

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation of FY 2024-25 Budget – Visit High Point	
FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: May 22, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE: Staff from the Visit High Point will present information on the FY 2024-25 budget.

BACKGROUND: As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2024-25 Annual Budget, the City Council will hear a presentation regarding Visit High Point's FY 2024-25 Annual Budget.

The Visit High Point budget/contract will then be considered by the City Council as part of the budget adoption package at the City Council meeting scheduled for Monday, June 3, 2024.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: None



VISIT
HIGH POINT
BUDGET
PRESENTATION
FY 24-25



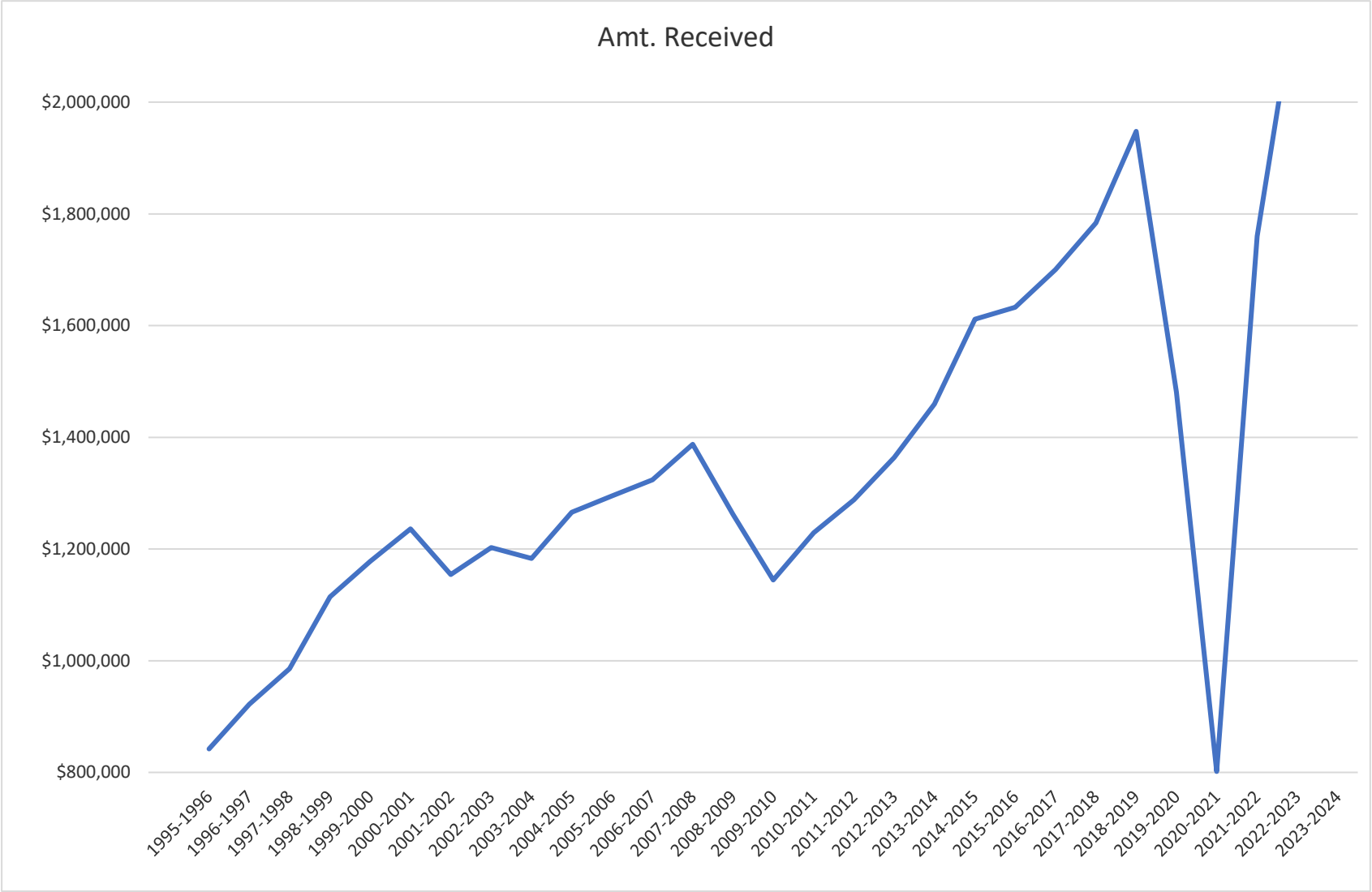


make yourself at home

OCCUPANCY TAX OVERVIEW

FISCAL YEAR 1995-1996 THROUGH 2023-2024

<u>Year</u>	<u>Amt.</u>	<u>Percent</u>
<u>Received</u>	<u>Received</u>	<u>Change</u>
1995-1996	\$841,948	
1996-1997	\$921,966	10%
1997-1998	\$985,875	7%
1998-1999	\$1,114,350	13%
1999-2000	\$1,177,983	6%
2000-2001	\$1,236,237	5%
2001-2002	\$1,154,254	-7%
2002-2003	\$1,202,844	4%
2003-2004	\$1,183,343	-2%
2004-2005	\$1,265,800	7%
2005-2006	\$1,295,255	2%
2006-2007	\$1,323,815	2%
2007-2008	\$1,387,756	5%
2008-2009	\$1,262,331	-9%
2009-2010	\$1,144,395	-9%
2010-2011	\$1,229,044	7%
2011-2012	\$1,288,229	5%
2012-2013	\$1,364,008	6%
2013-2014	\$1,459,650	7%
2014-2015	\$1,611,560	10%
2015-2016	\$1,633,085	1%
2016-2017	\$1,700,538	4%
2017-2018	\$1,784,149	5%
2018-2019	\$1,947,861	9%
2019-2020	\$1,480,812	-24%
2020-2021	\$801,644	-46%
2021-2022	\$1,760,030	120%
2022-2023	\$2,208,450	25%
2023-2024	\$2,225,797	1%





Visit High Point Budget Amendment FY 23-24

<u>No.</u>	<u>ITEM</u>	<u>FY 23-24</u>	<u>FY 23-24</u>	<u>FY 23-24</u>	<u>FY 23-24</u>
		<u>Budget</u>	<u>Budget</u>	<u>Amt Change</u>	
		<u>APPROVED</u>	<u>AMENDED</u>	<u>from Amended</u>	<u>% Change</u>
			<u>3/20/24</u>	<u>FY 23-24</u>	
<u>INCOME</u>					
<u>OCCUPANCY TAX COLLECTION</u>					
4101.0	Transient Occupancy Tax	2,212,440	2,279,186	66,746	3

Admin
-5%

Operations
-5%

Direct Group
Bookings
+3%

Tourism
Promotion
+3%

Events
Development
-48%

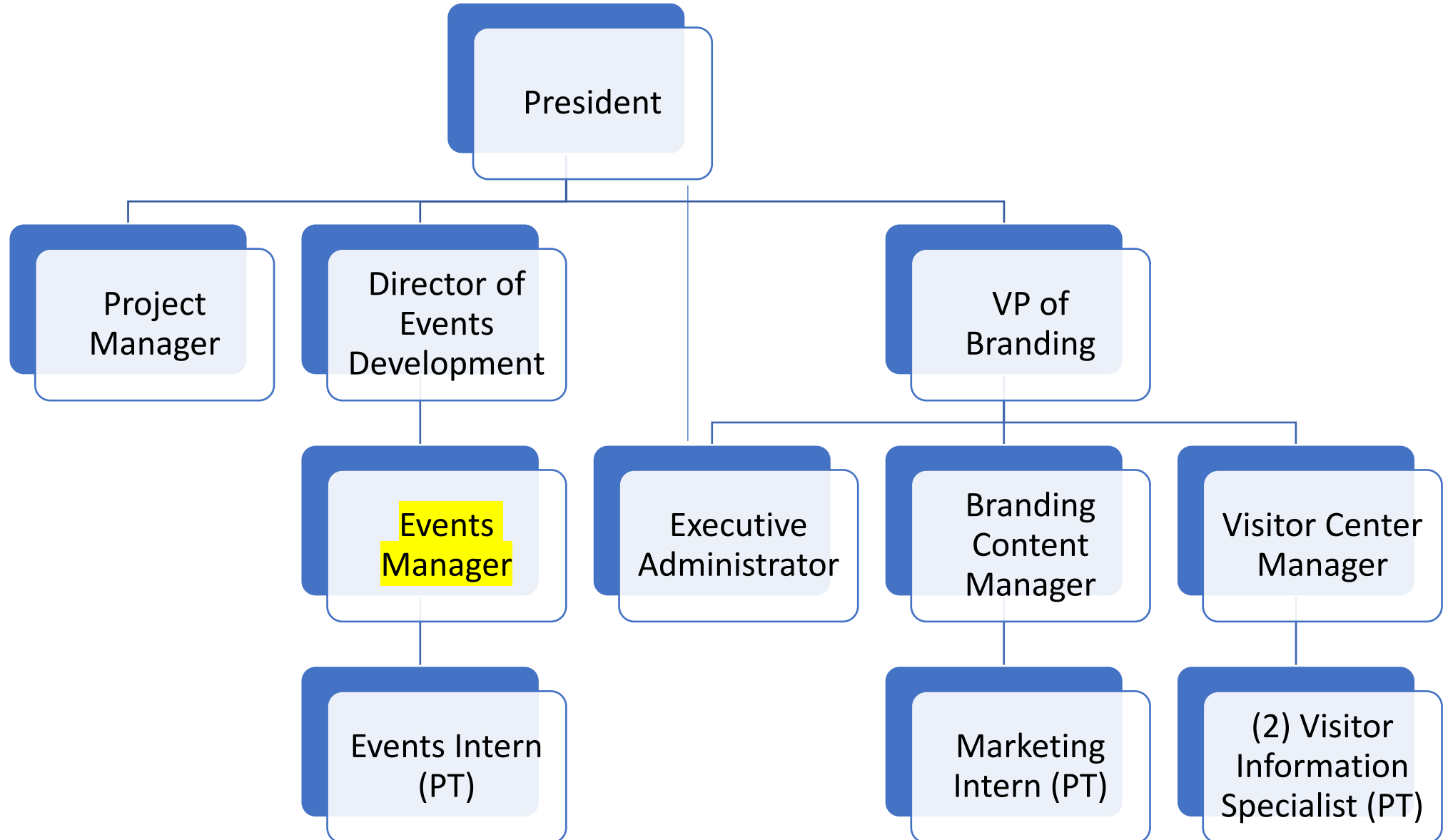
Reserve
+129,500



Budget FY 24-25 Revenue

<u>Acct #</u>	<u>Line Item</u>	<u>Fy 23-24 Budget</u>	<u>Actual Amended Budget 23-24</u>	<u>FY 24-25 Budget</u>	<u>Diff Budget vs. Actual</u>	<u>% change FY 23-24</u>	
4101	Occupancy Tax	2,212,440	2,279,186.00	2,300,000.00	20,814.00	0.91	
4102	Interest Income	33,187	35,000.00	15,000.00	(20,000.00)	(57.14)	
4104	Building Rental Income	41,600	23,600.00	62,100.00	38,500.00	163.14	
4105	Income from Reserve	0	1,052,300.00	-	(1,052,300.00)	(100.00)	
4106	Sponsorship earmarked for DRIVE HP Foundation	30,000	30,000.00	30,000.00	-	-	
4107	Regional Preferred Members	500	2,250.00	2,250.00	-	-	
4108	Reserved Sponsorship (Dest Dev Grants)	0	50,000.00	-	(50,000.00)	(100.00)	
4109	Grants - ARPA Funds			200,000.00			
4110	Equipment/Furnishings Rental	0	-	10,200.00	10,200.00	-	
4111	Events Revenue			160,000.00	160,000.00	-	
	Total Revenue	2,317,727	3,472,336.00	2,779,550.00	(892,786.00)	(93.09)	
		Occ Tax 4% over original budget FY 23-24					
		Occ Tax less than 1% inc over amended budget FY 23-25					
		Total budget revenue is 13% over original budget last year and 16% over the amended budget					

ORGANIZATIONAL STRATEGY



Visit High Point Budget FY 24-25

- Operational Expenses will increase 18% and makes up 18% of the budget
 - Will be moving at the end of the year with new lease rate for last six months of fiscal year
 - Anticipate more professional fees in conjunction with the move
 - More Janitorial Costs with move
 - More IT and Telephone Expenses with move
 - Travel Expenses have increased as two trips are planned through Destinations International
 - Enhancements to staff training towards CDME and Professional Development



Visit High Point Budget FY 24-25

Direct Booking Expenses remain flat

- Event Booking Incentives
- Logo items (service giveaways)
- Partnership with HP Market Authority
- Resident Sentiment Survey
- Media Assessment in partnership with Visit NC
- Autism Travel Video and Influencer Campaign



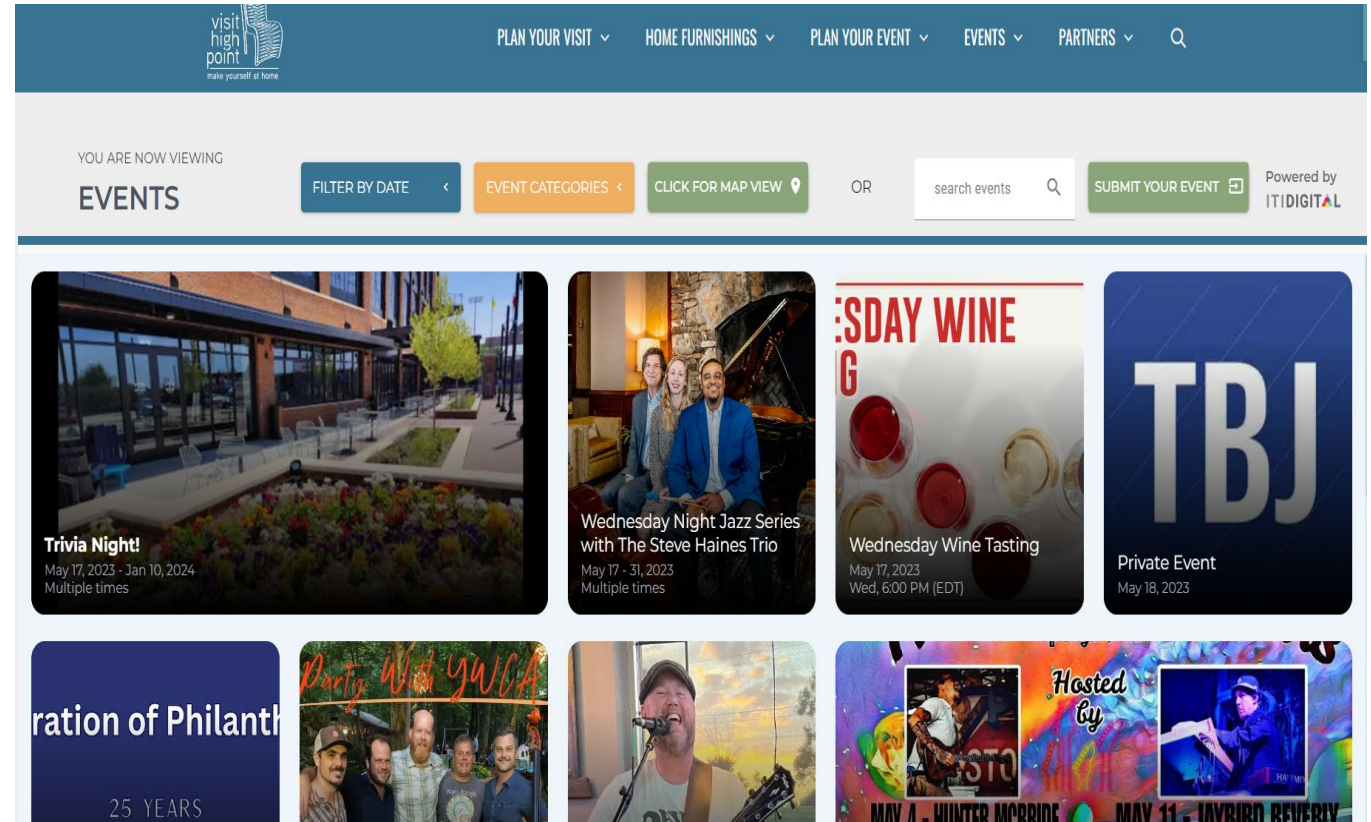


Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Earned Media, Paid Media, and Owned Media

- Enhanced Marketing Contract with Vendor
- Enhanced Contract for Photography and B-roll
- New Social Media Contract with Local Partner
- Continued Earned Media Contract with Vendor
- Events Calendar
- Newsletter Mgt
- Online Presence
 - Visit High Point
 - Live In High Point
 - Related Social Media
 - Facebook
 - LinkedIn
 - Instagram
 - Reels
- * New Website Refresh for Visit High Point and Live in High Point





Visit High Point Budget FY 24-25

- Tourism Promotion Expenses Increased by 21%



- Advertising
 - Promotions on PBS channel through Side by Side and NC Weekend
 - Our State Magazine for Spring and Fall
 - Business NC
 - Direct target of consumer furniture shopping in Mid-Atlantic and Southeastern US
 - Direct targets for Coltrane Festival Promotion
 - Advertising in the Relocation Guide
 - Advertising in the Newcomers Guide
 - USA Go Escapes Travel Guide
 - NC Travel Guide
 - Visit NC Co-Ops
 - Opportunities Certified Autism Destination Marketing
 - WFDD for Arts and Cultural related opportunities

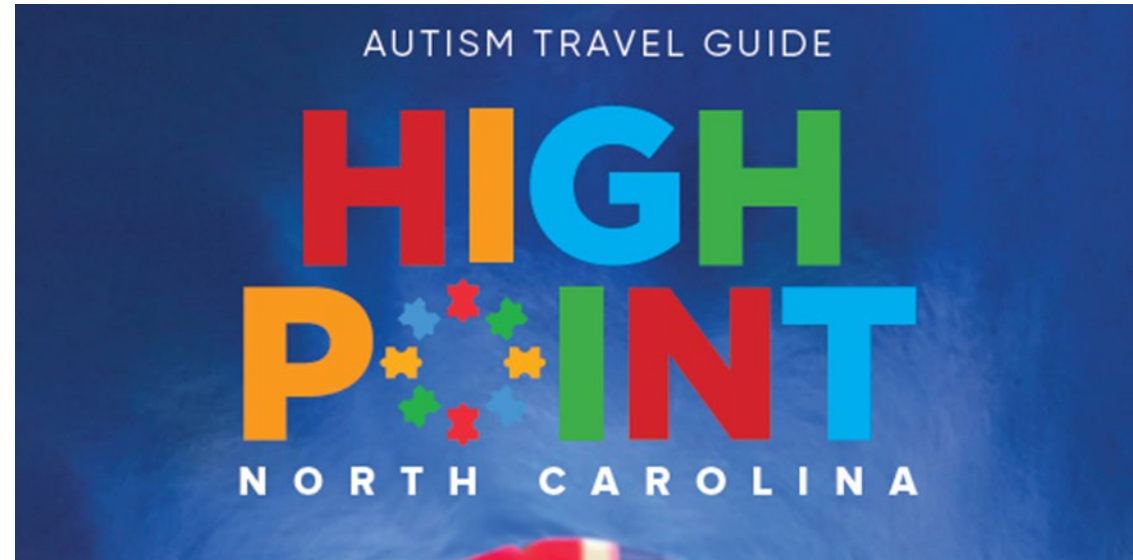


Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Printed Collateral

- Destination Guide
- Restaurant Tent Cards for Event Calendar Promos
- Home Furnishings and Design Guide
- African American Heritage Guide
- Downtown Rack Cards
- Autism Travel Guide





Visit High Point Budget FY 24-25

Tourism Promotion Expenses Increased by 21%

Scheduled VIP Tours and FAM Tours

- 4 VIP Tour for the Year
- 1 FAM for HR Professionals in partnership with HPVI
- National Travel and Tourism Week

*Immersive Experience Plan





Visit High Point Budget FY 24-25

Events Development Expenses Increased by 98%

\$185,094 to \$366,470

Event Promotion and Development

- Assistant with Festival Development and Mgt.
- Implement Downtown Experiences
- Winter Experience in Downtown
- Social Saturdays
- Event Planning Tools
- Volunteer Management
- Capacity Mgt through paid interns
- Professional Development
- Coltrane Festival Support managed through VHP
- *Dog Agility, International Food Festival, Concert Series with IHeart Radio



Visit High Point Budget Allocation by Percentage

