

# CITY OF HIGH POINT

## AGENDA ITEM



### **Title: Approval of the FY 2022-23 Convention and Visitors Bureau Budget and Contract**

**From:** Stephen M. Hawryluk  
Budget and Performance Manager

**Meeting Date:** May 16, 2022

**Public Hearing:** No

**Advertising Date /** N/A

**Advertised By:** -

**Attachments:** Convention and Visitors Bureau Budget

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#### **PURPOSE:**

To approve the FY 2022-23 Convention and Visitors Bureau budget and authorize the City Manager to execute a contract with the High Point Convention and Visitors Bureau for FY 2022-23.

#### **BACKGROUND:**

The Convention and Visitors Bureau requests that the City Council approve its budget on an annual basis.

#### **BUDGET IMPACT:**

N/A

#### **RECOMMENDATION / ACTIONS REQUESTED:**

The Financial Services Department recommends and asks the City Council to approve the FY 2022-23 Convention and Visitors Bureau budget and authorize the City Manager to execute a contract with the High Point Convention and Visitors Bureau for FY 2022-23.

## VISIT HIGH POINT BUDGET DRAFT

No.	ITEM	FY 21-22	FY 21-22	FY 22-23	Amt Change	% Change
		Budget Approved	Budget Amended 4.20.22	Budget Draft	from Amended FY 21-22	from Amended FY 21-22
INCOME						
OCCUPANCY TAX COLLECTION						
4101.0	Transient Occupancy Tax	1,300,000	1,700,000	1,800,000	100,000	6
	City of High Point's allocation earmarked for Stadium debt (Year 5) FY 22-23					
OTHER INCOME						
4102.0	Interest Income	2,000	1,000	2,000	1,000	100
4105.0	Reserve Designated Projects	29,750	29,750	29,750	0	0
4106.1	Sponsorship Revenue Earmarked for 501 c 3 Foundation Tourism Development	50,000	30,000	75,000	45,000	150
4107.0	Regional Preferred Member Revenue for Marketing	550	7,000	1,250	-5,750	-82
4108.1	Reserve Designated Sponsorship from Destination Development Grants	19,000	50,000	50,000	0	0
4109.0	Grants	0	0	0	0	0
TOTAL BUDGET		1,382,300	1,767,750	1,958,000	140,250	11
GRANT PROGRAM						
	Total Restricted Income for Tourism Development Grants	50,000	50,000	75,000	25,000	50
INCOME (-1.26% grants)=Oper. Budget		1,332,300	1,717,750	1,883,000	550,700	41
EXPENSES						
ADMINISTRATIVE EXPENSES						
5201.0	Salaries (5 full-time staff positions )	315,850	315,850	520,000	204,150	65
5202.0	Retirement (2% back to 5% contribution)	18,000	18,000	30,000	12,000	67
5203.0	Life/Hosp/Dent. Ins.	53,000	53,000	87,800	34,800	66
5204.0	Soc. Security	23,000	23,000	37,000	14,000	61
5205.0	Unemployment Ins.	600	600	960	360	60
ADMINISTRATIVE EXPENSES TOTAL		410,450	410,450	675,760	265,310	65
OPERATING EXPENSES						
5301.0	Memberships/Subscriptions	2,150	5,000	3,000	-2,000	-40
5302.0	Admin Travel/Meetings/Convention/PR	4,000	5,000	7,000	2,000	40
5303.0	General & Admininistrative Operations	95,000	105,000	105,000	0	0
5304.0	Postage/General	4,000	7,000	5,000	-2,000	-29
5306.0	Telephone	10,280	10,280	11,000	720	7
5307.0	Rent/Utilities (year 3 of 5)	86,280	86,280	91,000	4,720	5
5308.0	Comm/Board Expenses	12,400	23,000	13,000	-10,000	-43
5309.0	Equipment	13,000	30,000	13,000	-17,000	-57
OPERATING EXPENSES TOTAL		227,110	271,560	248,000	-23,560	-9
5401.0	Direct Group Booking Advertising	7,000	2,890	3,000	110	4
5402.0	Convention Services	221,900	223,500	227,200	3,700	-42
5402.1	Convention Services, Registrars, etc.	18,400	20,000	20,000	0	0
5402.5	Event Booking Incentives	40,000	40,000	50,000	10,000	25
5402.7	HP Market Authority	150,000	150,000	150,000	0	0
5402.8	Partner Programming	11,000	11,000	5,000	-6,000	-55
5402.9	Special Services/Assessments	2,500	2,500	2,200	-300	-12
5403.0	Entertainment	500	200	0	-200	-100
5404.0	Literature/Printing	14,400	24,000	5,000	-19,000	-65
5405.0	Memberships - Convention	6,770	7,000	7,000	0	3

No.	ITEM	FY 21-22	FY 21-22	FY 22-23	Amt Change	% Change
		Budget Approved	Budget Amended 4.20.22	Budget Draft	from Amended FY 21-22	from Amended FY 21-22
5406.0	Postage - Convention	100	50	40	-10	-60
5407.0	Special Promotional Projects	63,500	63,500	92,000	28,500	45
5408.0	Subscription/Publications	250	250	250	0	0
5409.0	Travel - Convention	9,500	7,000	5,000	-2,000	-29
5410.0	Trade Shows - Convention	0	0	4,000	4,000	0
5411.0	Sponsorship Program	500	500	500	0	0
5412.0	Audiovisuals	9,400	15,000	12,000	-3,000	-20
5413.0	Intern(s)	0	0	0	0	0
5414.0	Year Round Designer B2B	0	15,000	15,000	0	0
DIRECT BOOKING PROMOTIONS EXPENSES TOTAL		333,820	358,890	370,990	12,100	3
TOURISM PROMOTION EXPENSES						
5501.0	Advertising	37,000	37,000	70,000	33,000	89
5502.0	Audiovisuals	7,500	15,000	15,000	0	0
5503.0	Tourism - Literature/Printing	22,900	36,900	26,000	-10,900	-30
5504.0	Memberships/Subscriptions - Tourism	400	400	500	100	25
5505.0	Postage - Tourism	13,000	20,000	25,000	5,000	25
5506.0	Special Projects	63,820	95,000	80,000	-15,000	-16
5507.0	Travel/Entertainment	250	500	1,000	500	100
5508.0	Travel Shows	0	10,000	5,000	-5,000	-50
5509.0	Visitor Information Center	30,000	75,000	40,000	-35,000	-47
5510.0	Advocacy	36,000	38,000	38,000	0	0
5512.0	Web	50,000	50,000	52,000	2,000	4
5513.0	Visitor Center Marketing	15,800	15,800	15,000	-800	-5
5514.0	Visitor Programming	16,500	16,500	26,000	9,500	58
5515.0	Tourism Research and Data	13,000	15,000	15,000	0	0
TOURISM PROMOTION EXPENSES TOTAL		306,170	425,100	408,500	-16,600	-4
TOTAL EXPENSES BEFORE GRANT EXPENSES		1,277,550	1,466,000	1,703,250	237,250	16
GRANT EXPENSES						
5800.1	Reserve Earmarked for Dest. Development Grants DRIVE	19,000	19,000	75,000	56,000	295
	Reserve Earmarked for Destination Development Grants - Sponsorship	50,000	50,000	50,000	0	0
	Reserve Earmarked for Oak Hollow Lake	29,750	29,750	29,750	0	0
	Reserve Earmarked for Truist Point Website		10,000		-10,000	-100
	Reserve Earmarked for Coltrane Mural		38,000		-38,000	-100
	Reserve Earmarked for Strategic Branding Project Phase I		5,000	25,000	20,000	400
	Reserve Earmarked for Autism Certification Grants (CAD)		75,000	75,000	0	0
TOTAL GRANT EXPENSES		98,750	226,750	254,750	28,000	12
TOTAL EXPENSES		1,376,300	1,692,750	1,958,000	265,250	16
Total Marketing Expense		738,740	1,010,740	1,034,240	23,500	2
Subtotal of Income over Expenses		6,000	75,000	0	-75,000	-100
Earmarked for Reserves		6,000	75,000	0	6,000	-100
Total Earmarked for Reserves		6,000	75,000	0	-75,000	-100
Excess of Income over Expenses		0	0	0	0	0

40% DI	31%	28%	36%	Administration
12% DI	16%	15%	12%	Operation
48% DI	53%	57%	52%	Marketing/Programming