

# High Point Theatre Your Passport to Entertainment!



Celebrating 40 years of serving  
High Point  
And the Triad Region of N.C.



**Our Vision:  
Provide The Highest Quality  
Experience For Our Guests!**





## Our Mission

To Serve the Community by providing a venue for diverse cultural,  
public and private events



## **Your High Point Theatre Staff**

HPT's staff consists of 6 full time and 3 part time employees: Director, Business Manager, Box Office Manager, House Manager, two Technical Directors, PT Marketing Assistant and 2 PT Box Office Associates

# 7-1-15 through 12-31-15

- Total Attendance: 32,058
- Theatre: 18,308
- MTT: 13,750
- 31 ticketed events
- Gross Ticket Sales: \$27,438.88 (44% over same period in 2014)
- Total Tix sold: 11,514 up 31%
- Net Facility Rental: \$98,395.76
- Gross Concessions: \$9,833
- Lobby Sales Commissions: \$860
- 5 ticketed show w/over 500 attendees
- 1,017 hours used: 143 bookings in 116 days.
- Terminal Event Growth



# Recent Accomplishments!

- Completion of Rigging Project



# New Ramp & Gallery Doors





# Front Entry & Box Office

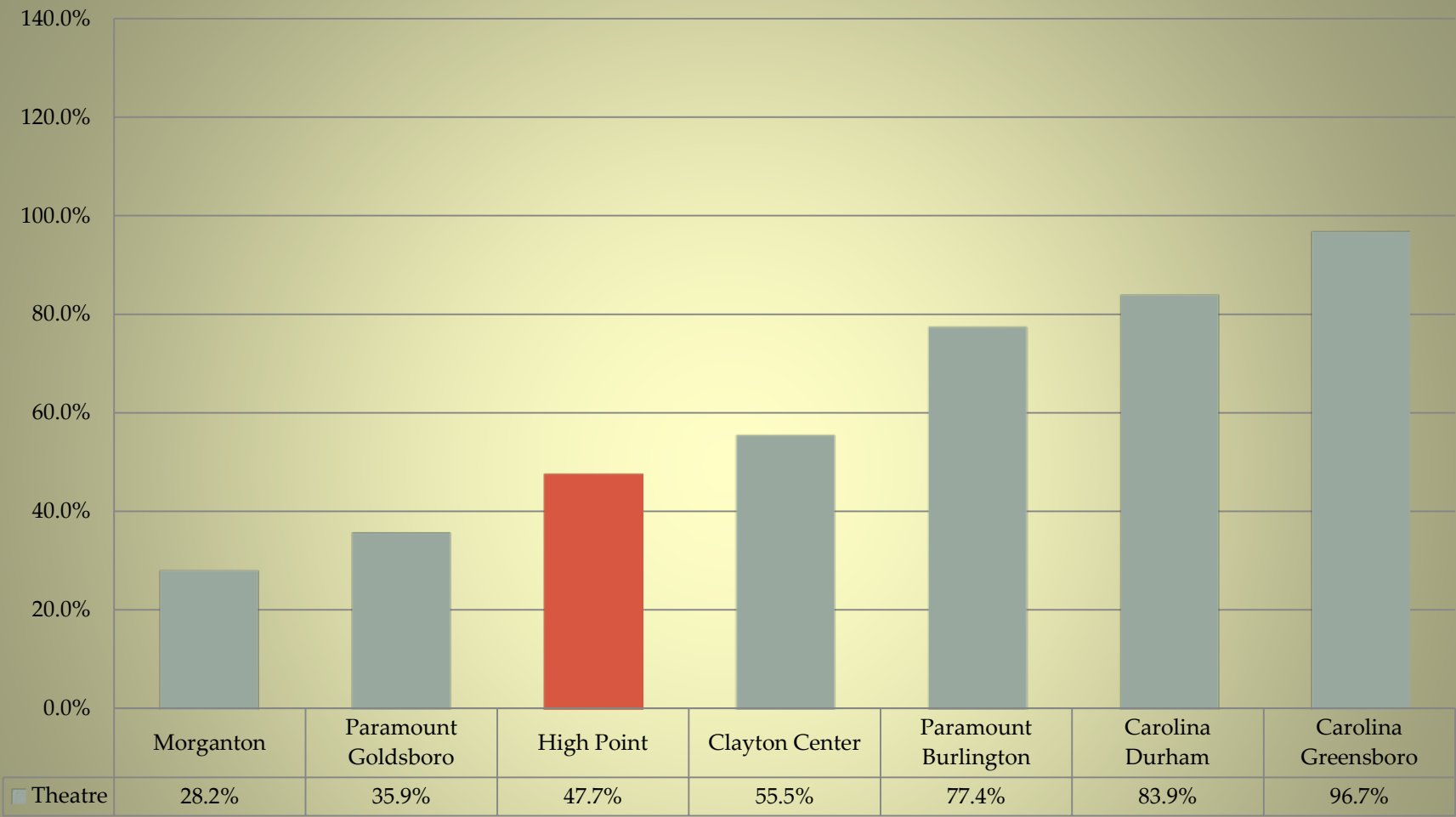




# 2015-16 Budget & Expectations

- Total Budget:  
\$1,415,341
- Capital Improvements:  
\$280,000
- Other Improvements  
\$75,000
- Operating: \$1,060,341
- ROI: Anticipated 35% of operating(28% total budget) \$375,000
- Over 1200 room nights in local hotels!
- Building Bridges with community through diverse programming and relationships.

# THEATRE – COST RECOVERY COMPARISON



Source: COHP 2013 Theatre Study report



# Mendenhall Terminal Events

- Beach Blast!
  - Half Marathon Beerfest
  - Artsplash
  - Cool to Serve
  - Go FAR
- and many more!



# Challenges

- Lack of non-theatre activities to attract the public downtown: Restaurants, Nightlife.
- Number of activities available in surrounding areas. (Winston-Salem, Greensboro, Kernersville, etc.)
- Wayfinding and Identity within IHFC building.



# Opportunities

- Up tick in the economy.
- Interest in revitalization of Downtown HP
- Building relationships with High Point area arts agencies and institutions.
- Continued success of Theatre Art Galleries
- Broad based marketing approach to reach targeted audiences.
- Building Clientele for Mendenhall Transportation Terminal.

# What's Next!?

- Additional upgrades to facility through Capital Improvement and prudent event management.
- Upgrade Restrooms.
- Replace Carpet.
- Repair and add cupholders to seats.
- 10k DLP Projection system for film.
- Additional staff to support growth.
- Increase MTT use by making it event friendly.
- Summer Concert Series





