

HIGH POINT PROSPERITY, LIVABILITY, & SAFETY COMMITTEE MEETING
Thursday, August 7, 2025 - 9:00 AM
Municipal Office Building
3rd Floor Council Chamber
211 S. Hamilton Street
High Point, NC 27260

CALL TO ORDER

Chair Peters called the Prosperity, Livability, & Safety Committee to order at 9:00 a.m. and stated all Committee Members were present.

Present: Council Member Monica Peters, Council Member Patrick Harman, Council Member Vickie McKiver, and Council Member Tyrone Johnson

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.

Melody Burnett, President of Visit High Point, provided the presentation and explained that this idea was initiated by Tom Van Dessel, Chair of Visit High Point and member of the Viva La Art Committee, who introduced the concept after learning about Dambo’s work. The project was further advanced by Christina Payne, Director of Business Development at Visit High Point, who coordinated with the artist’s team in Denmark and visited his workshop while on a personal trip. The Virginia Aquarium and other host sites reported significant tourism increases following troll installations, with some locations seeing visitor traffic double or triple and substantial media coverage.

High Point’s proposed installation will be a permanent “teenage girl” troll, inspired by the city’s design heritage and connected to a larger storyline shared with Raleigh and Charlotte. Raleigh’s Dorothea Dix Park will host five trolls, Charlotte will feature a male teenage troll, and High Point’s troll will be part of a coordinated marketing effort, including statewide tourism campaigns and a potential “Troll Train” partnership with NC By Train.

The estimated project cost of \$300,000–\$350,000 will be covered through contributions from Visit High Point (\$59,000), the Southwest Renewal Foundation, and a private donor. No city funding is requested beyond the use of a city-owned property in the Southwest District for the installation. The chosen location is near the future Greenway, the train depot, and downtown amenities, and is expected to minimize impacts on residential areas while encouraging connectivity to other attractions.

The installation is scheduled to begin October 27, 2025, during the Furniture Market period, with completion in early November. Raleigh will unveil its trolls first, per

contractual agreement, followed by coordinated promotional efforts from High Point and Charlotte.

The Committee Members expressed strong support for the initiative, noting its alignment with the City's branding goals, arts and design vision, and economic development strategy.

This item was for information only.

ADJOURNMENT

There being no further business to come before the Prosperity, Livability, & Safety Committee, the meeting adjourned at 9:26 a.m.

Respectfully Submitted,

Monica Peters, Chair

Attest:

Sandra Keeney, City Clerk