

CITY OF HIGH POINT

AGENDA ITEM



Title: Special Events Updated List

From: Eric Olmedo, Assistant City Manager

Public Hearing: None

Attachments: Special Events list

Meeting Date: February 21, 2022

Advertising Date / N/A

Advertised By:

PURPOSE:

Update City sponsored special events list.

BACKGROUND:

The City of High Point City Council approves a list of City sponsored special events on an annual basis. The attached list of 19 events shows the events that the City has historically sponsored. It also includes a new event, the Truist Point Christmas Tree lighting event.

Staff recommends allocating \$30,000 for special events outside of this list to be planned for by Visit High Point or Forward High Point. These events will be brought back to the Committee and the City Council for approval once they are planned.

This item was discussed at the February 9, 2022 Prosperity and Livability Committee meeting and recommended unanimously to the City Council.

BUDGET IMPACT:

The list of City sponsored events do not have a direct budget impact, the support is provided by in kind services. There are funds identified in the current budget for the \$30,000 allocation.

RECOMMENDATION / ACTIONS REQUESTED:

Staff recommends and asks the City Council to approve and recommend the list and funding request.

City of High Point

List of events - Staff Recommendations

Recommended City Sponsored Event

High Fest
Uncle Sam Jam
Arts Splash
Art in the Park
Clean and Green
Coltrane Festival
Furniture Market - Spring
Furniture Market - Fall
Go Far 5k - Spring
Great American Clean Up
Greater High Point Torch Run
Holiday Parade
MLK Holiday Parade
National Night Out
Picnic in the Plaza
PSA Soccer Tournament (3 day event)
Veterans Day Parade
Unity Festival
Truist Point Christmas Tree Lighting