



NORTH CAROLINA'S INTERNATIONAL CITY™

## ADDENDUM

**HIGH POINT CITY COUNCIL  
Regular Meeting  
Monday, March 21, 2022  
5:30 P.M.**

PROSPERITY & LIVABILITY COMMITTEE- *Chaired by Council Member Hudson*

**2022-145**

**Funding Request-Visit High Point Events for 2022**

City Council is requested to approve the Special Events and funding as requested by Visit High Point.

***Note: A motion to suspend the rules will be necessary to consider these matters did not originally appear on today's Agenda.***

# CITY OF HIGH POINT AGENDA ITEM



**Title:** Visit High Point Events for 2022

**From:** Greg Ferguson, Deputy City Manager

**Meeting Date:** March 21, 2022

**Public Hearing:** NA

**Advertising Date /  
Advertised By:** NA

**Attachments:** Letter from Visit High Point

**PURPOSE:**

Visit High Point has worked with Special Event stakeholders and City Staff to provide 5 events during the coming year. The P&L Committee provided a placeholder for these events in their recommendation to City Council for City Sponsored Events for 2022.

**BACKGROUND:**

The funding for these events would take the place of the events delivered by Forward High Point for 2021.

Funding is available in the current year budget.

**BUDGET IMPACT:**

\$30,000

**RECOMMENDATION / ACTION REQUESTED:**

City Council is requested to approve the Special Events and funding as requested by Visit High Point.



March 19, 2022

Greg Ferguson, Deputy City Manager  
City of High Point  
211 S. Hamilton Street  
High Point, NC 27260

Dear Greg,

Since our first organized meeting on February 17th, Visit High Point has led a taskforce of area business and city stakeholders in the area informally known as the stadium district, to imagine event activation for 2022. As we approach the endemic phase to plan for social enjoyment downtown, we collectively discussed attainable events that we could successfully launch based on collective resources. The result is the following opportunities outlined below to activate the downtown area:

**Friday, April 22nd**

Grand Opening of Impulse Exhibit/High Point Rockers Game/Stock & Grain Ribbon Cutting with Earth Day Theme

**Saturday, June 11th**

High Point Food Truck Rodeo

**Saturday, September 10<sup>th</sup>**

Downtown Block Party with Congdon Yards, Stock & Grain Assembly and Truist Point

**Saturday, October 8th**

High Point Food Truck Rodeo

**Saturday, November 26<sup>th</sup> or December 3<sup>rd</sup> (date TBD)**

Tree Lighting Ceremony at Truist Point

Each event opportunity is estimated to draw 1,500 + people into our downtown, creating consumer traffic into our area small business and entertainment venues. We are eager to finalize details as we have a capable taskforce that is creating a volunteer pool, crafting budgets, and meeting with city staff to implement logistic planning. Visit High Point is happy to partner with the City of High Point to activate our downtown as we have committed considerable planning to make sure that this area is in prime position to welcome residents and visitors to a newly discovered experiences that will become a natural destination for enjoyment.

We understand that staffing capacity and budgets are limited as the City balances a current budget as well as planning for a new fiscal year. Visit High Point is also balancing both budgets as well to maximize

resources. ***To solidify planning from both stakeholders, we ask our city partners to grandfather the five event opportunities above as a "city sponsored event", supporting each event as an in-kind sponsor through rentals, logistics, and staffing needed for a full-service event experience. In addition, we also request a cash sponsorship of \$30,000 that we can earmark collectively for the five events where allocations can be determined by the downtown taskforce.***

We have a positive working relationship with city staff where we can implement visible recognition of city support through logoed branding through event marketing and promotion. I have also enclosed the minutes from our three meetings that give further details to collectively work together to make downtown High Point active.

I regret that I will be out of town at the state's tourism conference and will miss the Monday night March 21<sup>st</sup> Council Meeting, however please feel free to reach out to me at [mburnett@visithighpoint.com](mailto:mburnett@visithighpoint.com) or 336-880-7118 if I can answer any questions.

Best regards,

A handwritten signature in black ink that reads "Melody Burnett". The signature is written in a cursive, flowing style.

Melody Burnett  
President  
Visit High Point

Enclosed:  
minutes from Downtown Taskforce  
Feb 17,  
March 3, and  
March 10