



City of High Point

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

Meeting Agenda

Prosperity, Livability & Safety Committee

Monica Peters, Chair

Dr. Patrick Harman

Tyrone Johnson

Vickie M. McKiver

Cyril Jefferson, Mayor (Alternate)

Michael Holmes, Mayor Pro Tempore (Alternate)

Thursday, March 7, 2024

9:00 AM

Council Chambers

CALL TO ORDER

Prosperity, Livability, & Safety Committee - Council Member Monica Peters, Chair

PRESENTATION OF ITEMS

[2024-092](#)

High Point Schools Partnership Update

High Point Schools Partnerships will provide an update.

Attachments: [High Point Schools Partnership Update](#)

[2024-093](#)

High Point Arts Council Update

The High Point Arts Council will provide an update.

Attachments: [Arts Council Update](#)

[2024-094](#)

High Point Fire Department Annual Report

High Point Fire Department will provide an update on the Annual report for 2023.

Attachments: [2023 Fire Annual Report](#)

[2024-095](#)

Discussion Regarding City Sponsored Special Events

Staff asks the Prosperity, Livability, & Safety Committee to consider and recommend a list of City Sponsored Special Events to the City Council for approval.

Attachments: [City Sponsored Special Events](#)

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: High Point Schools Partnership update	
FROM: Eric Olmedo, Assistant City Manager	MEETING DATE: March 7, 2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS: Presentation	

PURPOSE:

High Point Schools Partnership will provide an update.

BACKGROUND:

High Point Schools Partnership (HPSP) is a volunteer-led, grassroots initiative affiliated with Guilford Education Alliance (GEA). It was started in 2019 when community leaders led by Business High Point and the High Point Community Foundation began to explore ways to promote, strengthen, and advocate for great schools in High Point.

BUDGET IMPACT:

None.

RECOMMENDATION / ACTIONS REQUESTED:

Information item only.





HPSP is an GEA initiative



High Point Schools
PARTNERSHIP

Great Communities have Great Schools

OUR TEAM



DAWN SPENCER
PROGRAM COORDINATOR



RAVEN JEFFERSON
COMMUNITY RESOURCE
COORDINATOR



KATHRYN SHUMAKER
HPU AMERICORPS VISTA



HEATHER BARE
Youth Enrichment and
Mentorship Coordinator





High Point Schools PARTNERSHIP

MISSION

The mission of the HPSP is to mobilize the High Point community – our businesses, civic groups, religious organizations, and government – around the common purpose of partnering with our schools to bring them and the students they serve to their full potential.



OUR WHY

GCS is the 5th
largest
employer in
HP

High Point
Schools make
up 27/126
GCS Schools

18/27 Schools
in High Point
are Title I



STRATEGIC OUTCOMES

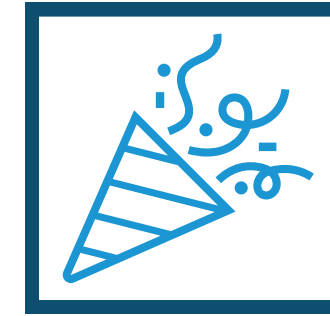
1. Transform the narrative of High Point public schools
2. Collaborate with GEA to enhance GCS' engagement, impact, and outcomes in High Point Public Schools
3. Build impactful and sustainable partnerships between the community and High Point public schools
4. Establish an ecosystem of collaboration among Youth Enrichment Providers (Y.E.P) to enhance programming and increase student success outcomes

PROGRAMS & INITIATIVES



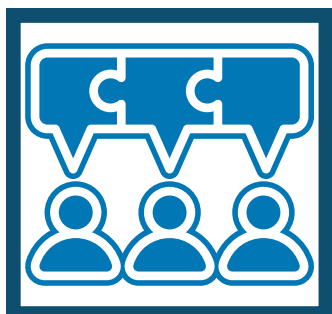
Networking Events

Educator Appreciation &
Student Celebration



Partners For Education

Career Exploration &
Workforce Development



Youth Enrichment Providers (Y.E.P.)
Collaboration





High Point Schools PARTNERSHIP

Signature Events

- Extraordinary Educators Luncheon
- Student Leadership Awards
- Principal for a day
- Faith Leaders Luncheon





High Point Schools PARTNERSHIP

Partners for Education

This is a combined effort of HPSP (a Guilford Education Alliance initiative) and GCS, to support the success of High Point Schools by developing impactful, sustainable, and **mutually beneficial** partnerships between individual schools and local businesses, industries, civic, church, and community groups.

PARTNERSHIPS



21 Partnerships at 16 schools

168

Volunteer Hours

\$27,755

Donations

33

**Student Participants in
Work Based Learning Opportunities**

PARTNERSHIPS



21 Partnerships at 16 schools

168
Volunteer Hours

\$27,755
Donations

33
Student Participants in
Work Based Learning Opportunities

CAREER EXPLORATION & WORKFORCE DEVELOPMENT



- Expose students, teachers, and GCS staff to career opportunities and pathways within High Points most prominent industries.
- Partner with businesses to develop Student Worked Based Learning Opportunities
 - Job Shadowing
 - Teacher Externships
 - Site visits
 - Student Internships/ Apprenticeships

Y.E.P. COLLABORATION



Youth Enrichment Provider Collaboration

- Facilitate programming that will foster a community of collaboration among
- Identify Youth Services Gaps
- Build a referral network
- Exchange Ideas & Problem solve
- Provide trainings that will enhance programming



High Point Schools PARTNERSHIP

Y.E.P Initiatives

- Fall Convening - Mental Health
- Spring Convening - Literacy
- Collaboration and Connection
 - YEP Spotlights and Events in newsletter
- 55 YEP Visits
- Leadership Coaching -D4
- Research - analyze data -gaps and overlaps
- Digital YEP Digital Directory- Draft April



ANDM(AT HIGH POINT
MARKET **)RE**



**SCHOOLS IN
HIGH POINT**

A photograph of three diverse children sitting on the floor in a library. A girl with red hair is on the left, a boy with dark curly hair is in the center, and a boy with dark skin is on the right. They are all looking towards the right. The background is filled with bookshelves. A semi-transparent text box is overlaid in the center.

**Great Communities
have
Great Schools**

CITY OF HIGH POINT

AGENDA ITEM



TITLE: High Point Arts Council Update	
FROM: Eric Olmedo, Assistant City Manager	MEETING DATE: March 7, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE:

The High Point Arts Council will provide an update regarding their recent rebrand and strategic plan launch.

BACKGROUND:

For over sixty years the High Point Arts Council has funded, programmed, and advocated the arts in our community. As a non-profit organization, the mission of the Arts Council is to keep art alive, accessible, and advance the arts in our community. Located at historic Centennial Station in downtown High Point, the Arts Council serves as the cultural center for the arts in the area.

BUDGET IMPACT:

None.

RECOMMENDATION / ACTIONS REQUESTED:

Information item only.





HPAC City Council Updates

Strategic Framework

Meet the new face of the High Point Arts Council (HPAC)



MISSION

Enriching lives through the arts.



VISION

Our vision is to create a community where art unites people from all walks of life.

Core Focus Areas

Unite



Refers to uniting the creative community on multiple fronts – nurturing bonds between artists, creators, artistic disciplines, and fostering an environment of collaboration and cross-pollination.

Excite

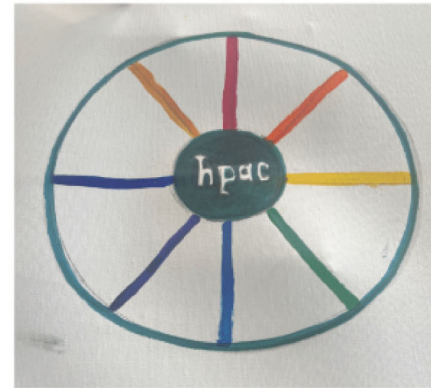
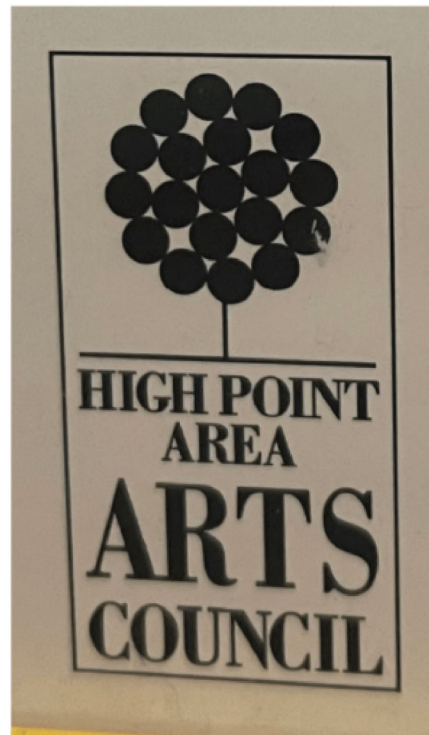


Refers to bringing engaging art in the community and highlighting artistic excellence in a myriad of forms.

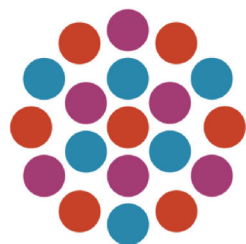
Ignite



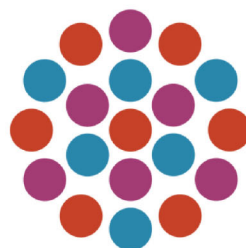
Refers to our commitment to unwavering advocacy for recognition and support at local, state, and national levels, including sparking the arts through grants and resources.



This logomark was crafted to honor the council's history by repurposing a previously created mark and transforming it into a new generation. Its round shape and numerous components represents the many things that make up High Point Arts Council. The colors were chosen to visually represent the new brand objectives, unite, ignite, and excite.



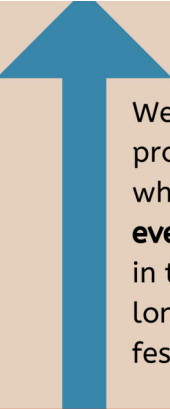
HIGH POINT
ARTS COUNCIL



HIGH POINT
ARTS COUNCIL

AT CENTENNIAL STATION ARTS CENTER





We had a **45% increase** in programs held in 2023 which translated to **45 events**. We reinstated Day in the Park, Guilford's longest running arts festival.



We hired **258 artists** in 2023 and **60 musicians** were involved in our new community band, the Titan Civic Band with GTCC.



We **tripled** youth enrollment for the John Coltrane Jazz Workshop.

We reached residents **235,123 times** through the arts which is **nearly twice** the population of High Point.



We donated **\$144,000** worth of in-kind space to local arts organizations and raised **\$130,000** in grants awarded to our arts community.



HIGH POINT
ARTS COUNCIL





HOME OF THE HIGH POINT
COMMUNITY THEATER



HOME OF THE
HIGH POINT BALLET



OUR NEW 2023-2024
GRANTEE, TAG!



MEET THE GRANTEE

INTERNATIONAL SOCIETY OF FURNITURE DESIGNERS

"THIS PODCAST IS ONLY ABLE TO CONTINUED
THROUGH THE SUPPORT OF FUNDING AND GRANTS.
THIS GRANT SHOWS HPAC'S COMMITMENT TO
UPLIFTING THE HIGH POINT COMMUNITY."

- DAVID BLAIR



**OUR NEW 2023-2024
GRANTEE, VINMARK
INTERNATIONAL DANCE**



MEET THE GRANTEE

THE M.I.N.D GROUP

"BECAUSE THE MIND GROUP IS STILL UP AND COMING, THIS PROJECT SHOW'S THEIR VISION TO HELP UPLIFT FUTURE GENERATIONS OF HIGH POINT'S YOUTH. THIS GRANT SHOWS HPAC'S COMMITMENT TO NEW CREATIVE ENDEAVOURS! "

- BRIAN STRICKLAND



OUR NEW COMMUNITY BAND

THE TITAN CIVIC BAND



OUR NEW PROGRAM,
THE ARTFUL BUSINESS COHORT

Zsuzsi Winn

"The High Point Arts Council, alongside the invaluable mentorship of Sabrina Tillman, has proven to be a nurturing incubator for local artists like myself to thrive creatively and run a successful art business full-time."



"[The ABC] Cohort helped me re-discover my passion for oil painting. As a result, I created a small collection for a group show and successfully sold some of my art. This positive experience positioned me on a new, promising artistic path where I can see selling more of my paintings in the near future. It gave me the confidence that I can be a successful ArtEntrepreneur."

- ABC Cohort Participant





DAY IN THE PARK
SINCE 1970



DAY IN THE PARK IS THE
LONGEST RUNNING ARTS
FESTIVAL IN GUILFORD COUNTY



HOME OF THE SONGWRITERS CIRCLE



HOME OF THE PULLMAN POET'S SOCIETY



**RUNNING THE ARTS SPLASH
SUMMER CONCERT SERIES
SINCE 2003**



**RUNNING THE JOHN
COLTRANE JAZZ WORKSHOP
SINCE 2002**



HOME OF THE ELEGANT
BRIDE BRIDAL EXPO



NEW THIS YEAR -
CHRISTMAS AT MOTOWN



NEW THIS YEAR -
MAKER'S MARKETS





100% of
parents
surveyed agree,
this program
helps to
encourage
early literacy.

NEW THIS YEAR -
PAGE TO STAGE SENSORY
FRIENDLY CHILDREN'S THEATER

**"The enthusiasm was electric!
We love the book and the team
brought it to life!"**

- Parent



**"I LOVE THAT THE SHOW WAS
INTERACTIVE! I WASN'T SURE
WHAT TO EXPECT BUT I HOPE
THERE ARE MORE SHOWS!!"**

- PARENT

**VIEW OUR
STRATEGIC PLAN**



Strategic Priorities

In HPAC's 2024-2028 Strategic Plan, we identify four major priorities: Amplify Community Impact, Foster Brand Identity and Visibility, Establish Financial and Human Resource Sustainability, and Enhance and Strengthen Corporate Infrastructure. These set our two strategic domains for the next five years – Community Empowerment and Organizational Resilience.



Priority 1: Amplify Community Engagement

This strategic priority is to elevate the arts experience across communities through multifaceted objectives. The priority seeks to build a vibrant and inclusive arts community while fostering economic growth and cultural enrichment. This includes establishing new arts programs and events, generating new partnerships, understanding community demographics, diversifying event attendance and engagement, fostering arts educational opportunities, creating valuable arts related resources, advocating for artists, and driving economic development impact. The anticipated outcome of this priority is to amplify HPAC's community footprint, diversify event offerings, build patron engagement, and develop sustainable arts-related initiatives.



PRIORITY 2: FOSTER BRAND IDENTITY AND VISIBILITY

Establish a distinct brand identity as a central hub for all things arts in our community of High Point over the next five years. Increase brand awareness over the course of five years based on a current state brand audit and brand audit at year five. Further assessments include percentage growth in brand awareness based on pre-campaign benchmarks and ongoing monitoring.



Priority 3: Financial and Human Resources Sustainability

There are dual goals related to the enhancement of our financial and human resource sustainability. The first is to secure financial stability and sustainability for the Arts Council over the next five years. This means increasing annual fundraising sources, diversifying fundraising sources, and increasing earned revenue through program growth. The second is to secure human resource sustainability for the Arts Council over the next five years. This means there is enough staffing resources to successfully run the business of the arts council, that staff are operating within a performance improvement framework, training needs are addressed, and plans are in place for succession planning.



Priority 4: Enhance and Strengthen Operational Infrastructure

This strategic priority focuses on enhancing the organization's foundational elements to ensure smooth functioning and increased efficiency. The emphasis is on building robust business processes that establish as well as enhance internal efficiency. The emphasis is further actively creating necessary policies and procedures for staff, volunteers, the board, and external stakeholders, including building use for organizational arts affiliates and private rentals. Efficient policies and procedures contribute to the organization's ability to deliver value consistently, positively impacting artists, the community, and affiliate partners.



THANK YOU!



CITY OF HIGH POINT

AGENDA ITEM



TITLE: High Point Fire Department Annual Report	
FROM: Tommy Reid, Fire Chief	MEETING DATE: March 7, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE:

High Point Fire Department will provide an update on the Annual report for 2023.

BACKGROUND:

The High Point Fire Department produces an annual report. This presentation will provide an update of the report for calendar year 2023.

BUDGET IMPACT:

None.

RECOMMENDATION / ACTIONS REQUESTED:

Information item only.



THE HIGH POINT
FIRE DEPARTMENT

THE HIGH POINT FIRE DEPARTMENT

ANNUAL REPORT | 2023





FIRE CHIEF

THOMAS REID

**HIGH POINT FIRE DEPARTMENT
FIRE CHIEF**

Thomas.Reid@HighPointNC.gov

336.883.3358



The past year has met the High Point Fire Department with many challenges and obstacles. These challenges and obstacles tested the department in areas, including staffing and hiring, staff pay scale, keeping apparatus in service, dealing with an increase in incidents, supply chain delays and the morale of the department. Post-COVID-19 challenges were a common theme with nearly all the challenges and obstacles stemming from the disruption the department and nation faced during the last two years.

Out of these challenges, we have multiple opportunities that help us navigate these uncharted waters. We are actively working with City management to maintain competitive wages and looking at all possibilities for recruitment programs. One such program involves recruiting military personnel ready to transition to civilian life. The program looks at ways to fulfill some of our hiring requirements and meet the standards required for the state, OEMS and physical capabilities.

The demand for our standard service delivery is steadily increasing as well as the demand for medical service delivery. Building construction and development have increased the workload of our fire inspectors, who also have duties of plan reviews, fire investigations and community risk reduction.

These needs must be met by our operations staff through overtime to meet service delivery and to maintain daily effective response. We seek solutions that will benefit our employees' well-being, morale and daily workforce environment needs.

Thomas Reid

RECOGNIZED NATIONALLY



The High Point Fire Department ranks among the best agencies in the nation. From administration and planning to training and public engagement, HPFD works diligently to provide the best services to our community.

- HPFD is one of 117 US fire departments that is both accredited and ISO Class 1 rated.
- HPFD annually participates in Legislative Day to advocate for fire service issues.
- HPFD service delivery response times meets or exceeds national expectations for response times.
- HPFD's Training Division maintains national and state-mandated hours and certifications and operates as a delivery agency.



DEPUTY CHIEF
BRIAN EVANS
ADMINISTRATION

DEPUTY CHIEF
JASON VALADE
OPERATIONS

ASSISTANT CHIEF
PERRY HALL
TRAINING

ASSISTANT CHIEF
MICHAEL FOSTER
SPECIALTY TEAMS, G.I.S., I.T.

STAFFING & TRAINING

Training begins upon employment and continues throughout one's career. These divisions strive to prevent loss of life, injury and property damage through code enforcement, fire prevention education and fire investigations and educate and train all personnel throughout their career with the High Point Fire Department.

Please know that they are available to meet the public's needs and provide resources to all.

89,673

TRAINING HOURS

373.63 AVERAGE HOURS PER EMPLOYEE

PERSONNEL

216 Operations/
Suppression
24 Administration
240 Department
Employees

CITY OF HIGH POINT POPULATION

114,124
0.52 Firefighters per
1,000 Community
Members

CITY OF
**high
point.**

FIRE STATIONS

14 Stations
5 Average Personnel
Per Fire Station

TRAINING

89,673 Total Hours
373.63 Average Hours
269 Large-Scale Classes

HPFD SERVICE AREA

City Limits Covered: 58 Square Miles
Contract Areas Covered: 14 Square Miles (Population: 20,000)
Primary Response Area: 71 Square Miles

YEAR	POPULATION	CALL VOLUME	FIREFIGHTERS
2005	95,630	10,755	202
2010	104,371	11,029	201
2011	105,843	11,209	201
2012	107,157	11,719	201
2013	108,285	12,189	201
2014	109,270	12,406	201
2015	110,638	12,403	210
2016	111,967	13,662	211
2017	112,201	14,957	211
2018	113,125	15,569	211
2019	114,183	16,035	211
2020	115,526	14,006**	211
2021	115,900	14,877**	211
2022	116,966	16,471**	216
2023	116,065	16,255	216
2024	120,751	16,515	216*
2029	126,050	17,000	?
2034	131,144	17,500	?

*needed request for budget consideration (ladder & station staffing serving new growth areas)
**reduced service based on safety precautions on medical responses (COVID-19)



SPECIALTY TEAMS

HAZARDOUS MATERIALS

HPFD RESPONDS TO HAZARDOUS MATERIAL EMERGENCIES THAT MAY INCLUDE SPILLS, RELEASE OF EXPLOSIVE & HAZARDOUS GASES, SURFACE TRANSPORTATION AND IDLH ATMOSPHERES.

TECHNICAL RESCUE

TECHNICAL RESCUE MAY INVOLVE HIGH-ANGLE ROPE, TRENCH OR CONFINED-SPACE INCIDENTS IN ORDER TO RESCUE INDIVIDUALS.

BIKE TEAM

- FURNITURE MARKET
- COLTRANE FESTIVAL
- UNCLE SAM JAM
- GO FAR ROAD RACE
- SPECIAL EVENTS
- PARADES

DIVE TEAM

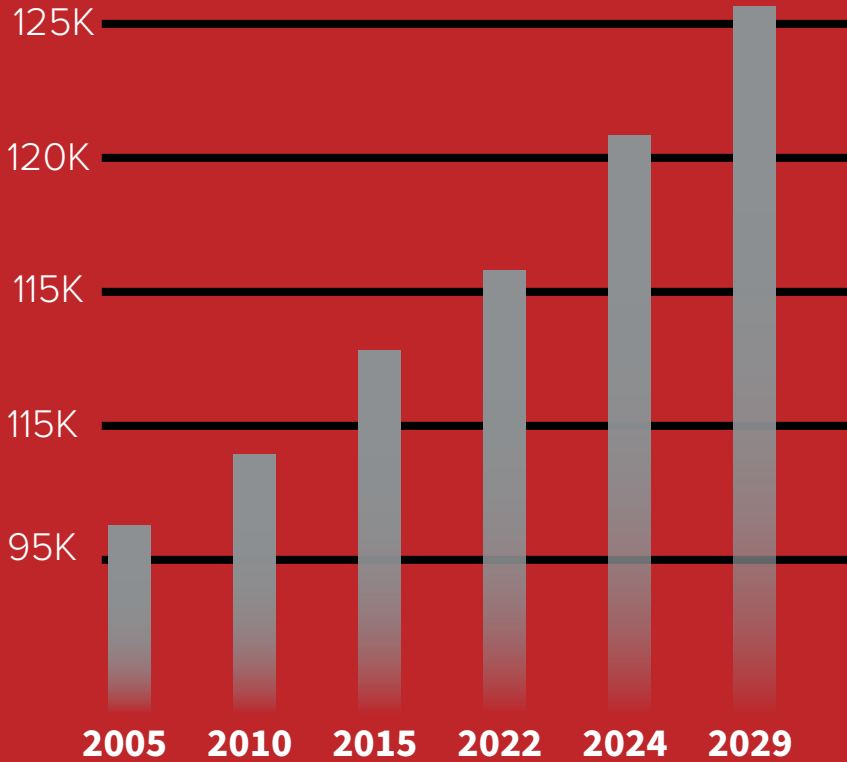
SEARCH AND RECOVERY INVOLVING WATER INCIDENTS

CALL VOLUME



CALL VOLUME | PROJECTIONS

10,755 11,029 12,403 16,471 16,515 17,000



POPULATION ESTIMATES

STATION	2016	2017	2018	2019	2020*	2021*	2022*	2023
1 (ENG1/BAT2/HAZ1)	3924	4125	4546	4668	4211	4343	5060	5304
2 (ENG2/TRK2)	2751	4052	4346	4456	4292	4271	4898	4973
3 (ENG3/HAZ3)	1249	1285	1382	1368	1127	1222	1526	1403
4 (ENG4/TRK4/TECH4)	1884	2464	2585	2740	2487	2586	2784	2747
5 (ENG5/BOAT5)	952	1018	1088	1108	1053	1040	1229	1204
6 (ENG6/TECH6)	1301	1612	1771	1761	1547	1630	1686	1730
7 (ENG7/TRK7)	2089	2667	2972	3254	2961	2868	3310	3572
8 (ENG8)	1261	1410	1488	1569 1	342	1409	1630	1705
9 (ENG9)	1516	1588	1729	1727	1580	1741	1838	1777
10 (ENG10/BOAT10)	1175	1205	1290	1375	1118	1241	1455	1451
11 (ENG11)	706	734	816	880	724	792	1003	894
12 (ENG12/TRK12/BAT3/TANK12,AIR1)	925	1337	1676	2066	3218	4124	4238	2455
13 (ENG13/RESC1/BAT1)	4588	4589	4988	5058	4630	4791	5598	5544
14 (ENG14)	579	691	708	694	601	280	677	641
TOTAL RESPONSES	24900	28777	31317	33143	31214	32999	37314	35400

INCIDENT TYPES

INCIDENT TYPES	SERIES	2023	2022*	2021*	2020*	2019	2018	2017	2016	2015
FIRES	100	518	534	618	454	513	546	571	527	2,710
NON-FIRE EXPLOSION	200	22	30	33	31	27	27	22	24	130
MEDICAL & RESCUE	300	9,726	10,558	9,989	9,352	11,002	10,648	10,726	9,715	8,853
HAZMAT	400	438	514	422	432	552	555	453	458	2,468
SERVICE	500	1,633	1,330	1,127	834	908	848	686	619	3,700
GOOD INTENT	600	1,623	1,272	1,059	1,106	1,170	1,039	935	733	4,535
FALSE ALARM	700	2,118	2,212	1,612	1,772	1,852	1,870	1,597	1,581	8,500
WEATHER	800	1	9	6	23	22	52	2	10	100
SPECIAL	900	143	5	6	9	4	6	6	8	36
STRUCTURE FIRES	111,112,120,121,123	119	128	134	87	129	125	124	137	163
NARCAN USE		160	158	183	176	179	159	172	88	52

**Reduced service based on safety precautions on medical responses (COVID-19)*



RESPONSE TIMES

(90TH PERCENTILE)

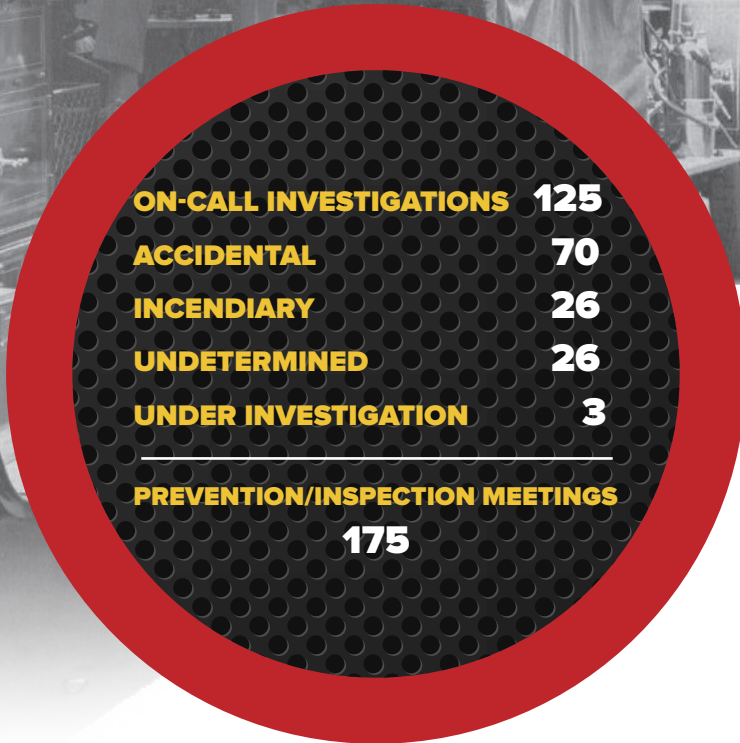
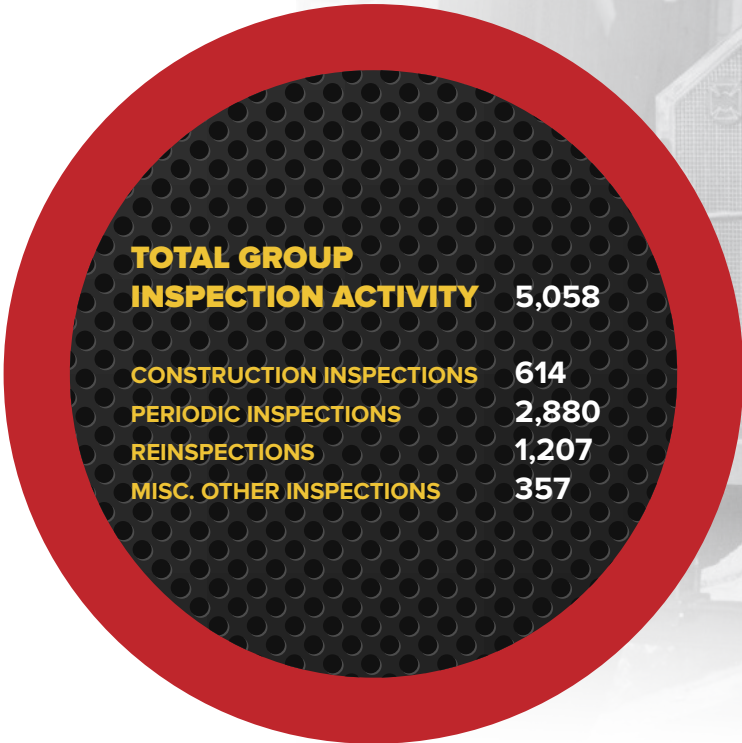
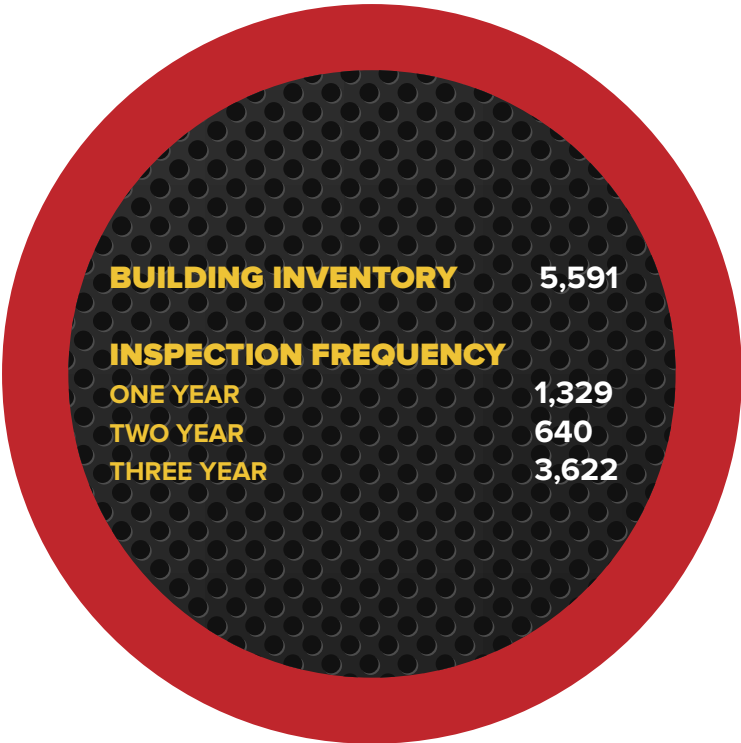
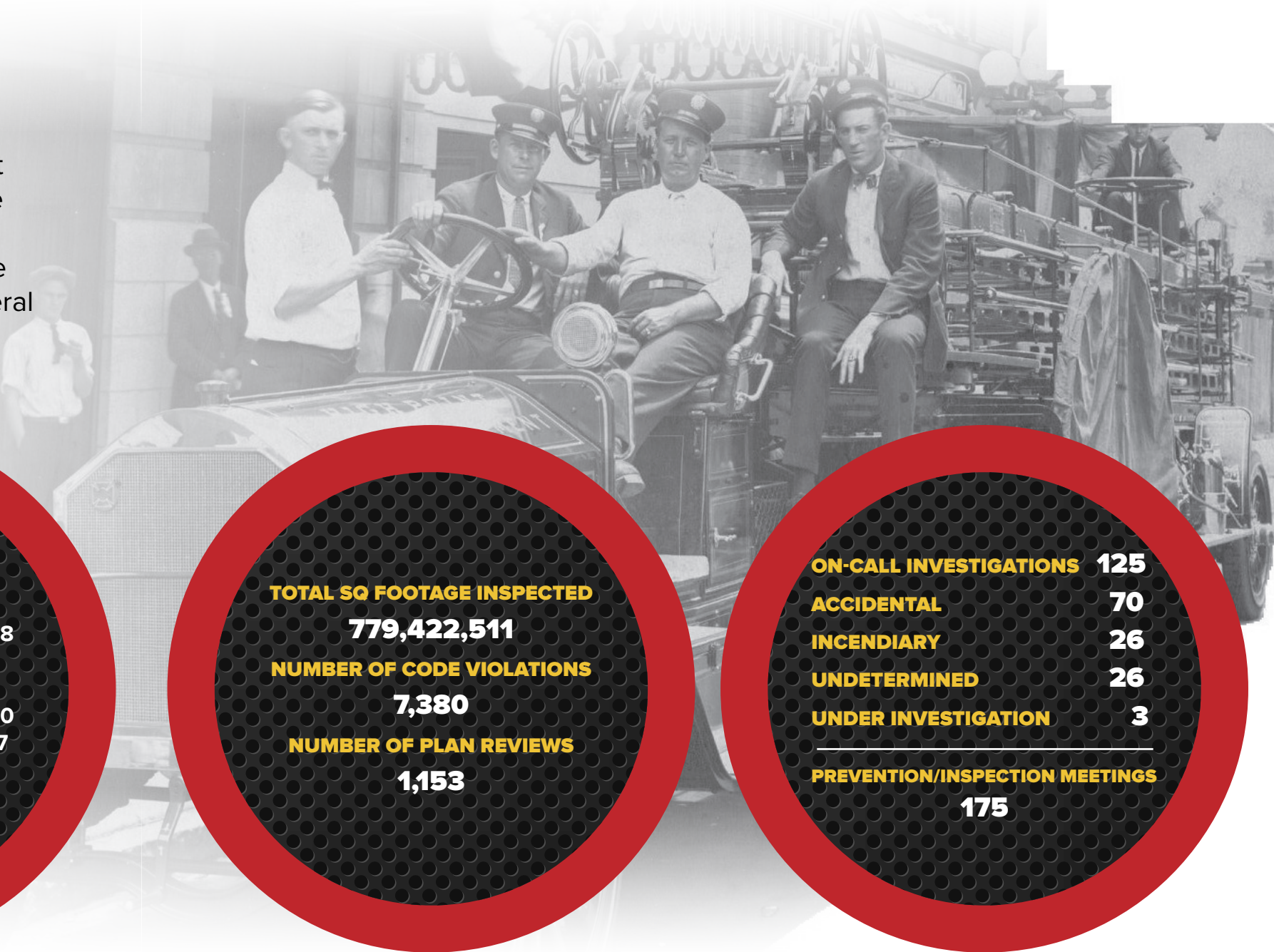
	YTD	BASELINE	2023	2022	2021	2020	2019	2018	2017	2016	2015
FIRES											
PROCESSING											
CALL TO DISPATCH	:33	:40	:44	:41	:41	:43	:45	:36	:36	:37	:39
TURNOUT											
FIRST UNIT	:55	1:38	1:33	1:21	1:34	1:17	1:41	1:35	1:34	1:40	1:34
TRAVEL											
FIRST ARRIVING	3:39	4:00	3:21	3:41	3:59	3:41	3:41	3:49	3:44	4:07	3:39
ERF	7:04	8:04	6:35	7:01	7:38	7:15	7:16	7:56	7:13	8:09	8:41
RESPONSE											
FIRST UNIT	3:39	5:28	4:46	4:53	5:18	5:15	5:08	5:15	5:19	5:32	5:27
ERF (9:20)	8:41	10:05	8:12	8:53	10:52	10:09	9:16	10:36	9:17	9:54	11:11

TURNOUT :80
TRAVEL 3:20
FIRST ARRIVAL 5:20
ERF RESPONSE 9:20



INSPECTIONS

Community Risk Reduction conducts fire investigations, code enforcement and fire life safety education programs to minimize the threat of fire for the City of High Point through the community risk reduction program. North Carolina mandates programs like the State Fire Code, NFPA standards, the Insurance Services Office (ISO) and the High Point Fire Department’s general orders. The City adopted the fire code in 1958, with the adoption being updated through various years.





THE HIGH POINT FIRE DEPARTMENT

434 S. ELM ST., HIGH POINT, N.C., 27260

For more information, visit HighPointNC.gov/Fire

Contact us: **336.883.3358**

Follow us:



[/HighPointFire](https://www.facebook.com/HighPointFire)



[/hpfd_official](https://www.instagram.com/hpfd_official)

CITY OF
**high
point.**

CITY OF HIGH POINT

AGENDA ITEM



TITLE: City Sponsored Special Events	
FROM: Eric Olmedo, Assistant City Manager	MEETING DATE: March 7, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Visit High Point Letter	

PURPOSE:

Update Prosperity, Livability and Safety Committee on City Sponsored Special Events.

BACKGROUND:

The City of High Point City Council approves a list of City Sponsored Special Events on an annual basis. Attached is a list of approved City Sponsored Special Events from FY 2023, and a list of requested FY 2024 events.

Attached is a list that Visit High Point has submitted for consideration, that includes four new events and one that has not been sponsored by the city in the past.

This was presented at the February 7, 2024, Prosperity, Livability and Safety meeting. Staff was requested to bring back additional information related to the two Go Far races.

BUDGET IMPACT:

The list of City Sponsored Events do not have a direct budget impact, the support is provided by in kind services.

RECOMMENDATION / ACTIONS REQUESTED:

Staff asks the Prosperity, Livability, & Safety Committee to consider and recommend a list of City Sponsored Special Events to the City Council for approval.



CITY OF HIGH POINT

AGENDA ITEM

FY 2023 Approved Events
1. Hi Fest
2. Uncle Sam Jam
3. Arts Splash
4. Art in the Park
5. John Coltrane Festival
6. Furniture Market – Spring and Fall
7. Go Far 5k – Spring
8. Keep High Point Beautiful – 4 annual clean up events
9. Greater High Point Torch Run
10. Greensboro Merchants Association Holiday Parade
11. MLK Holiday Parade
12. PTFC Furniture City Classic
13. Veterans Day Parade
14. Unity Festival
15. Truist Point Christmas Tree Lighting
16. Carl Chavis YMCA Juneteenth Festival
17. Day in the Park
18. Military Appreciation Jeep Rally
19. High Point Arts Festival
20. Oktoberfest – NC Beer Pride Festival
21. Black Luxe Expo
22. Uptown Holiday Stroll

CITY OF HIGH POINT

AGENDA ITEM

FY 2024 Requested Events	Notes
1. Hi Fest	Hi Fest no longer held. New event is the Children's Music Festival
2. Uncle Sam Jam	
3. Arts Splash	
4. Art in the Park	
5. John Coltrane Festival	
6. Furniture Market – Spring and Fall	
7. Go Far 5k – Spring	Group has requested sponsoring Fall run too
8. Keep High Point Beautiful – 4 annual clean up events	
9. Greater High Point Torch Run	
10. Greensboro Merchants Association Holiday Parade	
11. MLK Holiday Parade	
12. PTFC Furniture City Classic	Changed from PSA to PTFC
13. Veterans Day Parade	
14. Unity Festival	
15. Truist Point Christmas Tree Lighting	
16. Carl Chavis YMCA Juneteenth Festival	
17. Day in the Park	
18. Military Appreciation Jeep Rally	
19. High Point Arts Festival	Now called Main in Color
20. Oktoberfest – NC Beer Pride Festival	Now called Carolina Core Brews Festival
21. Black Luxe Expo	For profit event. Not recommending this continue as a City sponsored event
22. Uptown Holiday Stroll	
23. Veterans Benefit Live	Returning event, requesting Police assistance only
24. Low Key Car Show fundraiser (new event)	
25. RnB Soul Session picnic (new event)	
26. International Food Festival (new event)	
27. NYE Celebration “Drop the Point” (new event)	Not recommended due to staffing challenges

January 24, 2024

Eric Olmedo, Assist. City Manager
City of High Point
211 S. Hamilton Street
High Point, NC 27260

Dear Eric,

Visit High Point continues to work with area community partners to activate an impactful events calendar to draw attention from visitors and locals to our city. Please note that many events have been cultivated and are turnkey without city services. However, the events outlined below are within the investment metrics for Visit High Point where our organization will be supporting these events through our sponsorship budget and will need additional ancillary support from the City. In addition to our dollar investment, our commitment of staff capacity will also be planned throughout this events calendar. We value our partnership and understand the limitations of City staffing and funding. The events below are within scope and alignment with tourism, downtown, and overall economic development goals for High Point.

Date	Event	Description & Needs	Projected Attendance
Saturday, March 30, 2024	LowKey Car Show Fundraiser	A specialty car show that travels statewide attracting car enthusiasts while raising money to support local non-profits. In 2023, this event raised \$4K that was donated to the High Point Regional Foundation. The event planner is in the process of formulating a local non-profit partnership for 2024. • Street Closure (depending on new location) • Stage • HPPD • Waste Collection **This event date could change as it is Easter Weekend • Returning Event • Demographic ▪ Diverse ▪ 18+	2,000+ Estimated attendance in 2023 was 2.1K

Saturday, April 27, 2024	Carolina Core Brews Festival	This is an inaugural brews festival for downtown. Visit High Point partnership with Forward HP and NC Beer Pride. Featuring 50+ Breweries and Vendors from across NC. Planners expect to meet a demand for this experience since Greensboro no longer has the Summertime Brews Festival at the Coliseum. • Venue (Truist Point Stadium) • HPPD • HPFD • New Event • Demographic ○ Diverse ○ 21+ Male	2,000+ First time event that would be similar to the Carolina Brews Festival, but turnkey logistics at the Stadium
Saturday, May 18, 2024	Military Appreciation Jeep Rally	A jeep rally organized by the High Point Veterans Initiative (Heroes Center of High Point, Business High Point Chamber and Visit High Point). We are in process of planning an experience with the HP Rockers to host a celebration during their home game later in the day. • Street Closure (Elm + Church Ave) • Stage • Waste Collection • HPPD • HPFD • Returning Event • Demographic ▪ Veteran ▪ 25+	300+
Saturday, June 15, 2024	RnB Soul Session Picnic	This is a Juneteenth celebration event in partnership with Visit High Point and York Promotions. This event is a Mental Health initiative to support our local High Point community and beyond. • Venue (Oak Hallow Festival Park) • HPPD • HPFD • Waste Collection • New Event • Demographic ▪ African-American ▪ Family	5,000+

Saturday, July 13, 2024	Main In Color	An art festival in the heart of the Market District, including art vendors, live performances, food, trolley rides, and kid activities. May include additional art locations in 2024. • Street Closures (High Ave to Green Dr.) • Parking • Waste Collection • HPPD • HPFD • Returning Event • Demographic ▪ Diverse Ethnicities ▪ Family	1,500 + Estimated attendance in 2023 was 1.4K
Saturday, October (TBD)	International Food Festival	Visit High Point would like to curate an event to showcase High Point as the International City that so many know us to be. • Road Closure • HPPD • HPFD • Waste Management • Stage • Demographic ▪ Diverse Ethnicities ▪ Family	1,500+
Thursday, Oct 17, 2024 - Saturday, Oct 19, 2024	Veterans Benefit Live (VBL)	Military Service event in partnership with The Heroes Center, The NC Department of Military and Veterans Affairs, and Visit High Point. This 3-day event is to assist veterans of all disability backgrounds to come in person to process their claims in-person. • HPPD • Returning Event • Demographic ▪ Veteran ▪ Diverse Ethnicities ▪ Family	1,500 + Last year's event in July serviced 500 veterans and their families totaling 1.5K
Saturday, August 31, 2024 - September 1, 2024	John Coltrane International Jazz & Blues Festival	An annual festival that takes place every Labor Day weekend at Oak Hollow Festival Park brings in attendees from 23 states and	6,000 +

		is ranked in the top 10 jazz festivals nationwide. This will be the 13th year. • Will allow the organizer to advise needs • Returning Event (Signature) • Demographic ▪ Diverse Ethnicities ▪ 45+ ▪ Married	
Saturday, September 7, 2024	Black Luxe Expo	A tradeshow that takes place at Mendenhall Transportation Terminal that showcases black owned businesses with music and food. This will be the 4th year of the event. • Will allow the organizer to advise needs • Returning Event • Demographic ▪ African-American ▪ Family	2,000+

Saturday, November 23, 2024	Tree Lighting Ceremony at Truist Point	A celebration that takes place near Truist Point Stadium that kicks off the holiday shopping season with food, entertainment, tree lighting, craft vendors and more. This will be the third year and highlights the new downtown area and social district. • Street Closure (Elm + Church) • HPPD • HPFD • Waste Management • Stage • Returning Event • Demographic ▪ Diverse Ethnicities ▪ Family	5,000+ Estimated attendance in 2023 was 2.2K
Saturday, December 7, 2024	High Point Holiday Stroll	A linear festival that highlights the area small businesses in Uptowne that now has extended to the downtown Catalyst District. This is the 15th year of the event where two trolleys were added last year. • Will allow the organizer to advise needs • Returning Event • Demographic ▪ Caucasian ▪ Family	6,000+ Estimated attendance in 2023 was 5.9K

December 31, 2024	NYE Celebration “Drop the Point”	Visit High Point along with other city partners would like to curate an NYE experience that only High Point can create. Desired location would be within the Catalyst District • HPPD • HPFD • Waste Management • New Event • Demographic reach is still being decided	500+
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Please advise if the City of High Point would like to be recognized with logoed branding through event marketing and promotion. Please feel free to reach out if you have any questions that we may be able to answer prior to the P&L Committee Meeting or upcoming Council meetings.

Dana East - deast@visithighpoint.com or 336-491-2996

Melody Burnett - mburnett@visithighpoint.com or 336-880-7118

Best regards,

Dana L. East

Dana L. East
Events Development Manager
Visit High Point

Cc: Melody Burnett, President