesting three trolls can be found within 10 hours, though with no guarantee of not being stuck. To the right of the post is the group's "About" section, which states the group's purpose is to find other Thomas Dambo troll seekers and lists the group as "Public" and "Visible". Below the "About" section is a "Recent media" gallery with four images: a troll holding a microphone, a troll being held by a person, a troll with a long beard, and a diamond-shaped sign on a tree that reads "No BEANY THE BEARD FISHER THOMAS DAMBO".

WHAT OTHER TROLL CITIES ARE SAYING...

Coast Maine Botanical Gardens CEO of Coastal Maine Botanical Gardens CEO Gretchen Oster said in the USA Today article, that the six garden trolls had paid for themselves 100x over.

Bernheim Forest attendance tripled with the addition of their Giants.

Aullwood Audubon in Dayton, Ohio, attendance increased 700% since three Thomas Dambo Trolls were added.

Troll Hunt at Morton Arboretum, Chicago – All-time record-breaking attendance in 2018 (1.276 Million Visitors)



WHAT OTHER TROLL CITIES ARE SAYING...

What a wonderful experience it was to work with Thomas Dambo and his crew!!

Our exhibition “Alexa’s Elixir” opened June 10, 2024 and what joy it has brought to Detroit Lakes!! We have averaged between 500 – 1000 visitors per day (in our town of less than 10,000 people in northwestern Minnesota!) which of course positively impacts our local restaurants, hotels, businesses, but it’s also been such a wonderful community building experience!

Our residents love to “talk trolls” with visitors, to show the trolls to their family and friends, and to share stories about their “troll encounters.” We feel that our troll experience has just begun and we look forward to hosting guests and improving the overall troll experience each year with additional trails, attractions, and reasons to get outside and explore our beautiful part of the world!”

-Amy Stearns, Executive Director Project 412



60,000 visitors in
the first 4 month!!



NOTABLE NATIONAL MEDIA

NOTABLE MEDIA



NPR - FEATURE

Far From The Internet, These Big, Benevolent Trolls Lure Humans To Nature



USA TODAY - FRONTPAGE

From trash to trolls: This artist is transforming American garbage into mythical giants



NATIONAL GEOGRAPHIC - FEATURE

This Copenhagen artist turns trash into trolls



BBC - RADIO FEATURE

The Danish tradition we all need now



CBS SUNDAY MORNING - TV FEATURE

Thomas Dambo's magical troll art



WASHINGTON POST - INSPIRED LIFE FEATURE

He makes giant trolls out of trash, hides them in woods for people to find



The Sydney Morning Herald - FEATURE

It took hundreds of hours to build this giant troll so why did the artist hide it?



TED X FARGO - TALK

The fine art of dumpster diving

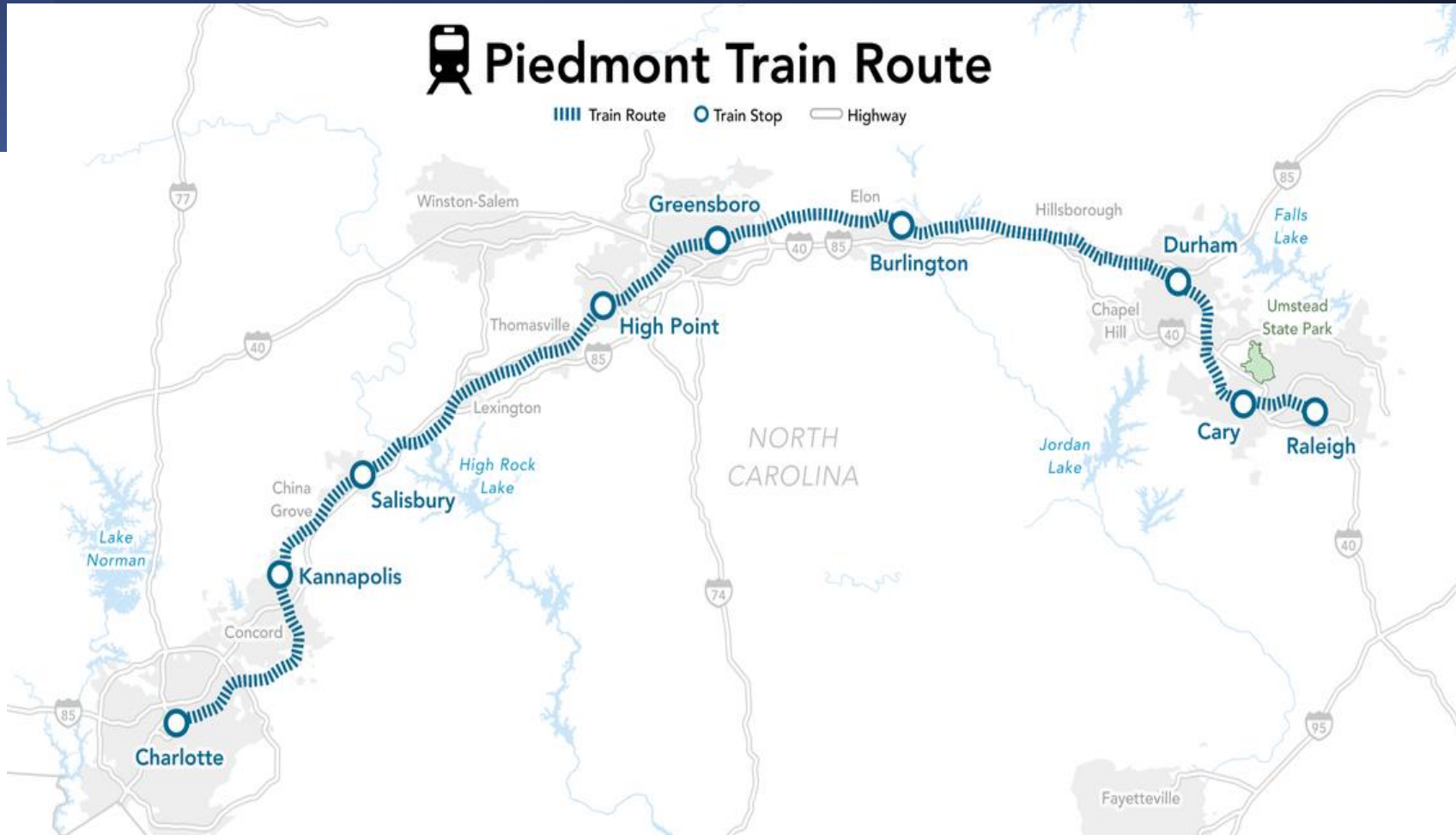
OPPORTUNITY FOR HIGH POINT

- NC will be the largest installation of Dambo Trolls in the US!
- Partnership with Raleigh @ Dix Park (5) and Charlotte @ Crescent Communities River District (1) – Permanent installation
- Asheville @ NC Arboretum – temporary exhibit (November through February)

Visit North Carolina



MORE OPPORTUNITY THROUGH CONNECTIVITY



NC by Train collaboration with neighboring Raleigh and Charlotte



HIGH POINT GETTING IN ON THE TROLL ACTION...FAST!

- Christina, fellow Dane!
- Field Trip to Denmark
- Viva La Arts Committee of VHP
- Visit High Point (investment in specific arts and tourism related projects at the end of fiscal year)
- Secluded areas that reflect the authentic artist intent for exploration
- Area of future opportunity for connectivity
- Partner that has a plan and donor base to act fast!!!



ALL ROADS POINT TO SOUTHWEST HIGH POINT AND THE SOUTHWEST RENEWAL FOUNDATION



By May 2025:

- the Visit High Point Board voted to invest \$59,000 for the project
- Southwest Renewal Foundation found an investor to fund \$300,000
- We outlined 4 city owned properties as potential sites in Southwest to explore



SOUTHWEST DISTRICT



Connectivity !!!

- Urban Greenway
- Visitor Center
- Train Depot
- Springhill Suites
- Pandora's Manor
- Downtown
- Market District



OUR TROLL



**The Hayworth
Foundation**



June 5th Site Visit with Thomas Dambo Team



SURPRISE GENDER REVEAL!



Timeline

- Currently:
 - Working with Raleigh and Charlotte on joint press release “Largest US Dambo Troll Installation! Collaboration, broad details, still mysterious to explore clues for scavenger hunt
 - Meeting regarding clearance to site
 - Finalizing payments and insurance documents
- Now – September
 - Arranging volunteer labor
 - Securing accommodations, transportation and meals
 - Coordinating PR local, regional and state
- September – October
 - Secure recycled materials
 - Develop online presence
 - Finalize partnerships with Visit NC and NC by Train



Timeline

- October - November
 - Raleigh Install start October 6
 - Charlotte Install finish by October 21st
 - High Point install start October 27th
- November
 - Finalize details with state partners
 - Raleigh's inauguration of Dix trolls
 - High Point and Charlotte to promote fully (without location details)



Beyond Installation



- Measure visitation
- Troll Merch
- Troll Fest! – Maintenance
- Troll Train
- Continuous Collaboration

