

# CITY OF HIGH POINT

## AGENDA ITEM



|                                                                             |                                   |
|-----------------------------------------------------------------------------|-----------------------------------|
| <b>TITLE:</b> Presentation of FY 2024-25 Budget – Downtown High Point, Inc. |                                   |
| <b>FROM:</b> Stephen Hawryluk, Budget and Performance Director              | <b>MEETING DATE:</b> May 22, 2024 |
| <b>PUBLIC HEARING:</b> N/A                                                  | <b>ADVERTISED DATE/BY:</b> N/A    |
| <b>ATTACHMENTS:</b> Presentation                                            |                                   |

**PURPOSE:** Staff from Downtown High Point, Inc. 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 Downtown High Point, Inc.'s FY 2024-25 Annual Budget.

City funding for Downtown High Point, Inc. will 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



**FORWARD HIGH POINT**

# Year in Review



COMPLETION OF STRATEGIC  
PLAN



CREATED TWO NEW EVENTS



ENGAGED NEW  
DEVELOPMENT TEAM FOR  
SHOWPLACE



PARTNERSHIPS!





# STRATEGIC PLAN





## Four Goals

- Downtown focused marketing
- Business development, recruitment and retention
- Placemaking
- Clean and Safe





# Projects & Partnerships

- Partnerships for Downtown Business Owners/Partners (Business Development)
- Social Saturday & Carolina Core Brews Fest (Placemaking, Marketing, & Business Development)
- Partnerships with High Point Police Department (Clean & Safe)
- Showplace West/One Plaza Center (Business Development)
- Main Street Properties (Business Development)
- Possible future project: Creation of Small Business Downtown Grant



A group of people are seated in a large, industrial-style room with a high ceiling and exposed metal beams. They are facing a woman who is standing at the front of the room, likely presenting. The room has white brick walls and large windows. The text "DOWNTOWN BUSINESS OWNERS/PARTNERS MEETING" is overlaid in large white letters.

# DOWNTOWN BUSINESS OWNERS/PARTNERS MEETING

20-40 in Attendance  
Monthly updates





# SOCIAL SATURDAY

HIGH POINT, NC

**JUNE 1ST**  
**4pm - 10pm**

**FOOD, FUN, & SHOPPING**  
**+ STORE & DRINK SPECIALS**



**TROLLEY STOPS**  
AT PARTICIPATING BUSINESSES

visit  
high  
point  
make yourself at home

DOWNTOWN  
HIGH POINT  
INC.



# SOCIAL SATURDAY

14-17 Locations  
Participating

Growing every month! Over  
200 trolley riders in May!



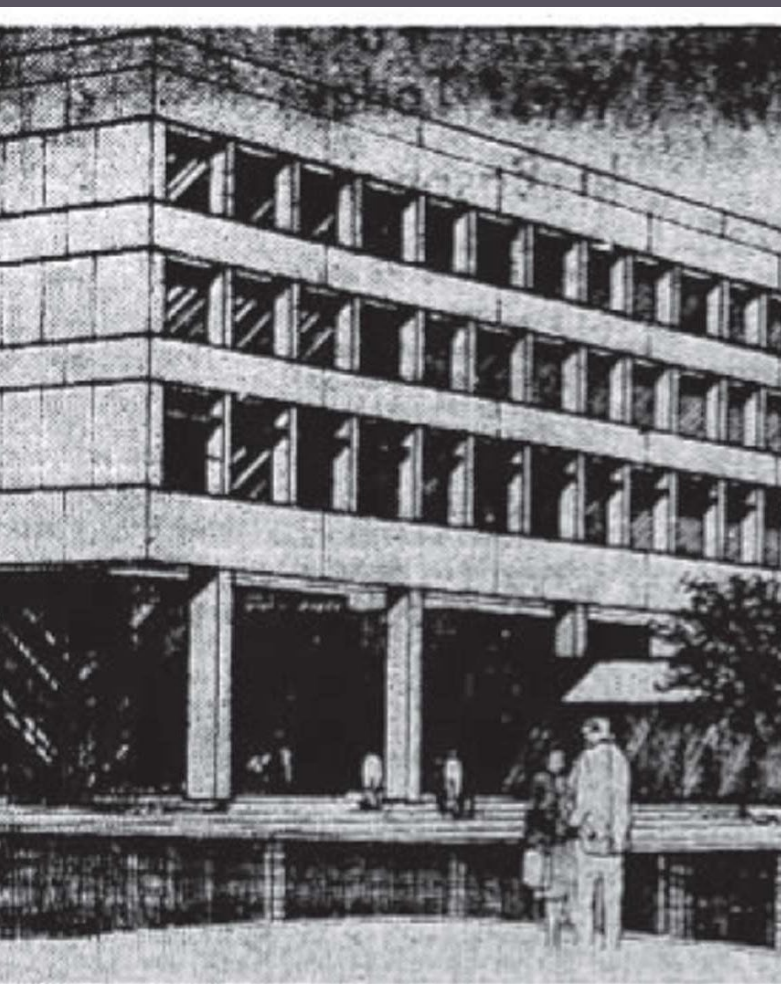
# CAROLINA CORE BREWS FEST

1.6K Attendees

35 Breweries







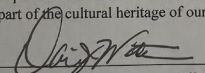
ARCHITECT'S DRAWING OF LATEST PLANS FOR ELWOOD ST



State of North Carolina  
Department of Natural and  
Cultural Resources  
Office of Archives and History

This is to certify that the  
**ONE PLAZA CENTER  
HIGH POINT  
GUILFORD COUNTY**  
has been entered in  
**THE NATIONAL REGISTER OF HISTORIC PLACES**  
by the  
United State Department of the Interior  
upon nomination by the State Historic Preservation Officer under  
provisions of the National Historic Preservation Act of 1966 (P.L. 89-665).

The National Register is a list of properties "significant in American history, architecture, archaeology, and culture – a comprehensive index of the significant physical evidences of our national patrimony." Properties listed therein deserve to be preserved by their owners as a part of the cultural heritage of our nation.

  
\_\_\_\_\_  
State Historic Preservation Officer  
Office of Archives and History  
April 10, 2024  
\_\_\_\_\_  
Date Entered

SHOWPLACE  
WEST/ONE  
PLAZA CENTER



# **2024-2025 PROPOSED BUDGET**

|              |                      |  |  | TOTAL        | DIFF YTD | TOTAL BUDGET |
|--------------|----------------------|--|--|--------------|----------|--------------|
|              |                      |  |  | BUDGET       | BUDGET   | 2024-2025    |
|              |                      |  |  | 2023-2024    |          |              |
| Income       |                      |  |  |              |          |              |
|              | City Appropriation   |  |  | \$250,000.00 | 50,000   | \$250,000.00 |
|              | County Appropriation |  |  | \$40,000.00  | 0        | \$40,000.00  |
|              | Art Project          |  |  | \$0.00       | 0        | \$0.00       |
|              | Brews Fest           |  |  | \$0.00       | 5,000    | \$5,000.00   |
|              | Interest Income      |  |  | \$0.00       | 0        | \$0.00       |
|              |                      |  |  |              | 0        |              |
| Total Income |                      |  |  | \$290,000.00 | 55,000   | \$295,000    |

# 2024-2025 Revenues



# 2024-2025 Expenses

| Expense |                       |                              |  | 2023-2024    | Variance   | 2024-2025    |
|---------|-----------------------|------------------------------|--|--------------|------------|--------------|
|         | Staff Expenses        |                              |  | \$148,600.00 | 42,600     | \$191,200.00 |
|         | Office Operation      |                              |  | \$61,850.00  | 1,250      | \$63,100.00  |
|         | Program Expenses      |                              |  |              |            |              |
|         |                       | Brews Fest                   |  | \$20,000.00  | (7,500)    | \$12,500.00  |
|         |                       | Social Media Mgt             |  | \$12,000.00  | 1,200      | \$13,200.00  |
|         |                       | Website Maintenance & Upkeep |  | \$4,500.00   | 500        | \$5,000.00   |
|         |                       | Marketing/Sponsorships       |  | \$3,000.00   | 7,000      | \$10,000.00  |
|         |                       | Downtown Grant Funds         |  | \$0.00       | 0          | \$0.00       |
|         |                       | Design & Physical Impvmt     |  | \$5,000.00   | (5,000)    | \$0.00       |
|         |                       | Project Funds                |  | \$35,050.00  | (35,050)   | \$0.00       |
|         | Total Program Expense |                              |  | \$79,550.00  | (38,850)   | \$40,700.00  |
|         | Total Expenses        |                              |  | \$290,000.00 | \$5,000.00 | \$295,000.00 |

**THANK YOU**

Rebekah McGee

Forward High Point