

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Theatre Departmental Overview	
<b>FROM:</b> David Briggs, Theatre Director	<b>MEETING DATE:</b> April 1, 2024
<b>PUBLIC HEARING:</b> N/A	<b>ADVERTISED DATE/BY:</b> N/A
<b>ATTACHMENTS:</b> Theatre Presentation	

**PURPOSE:** Staff will provide an overview of the High Point Theatre.

**BACKGROUND:** N/A

**BUDGET IMPACT:** N/A

**RECOMMENDATION / ACTIONS REQUESTED:** Information only.

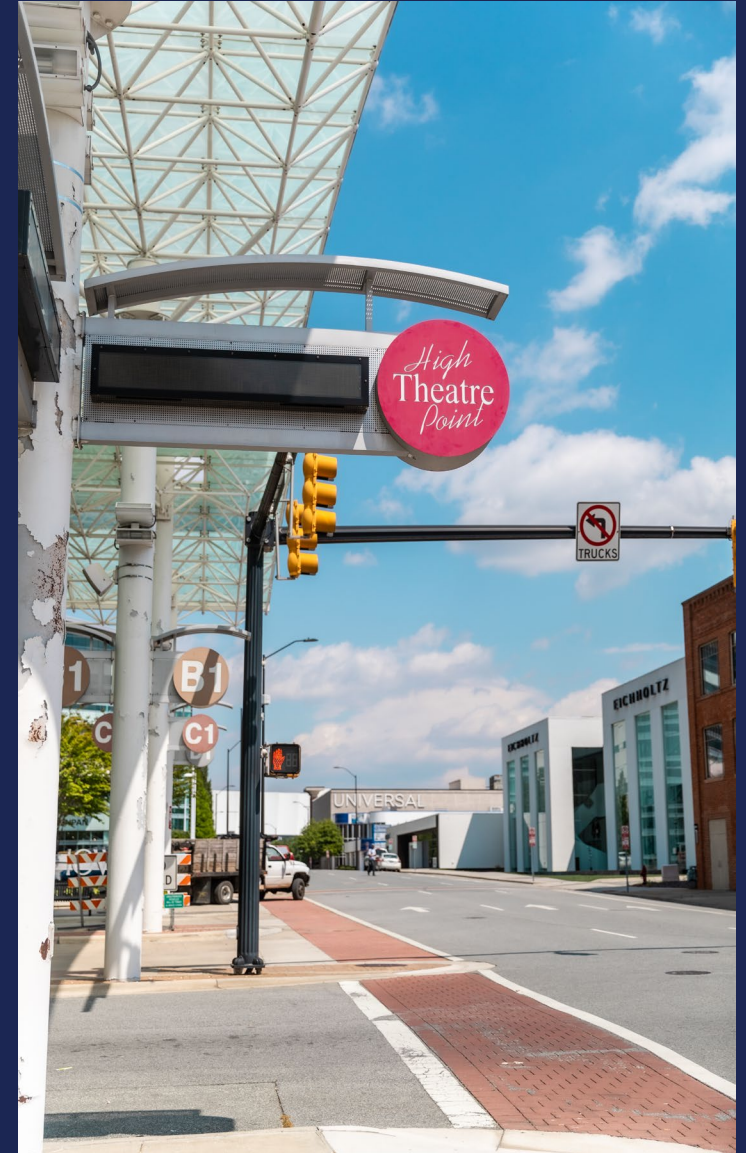




# HIGH POINT THEATRE

NATIONAL NAMES.  
HOMETOWN *HOSPITALITY.*

Get to know your performing arts venue



# MEET THE TEAM

**David Briggs, Director**  
**14 years**



# MEET THE TEAM



**Elizabeth Hinkle, Business Manager**  
**39 years**



**Kacy Woody, Box Office Manager**  
**25 years**



# MEET THE TEAM



**Jason Irons**  
**Production Manager**  
**1.5 years**



**Carl Howes**  
**Production Manager**  
**10 years**



**Melinda Burgess**  
**House Manager**  
**3 years**



# MEET THE TEAM



**Christine Swanson**  
**Box Office Associate**  
**1.5 years**



**Rokeya Worthy**  
**Marketing Coordinator**  
**2 years**



**Joseph Angel**  
**Box Office Associate**  
**2 years**





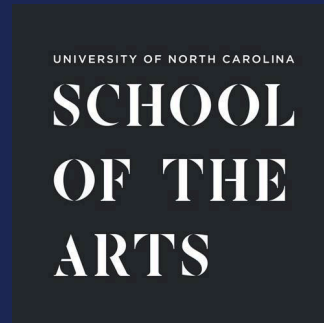
# OUR CLIENTS AND CUSTOMERS.....

We bring the community together for performances, meetings, meals and special events.

We bring the world to High Point!



# HIGH POINT THEATRE SERVES





# HPT CHALLENGES AND NEEDS



- Aging Facility | Est. 1975
- Stage Floor Splintering
- Refurbished or replaced seating
- Loading Lift
  - Aging, no parts available
- Security
  - Cameras, door access
- Stage Lighting/Sound Equipment
- Access to auditorium
  - Steep slope

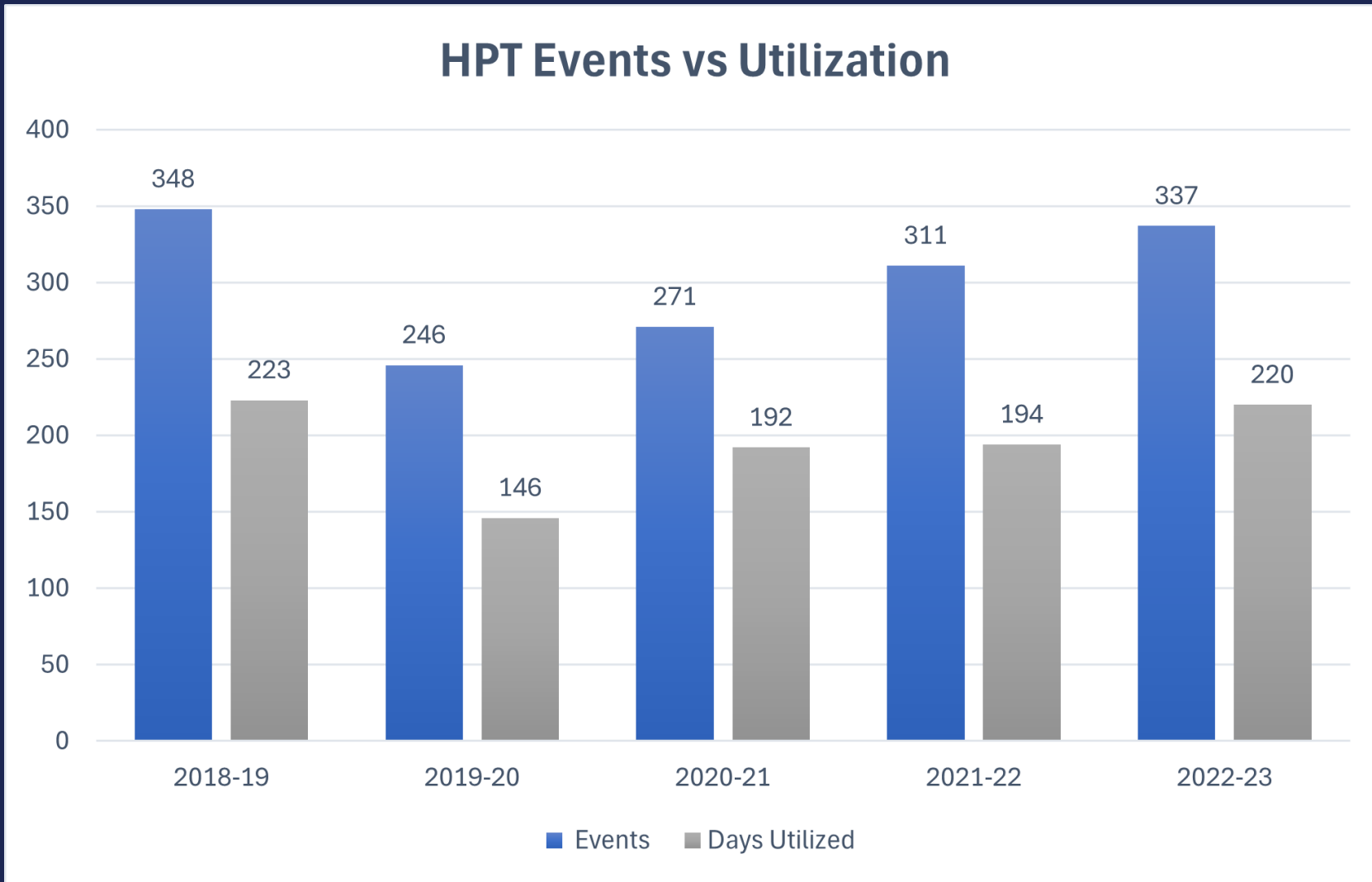


# HPT BY THE NUMBERS

Your Investment makes a difference!

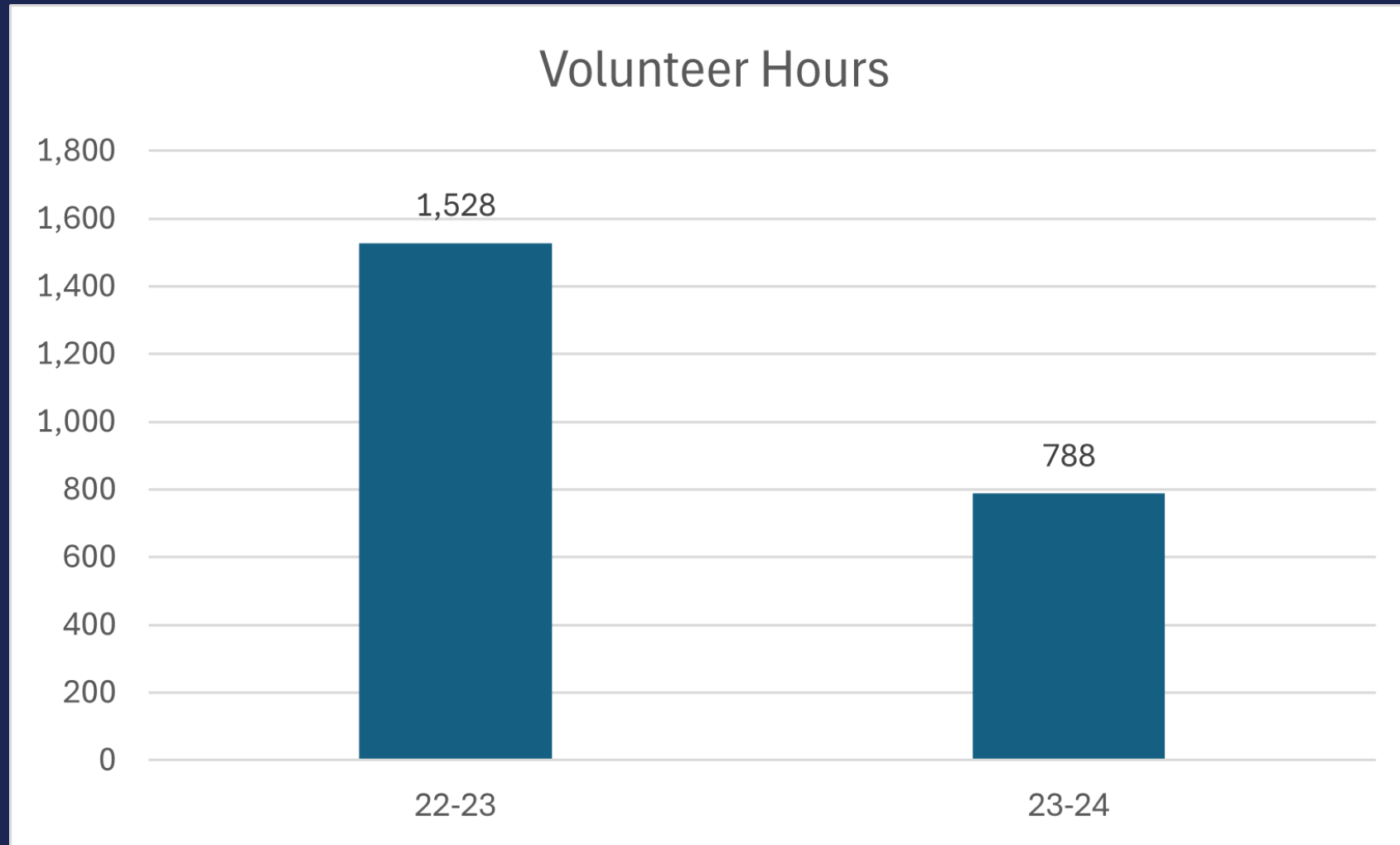


# HPT EVENTS VS. UTILIZATION



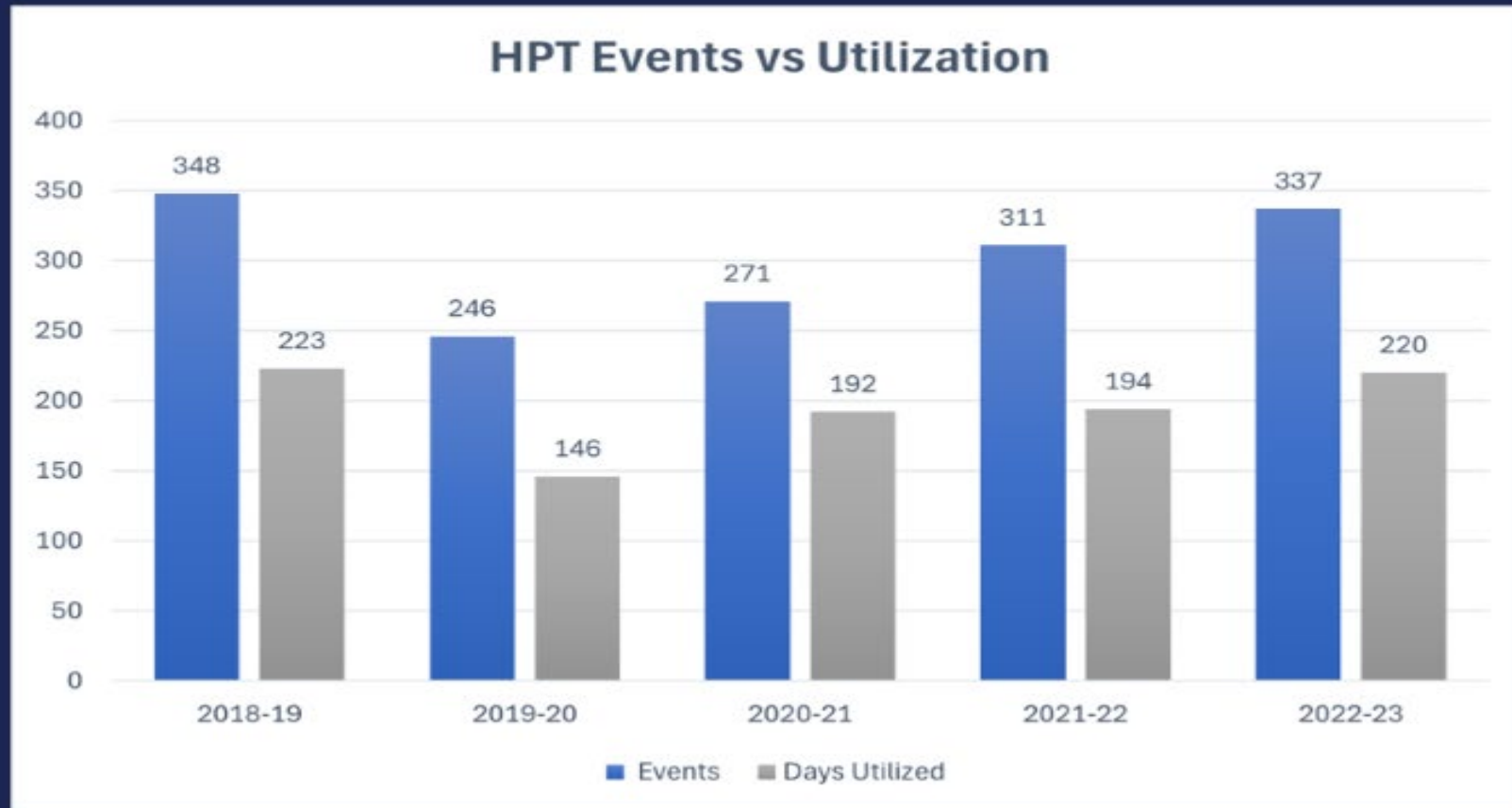


# HPT VOLUNTEERS AT A GLANCE



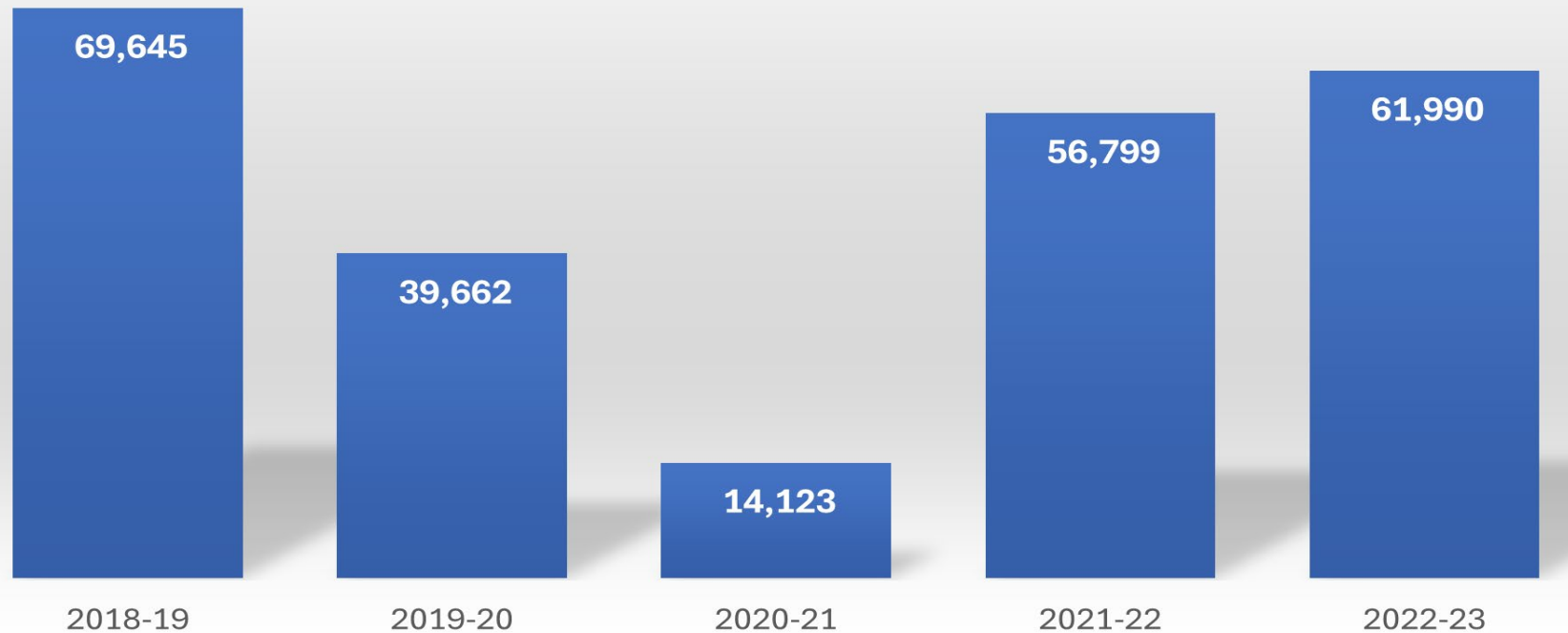
# THEATRE USAGE

## HPT EVENTS VS. UTILIZATION



# ATTENDANCE

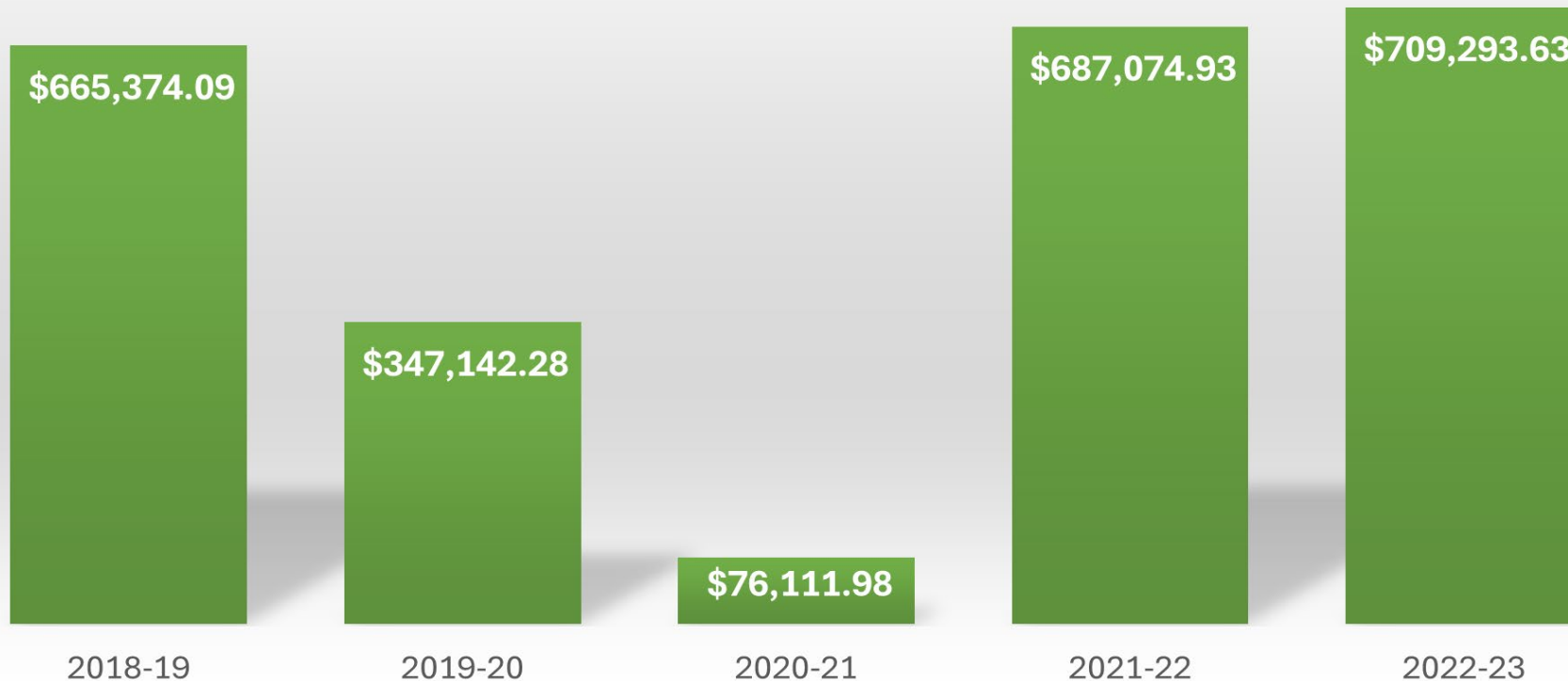
Total Attendance  
FYE 2019-2023



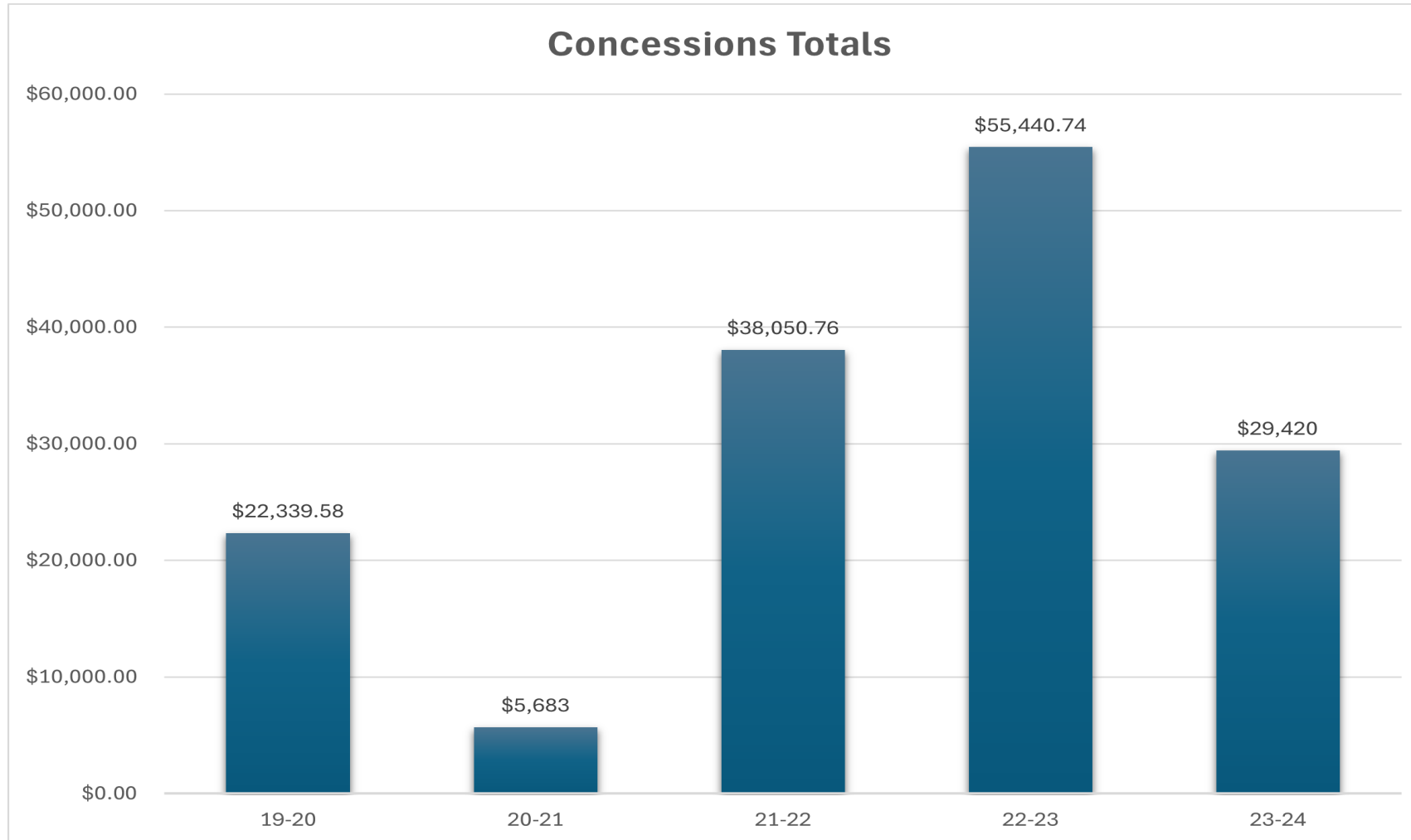


- # BOX OFFICE COMPARISONS
- ## YEAR OVER YEAR
- 

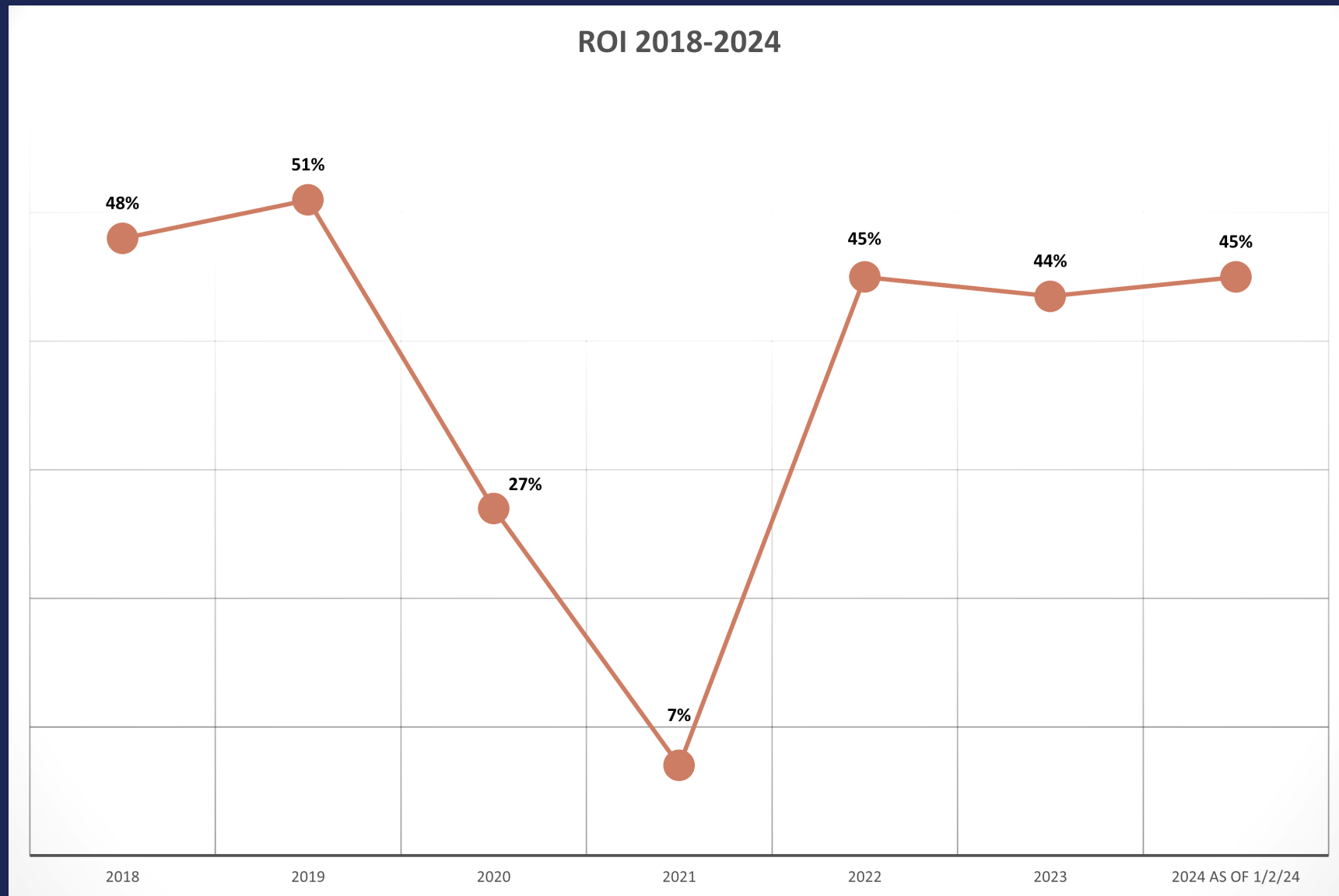
Box Office Gross  
FYE 2019-2023



# CONCESSIONS: SNACKS, BEER, WINE, BEVERAGES

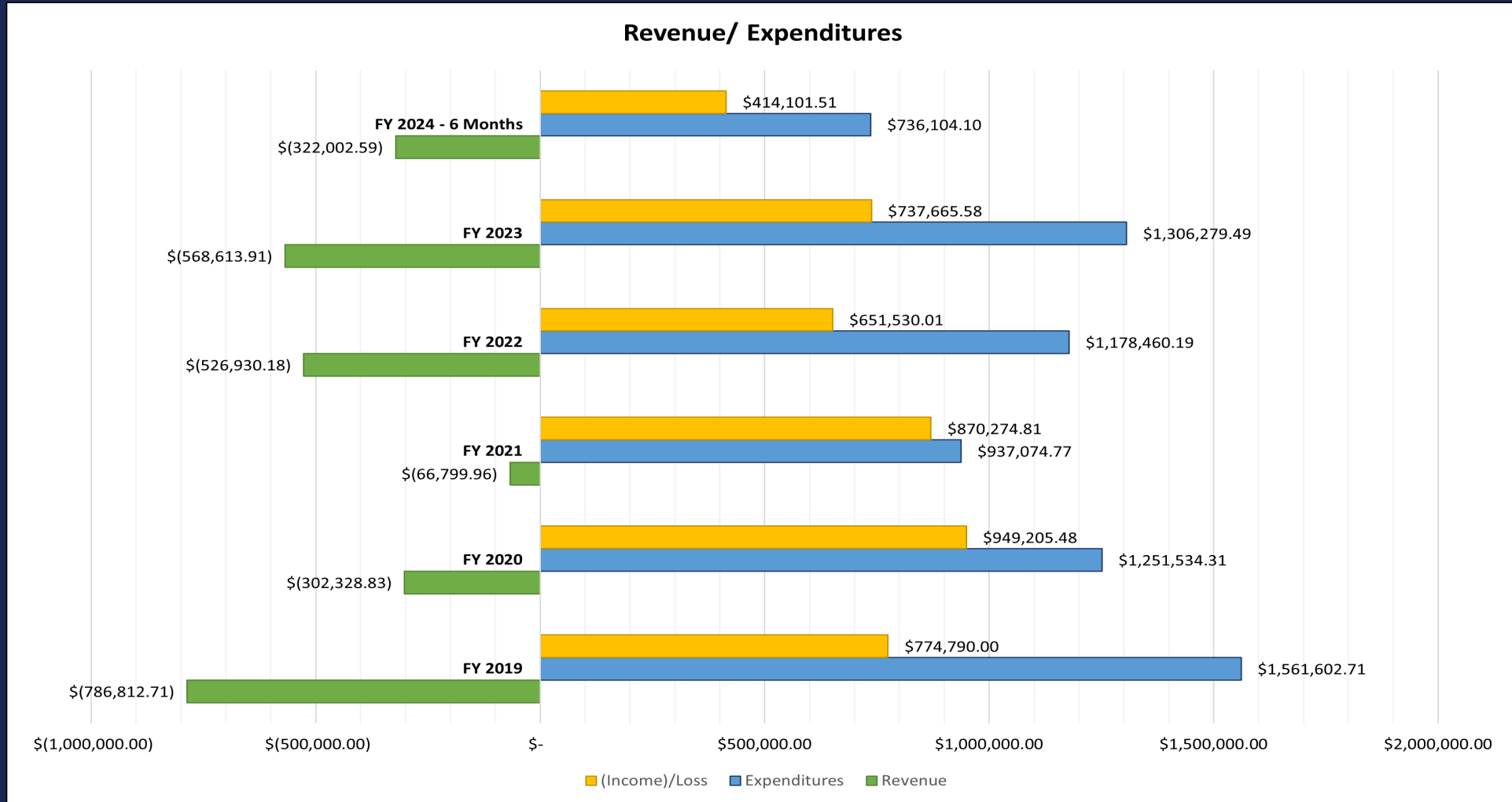


# ROI 2018 - 2024





# REVENUE | EXPENDITURES





**THANK YOU FOR YOUR  
SUPPORT!**

