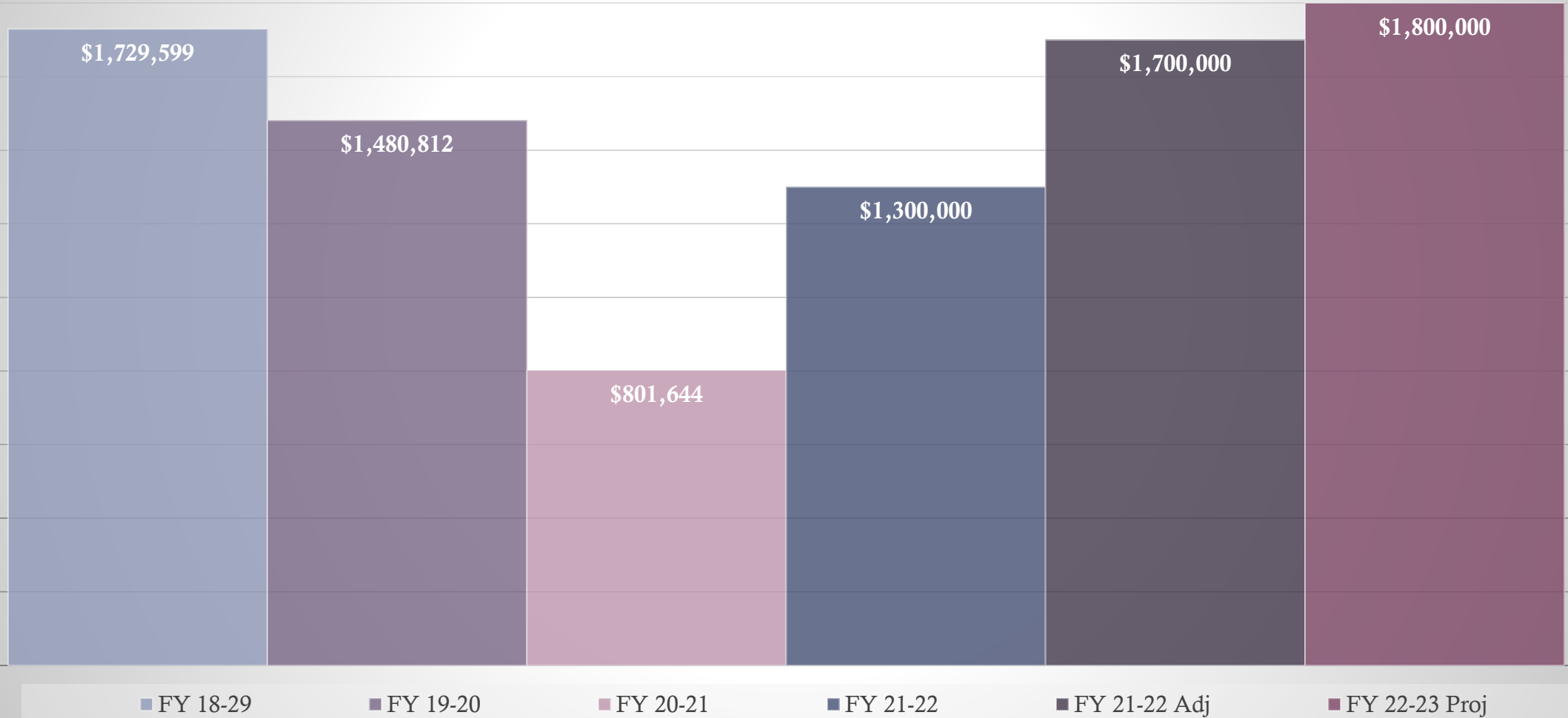




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# BUDGET BRIEFING FY 2022-2023

## Occupancy Tax Comparison History



# NC Tourism Spending Near Recovery

The following article was excerpted from a press release by the NC Commerce Department published on May 3.

Gov. Roy Cooper announced today that the North Carolina tourism industry saw a major recovery in 2021 with \$28.9 billion in visitor spending. With domestic travel reaching new heights as international visitation lagged, the total falls just 1 percent below the record set in 2019 and represents a 45 percent increase from pandemic-stricken 2020.

Each North Carolina household saved \$580 on average in state and local taxes as a direct result of visitor spending in the state. Savings per capita averaged \$222.

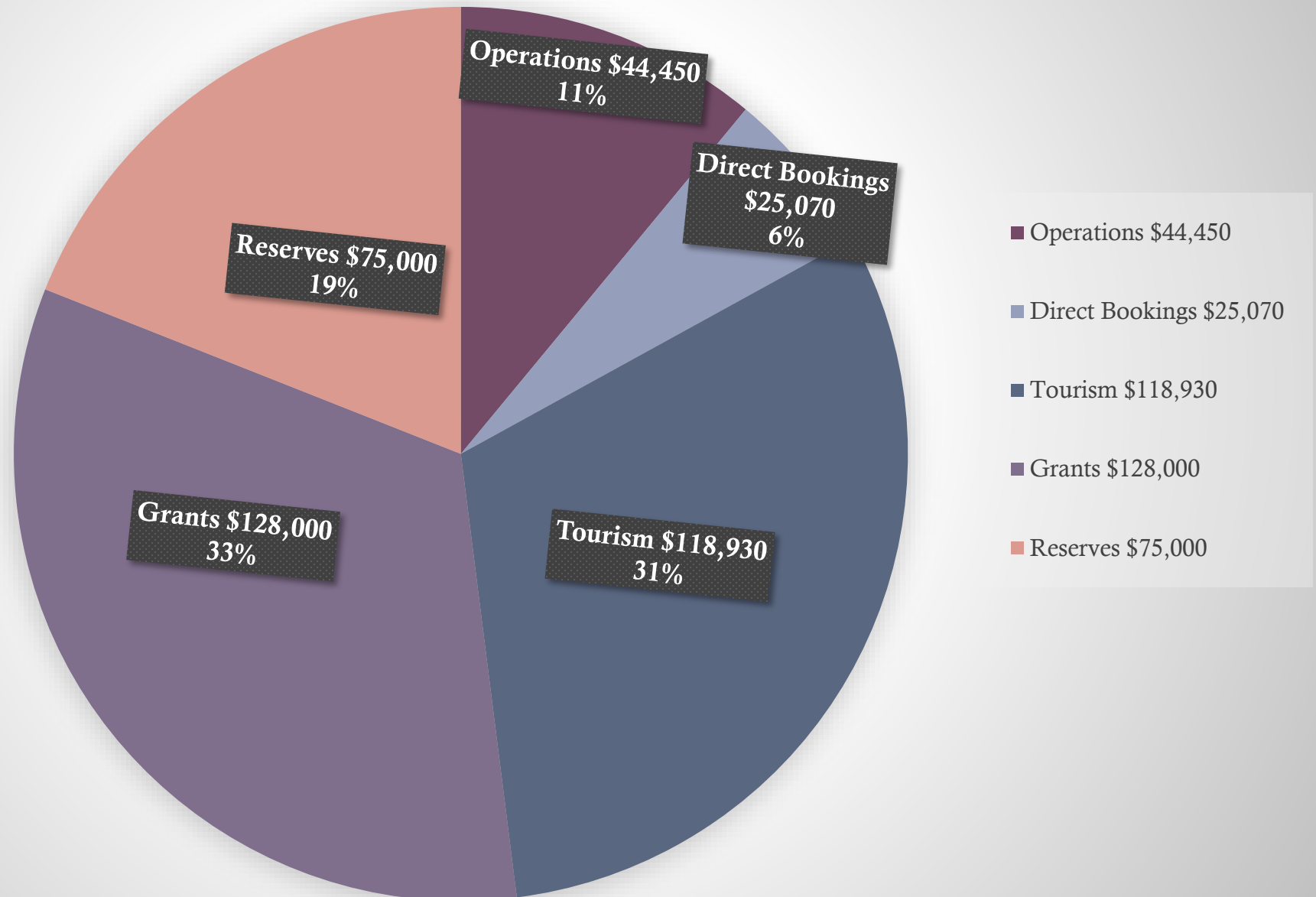
## VISIT HIGH POINT MISSION STATEMENT

To position High Point as a vibrant destination that visitors will enjoy, and locals will want to promote.

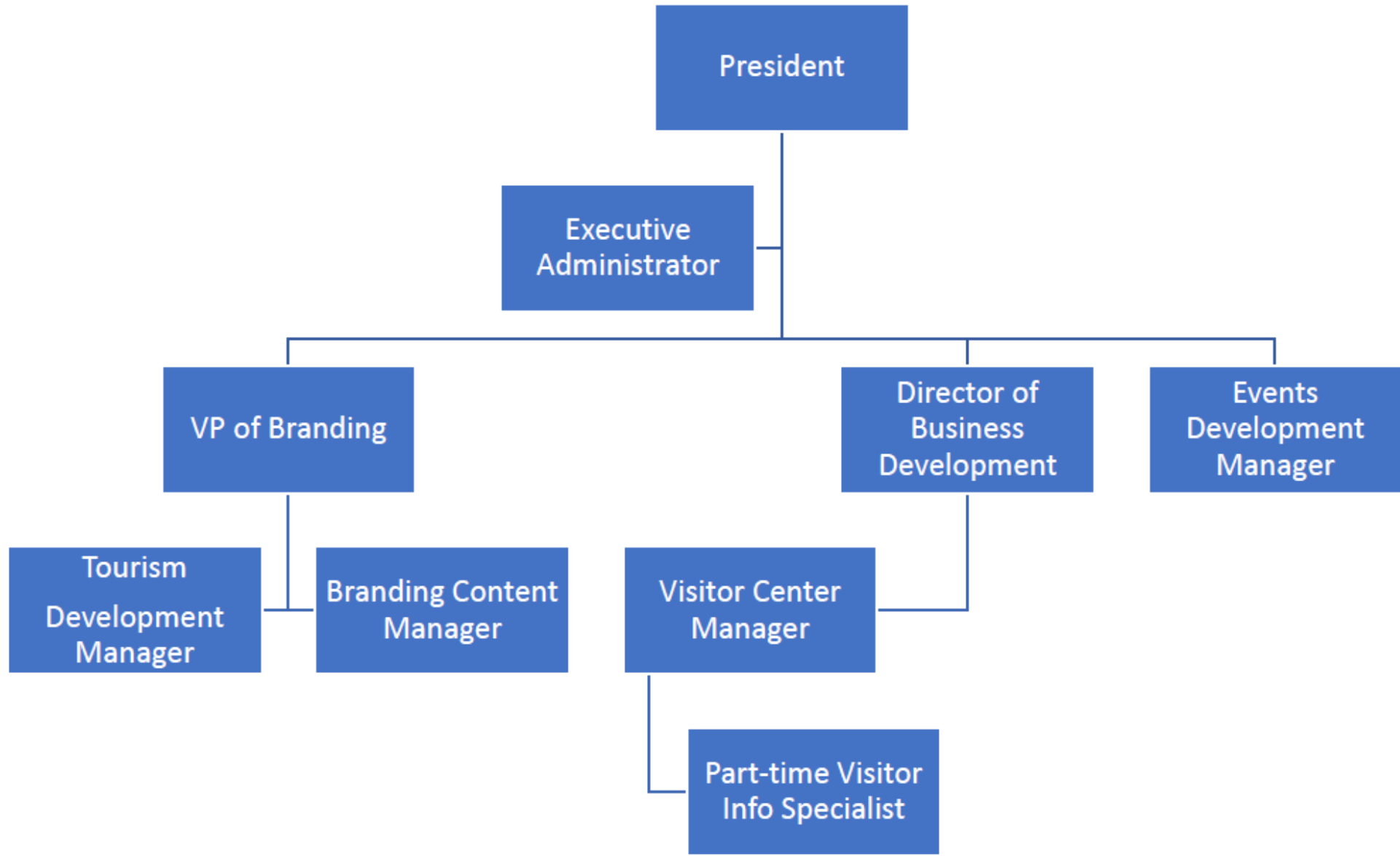
## VISIT HIGH POINT VISION STATEMENT

To leverage High Point's reputation as the "Home Furnishings Capital of the World!"™ and the home of a world-class university to further the evolution of High Point as a unique destination.

## Allocation of Amended Budget FY 21-22 totaling \$385,450



# ORGANIZATIONAL STRATEGY



# Budget for FY 2022 - 2023

## VISIT HIGH POINT BUDGET DRAFT

<u>No.</u>	<u>ITEM</u>	<u>FY 21-22</u>	<u>FY 21-22</u>	<u>FY 22-23</u>	<u>Amt Change</u>	<u>% Change</u>
		<u>Budget</u>	<u>Budget</u>	<u>Budget Draft</u>	<u>from</u>	<u>from</u>
		<u>Approved</u>	<u>Amended 4.20.22</u>		<u>Amended FY</u>	<u>Amended FY</u>
					<u>21-22</u>	<u>21-22</u>
<u>INCOME</u>						
<u>OCCUPANCY TAX COLLECTION</u>						
4101.0	Transient Occupancy Tax	1,300,000	1,700,000	1,800,000	100,000	6
	<i>City of High Point's allocation earmarked for Stadium debt (Year 5) FY 22-23</i>					
<u>OTHER INCOME</u>						
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

## Budget for FY 2022 - 2023

<b><u>EXPENSES</u></b>					
<b><u>ADMINISTRATIVE EXPENSES</u></b>					
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
<b>ADMINISTRATIVE EXPENSES TOTAL</b>		<b>410,450</b>	<b>410,450</b>	<b>675,760</b>	<b>265,310 65</b>



## Budget for FY 2022 - 2023

<b>OPERATING EXPENSES</b>						
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 & Administrative 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
<b>OPERATING EXPENSES TOTAL</b>		<b>227,110</b>	<b>271,560</b>	<b>248,000</b>	<b>-23,560</b>	<b>-9</b>

## Budget for FY 2022 - 2023

<b>5401.0</b>	<b>Direct Group Booking Advertising</b>	7,000	2,890	3,000	110	4
<b>5402.0</b>	<b>Convention Services</b>	<b>221,900</b>	<b>223,500</b>	<b>227,200</b>	<b>3,700</b>	<b>-42</b>
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
<b>5403.0</b>	<b>Entertainment</b>	500	200	0	-200	-100
<b>5404.0</b>	<b>Literature/Printing</b>	14,400	24,000	5,000	-19,000	-65
<b>5405.0</b>	<b>Memberships - Convention</b>	6,770	7,000	7,000	0	3

<u>No.</u>	<u>ITEM</u>	<u>FY 21-22</u>	<u>FY 21-22</u>	<u>FY 22-23</u>	<u>Amt Change</u>	<u>% Change</u>
		<u>Budget</u>	<u>Budget</u>		<u>from</u>	<u>from</u>
		<u>Approved</u>	<u>Amended 4.20.22</u>	<u>Budget Draft</u>	<u>Amended FY</u>	<u>Amended FY</u>
					<u>21-22</u>	<u>21-22</u>
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

## Budget for FY 2022 - 2023

<b><u>TOURISM PROMOTION EXPENSES</u></b>						
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
<b>TOURISM PROMOTION EXPENSES TOTAL</b>		<b>306,170</b>	<b>425,100</b>	<b>408,500</b>	<b>-16,600</b>	<b>-4</b>
<b>TOTAL EXPENSES BEFORE GRANT EXPENSES</b>		<b>1,277,550</b>	<b>1,466,000</b>	<b>1,703,250</b>	<b>237,250</b>	<b>16</b>

## Budget for FY 2022 - 2023

<b>GRANT EXPENSES</b>						
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
<b>TOTAL GRANT EXPENSES</b>		<b>98,750</b>	<b>226,750</b>	<b>254,750</b>	<b>28,000</b>	<b>12</b>
<b>TOTAL EXPENSES</b>		<b>1,376,300</b>	<b>1,692,750</b>	<b>1,958,000</b>	<b>265,250</b>	<b>16</b>
Total Marketing Expense		738,740	1,010,740	1,034,240	23,500	2
<b>Subtotal of Income over Expenses</b>		<b>6,000</b>	<b>75,000</b>	<b>0</b>	<b>-75,000</b>	<b>-100</b>
Earmarked for Reserves		6,000	75,000	0	6,000	-100
<b>Total Earmarked for Reserves</b>		<b>6,000</b>	<b>75,000</b>	<b>0</b>	<b>-75,000</b>	<b>-100</b>
<b>Excess of Income over Expenses</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
40% DI		31%	28%	36%	Administration	
12% DI		16%	15%	12%	Operation	
48% DI		53%	57%	52%	Marketing/Programming	