

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> City Sponsored Special Events	
<b>FROM:</b> Eric Olmedo, Assistant City Manager	<b>MEETING DATE:</b> March 18, 2024
<b>PUBLIC HEARING:</b> N/A	<b>ADVERTISED DATE/BY:</b> N/A
<b>ATTACHMENTS:</b> 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 requested FY 2024 events, with staff recommended events noted.

Also 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 8<sup>th</sup> and March 7<sup>th</sup> Prosperity, Livability and Safety meeting.

**BUDGET IMPACT:**

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

**RECOMMENDATION / ACTIONS REQUESTED:**

Staff recommends and asks the City Council to consider and approve a list of City Sponsored Special Events.



# CITY OF HIGH POINT

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FY 2024 Recommended Events	Notes
1. Children’s Music Festival	Replaces 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	Group has requested sponsoring Fall run too
8. Keep High Point Beautiful – 4 clean up events	
9. Greater High Point Torch Run	
10. Greensboro Merchants Assoc. Holiday Parade	
11. MLK Holiday Parade	
12. Carolina Core FC Youth 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. Main in Color Arts Festival	
20. Carolina Core Brews Festival	
21. Uptown Holiday Stroll	
22. Veterans Benefit Live	Returning event, requesting Police assistance only
23. Low Key Car Show fundraiser (new event)	
24. RnB Soul Session picnic (new event)	
25. International Food Festival (new event)	

2024 Not Recommended	Notes
1. Black Luxe Expo	For profit event, not recommended continuing as City sponsored
2. Go Far 5k – Fall	Not recommended
3. NY Celebration “Drop the Point”	Not recommended



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	<b>LowKey Car Show Fundraiser</b>	<p>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.</p> <ul style="list-style-type: none"> <li>• Street Closure (depending on new location)</li> <li>• Stage</li> <li>• HPPD</li> <li>• Waste Collection</li> </ul> <p>**This event date could change as it is Easter Weekend</p> <ul style="list-style-type: none"> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Diverse</li> <li>▪ 18+</li> </ul> </li> </ul>	<p>2,000+</p> <p>Estimated attendance in 2023 was 2.1K</p>

<p>Saturday, April 27, 2024</p>	<p><b>Carolina Core Brews Festival</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• Venue (Truist Point Stadium)</li> <li>• HPPD</li> <li>• HPFD</li> <li>• New Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>○ Diverse</li> <li>○ 21+ Male</li> </ul> </li> </ul>	<p>2,000+</p> <p>First time event that would be similar to the Carolina Brews Festival, but turnkey logistics at the Stadium</p>
<p>Saturday, May 18, 2024</p>	<p><b>Military Appreciation Jeep Rally</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• Street Closure (Elm + Church Ave)</li> <li>• Stage</li> <li>• Waste Collection</li> <li>• HPPD</li> <li>• HPFD</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Veteran</li> <li>▪ 25+</li> </ul> </li> </ul>	<p>300+</p>
<p>Saturday, June 15, 2024</p>	<p><b>RnB Soul Session Picnic</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• Venue (Oak Hallow Festival Park)</li> <li>• HPPD</li> <li>• HPFD</li> <li>• Waste Collection</li> <li>• New Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ African-American</li> <li>▪ Family</li> </ul> </li> </ul>	<p>5,000+</p>

<p>Saturday, July 13, 2024</p>	<p><b>Main In Color</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• Street Closures (High Ave to Green Dr.)</li> <li>• Parking</li> <li>• Waste Collection</li> <li>• HPPD</li> <li>• HPFD</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Diverse Ethnicities</li> <li>▪ Family</li> </ul> </li> </ul>	<p>1,500 +</p> <p>Estimated attendance in 2023 was 1.4K</p>
<p>Saturday, October (TBD)</p>	<p><b>International Food Festival</b></p>	<p>Visit High Point would like to curate an event to showcase High Point as the International City that so many know us to be.</p> <ul style="list-style-type: none"> <li>• Road Closure</li> <li>• HPPD</li> <li>• HPFD</li> <li>• Waste Management</li> <li>• Stage</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Diverse Ethnicities</li> <li>▪ Family</li> </ul> </li> </ul>	<p>1,500+</p>
<p>Thursday, Oct 17, 2024 - Saturday, Oct 19, 2024</p>	<p><b>Veterans Benefit Live (VBL)</b></p>	<p>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.</p> <ul style="list-style-type: none"> <li>• HPPD</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Veteran</li> <li>▪ Diverse Ethnicities</li> <li>▪ Family</li> </ul> </li> </ul>	<p>1,500 +</p> <p>Last year's event in July serviced 500 veterans and their families totaling 1.5K</p>
<p>Saturday, August 31, 2024 - September 1, 2024</p>	<p><b>John Coltrane International Jazz &amp; Blues Festival</b></p>	<p>An annual festival that takes place every Labor Day weekend at Oak Hollow Festival Park brings in attendees from 23 states and</p>	<p>6,000 +</p>

		<p>is ranked in the top 10 jazz festivals nationwide. This will be the 13<sup>th</sup> year.</p> <ul style="list-style-type: none"> <li>• Will allow the organizer to advise needs</li> <li>• Returning Event (Signature)</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Diverse Ethnicities</li> <li>▪ 45+</li> <li>▪ Married</li> </ul> </li> </ul>	
Saturday, September 7, 2024	<b>Black Luxe Expo</b>	<p>A tradeshow that takes place at Mendenhall Transportation Terminal that showcases black owned businesses with music and food. This will be the 4<sup>th</sup> year of the event.</p> <ul style="list-style-type: none"> <li>• Will allow the organizer to advise needs</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ African-American</li> <li>▪ Family</li> </ul> </li> </ul>	2,000+
Saturday, November 23, 2024	<b>Tree Lighting Ceremony at Truist Point</b>	<p>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.</p> <ul style="list-style-type: none"> <li>• Street Closure (Elm + Church)</li> <li>• HPPD</li> <li>• HPFD</li> <li>• Waste Management</li> <li>• Stage</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Diverse Ethnicities</li> <li>▪ Family</li> </ul> </li> </ul>	<p>5,000+</p> <p>Estimated attendance in 2023 was 2.2K</p>
Saturday, December 7, 2024	<b>High Point Holiday Stroll</b>	<p>A linear festival that highlights the area small businesses in Uptowne that now has extended to the downtown Catalyst District. This is the 15<sup>th</sup> year of the event where two trolleys were added last year.</p> <ul style="list-style-type: none"> <li>• Will allow the organizer to advise needs</li> <li>• Returning Event</li> <li>• Demographic <ul style="list-style-type: none"> <li>▪ Caucasian</li> <li>▪ Family</li> </ul> </li> </ul>	<p>6,000+</p> <p>Estimated attendance in 2023 was 5.9K</p>

December 31, 2024	<b>NYE Celebration “Drop the Point”</b>	<p>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</p> <ul style="list-style-type: none"> <li>• HPPD</li> <li>• HPFD</li> <li>• Waste Management</li> <li>• New Event</li> <li>• Demographic reach is still being decided</li> </ul>	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](mailto:deast@visithighpoint.com) or 336-491-2996

Melody Burnett - [mburnett@visithighpoint.com](mailto: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