

**AGREEMENT FOR THE CONVENTION & VISITORS BUREAU**  
**BETWEEN THE**  
**CITY OF HIGH POINT**  
**AND THE**  
**HIGH POINT CONVENTION & VISITORS BUREAU, INC.**  
**FY 2016 - 2017**

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**NORTH CAROLINA  
GUILFORD COUNTY**

**AGREEMENT FOR PROVISION OF  
CONVENTION AND VISITORS BUREAU**

**THIS AGREEMENT**, made and entered into before the first day of July 1, 2016 by and between the City of High Point (hereinafter referred to as the City) and the High Point Convention and Visitors Bureau, Inc. (hereinafter referred to as the Grantee), pursuant to and subject to the restrictions and conditions set forth herein:

**WITNESSETH:**

In consideration of receipt of a grant or appropriation of funds from the City Council of the City of High Point equal to the total amount of the net proceeds received by the City of High Point from the Guilford County 3% Room Occupancy and Tourism Development Tax, the Grantee named hereinabove does hereby agree to provide Convention and Visitors Bureau Services for the City of High Point in accordance with the terms of this Agreement as set forth herein.

In consideration of the above, the parties do hereby agree as follows:

(1) The Grantee agrees to expend the funds, which are the subject of this Agreement and perform services in consideration of the receipt of funds in accordance with the Overview of Program of Work as attached to this Agreement and incorporated herein by reference. The Grantee further agrees to expend the funds in accordance with an Annual Budget for said funds attached hereto and which is incorporated herein by reference. Funds made available to the Grantee pursuant to this Agreement shall be expended only in accordance with applicable federal, state, and local laws. The Grantee may amend the budget from time to time in order to conform with the actual amount of funds received under this agreement.

(2) The Grantee agrees that it will supply such records, reports, information, and verification relating to the expenditures of the funds or the operations of the Grantee on a monthly basis and as may be requested by the City. This shall include monthly reports on the receipts and expenditures, as well as an annual audit completed within six months of

the Grantee's fiscal year end, performed in accordance with generally accepted accounting principles of the revenues and expenditures of the Grantee. The Grantee shall maintain written accounting and documentation of all of its receipts and disbursements relating to the grant funds, which are subject to this Agreement. The Grantee agrees to subject itself to the provisions of Article 33c of Chapter 143 of the North Carolina Statutes entitled "Meetings of Governmental Bodies," to the same extent as the City.

(3) Funds will be distributed to the Grantee on a monthly basis in accordance with the attached budget. Further, should expenditures overspend the revenues under this Agreement; the City shall have no obligation to reimburse the Grantee for such expenditures.

(4) This Agreement will automatically terminate on June 30, 2017 at which time a new Agreement will be considered.

(5) Upon termination of this Agreement by either party all non-expendable property purchased under this Agreement shall revert to the City of High Point or its assigns.

(6) A High Point Convention and Visitors Bureau Board of Directors shall be appointed, which shall have the authority to oversee the Convention and Visitors Bureau's implementation of the program of work, and the expenditures of the grant funds, which are the subject of this Agreement. The Convention and Visitors Bureau Board shall be composed of a minimum of the following twelve (12) members:

- (a) One member of the Guilford County Board of Commissioners appointed by the Board of County Commissioners.
- (b) One member of the High Point City Council appointed by the City Council.

- (c) Two owners or operators of hotels, motels, or other taxable tourist accommodations in the local metropolitan area, one of whom owns or operates hotels, motels, or other tourist accommodations with more than 100 rental units, and one of whom owns or operates hotels, motels, or other tourist accommodations with 100 or fewer rental units, both appointed by the Board of County Commissioners.
- (d) One individual who has demonstrated an interest in tourism development and does not own or operate hotels, motels, or other tourist accommodations, and is a Board member of the High Point Chamber of Commerce, appointed by the Chamber of Commerce.
- (e) One individual involved in the local restaurant or food service business who has demonstrated an interest in tourism development, and does not own or operate hotels, motels, or other tourist accommodations, appointed by the High Point Chamber of Commerce.
- (f) One individual involved in the cultural arts or tourist attraction business, who has demonstrated an interest in tourism development, and does not own or operate hotels, motels, or other tourist accommodations, appointed by the High Point Chamber of Commerce.
- (g) One at-large individual who has demonstrated an interest in tourism development and does not own or operate hotels, motels, or other tourist accommodations, appointed by the High Point Chamber of Commerce.
- (h) One individual who has demonstrated an interest in tourism development and is a representative of a High Point public convention/trade show center, appointed by the High Point Chamber of Commerce.

- (i) Two at-large individuals who have demonstrated an interest in tourism development and do not own or operate hotels, motels, or other tourist accommodations, appointed by the Board of County Commissioners.
- (j) The President & CEO of the High Point Convention and Visitors Bureau, Inc., who shall be a non-voting, ex-officio member.

All voting members of the High Point Convention and Visitors Bureau Board shall serve without compensation. All members shall serve two-year terms. Members may serve no more than two consecutive terms. Members appointed to fill the at-large designations shall serve a full term, and have all voting rights and privileges. The members shall elect a chairperson, who shall also serve a two-year term if eligible. Members appointed to fill vacancies shall first serve for the remainder of the unexpired term for which they are appointed to fill, and then are eligible for appointment for a regular term. The Board shall meet at the call of the Chairperson, and shall adopt rules of procedure to govern its meetings. The Board shall appoint such ex-officio members as it deems appropriate.

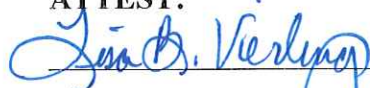
(7) The attached Exhibits are:

- (A) Overview & Program of Work
- (B) Proposed New Budget and Explanation
- (C) Occupancy Tax Comparison Current Year
- (D) Financial Statement through April Current Year
- (E) Arts & Tourism Grants Awards for Current Year
- (F) Event Booking Incentives for Current Year
- (G) Board of Directors, Organizational Chart, and Chart of Staff Organizational Involvement

These exhibits are incorporated herein by reference and shall have the same force and effect as if set forth herein.

IN WITNESS WHEREOF, the City has caused this Agreement to be duly executed in its behalf; and the Grantee has caused the same to be duly executed in its behalf as of the date first above written.

ATTEST:

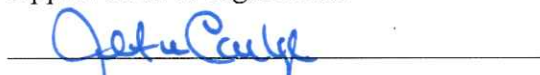
  
Lisa B. Vierling, City Clerk



CITY OF HIGH POINT, NORTH CAROLINA


  
Greg Demko, City Manager


Approved as to legal form:

  
JoAnne Carlyle, City Attorney

HIGH POINT CONVENTION &  
VISITORS BUREAU, INC.

ATTEST:

  
Bruce Davis, Board Chair

  
Timothy C. Mabe, President & CEO

## **OVERVIEW & PROGRAM OF WORK FY 2016 - 2017**

### **1. NEW BUDGET**

The Proposed Budget for the High Point Convention & Visitors Bureau (HPCVB) is for FY 16-17. The projected HMT revenues is \$1,682,239, which reflects an increase of 3% from projected actual receipts to end the current fiscal year FY 15-16 at an estimated \$1,633,242. The approved budget for FY 15-16 was \$1,632,840. Remaining conservative, the new budget reflects \$1,682,239 tax receipts plus \$800 interest, and \$102,250 EBI rollover totaling \$1,754,953. In addition, sponsorship revenues earmarked for marketing the new visitor center is \$100,000. The amount of sponsorship revenue that is earmarked to build up the reserves is \$100,000. The Regional Preferred Member Revenue for Marketing is projected at \$10,000. There is also a building credit from the High Point Chamber to satisfy their loan to build-out of the board room totaling \$12,000 for the year. A copy of the April Financial Statement for FY 15-16 is attached.

The 15% room tax revenue allocated for the Arts & Tourism Grants Program is restricted at \$252,336. The Marketing Budget is \$1,051,893. This includes Convention Promotions, Tourism Promotions, as well as the Grants Program, which is a significant arm of the tourism effort for the City. The Event Booking Incentive (EBI) Line Item is \$150,000, which includes the roll over from the previous year of \$102,250, and Market Authority Line Item is \$150,000.

### **2. PARTNERSHIPS**

#### **Arts & Tourism Grants Program:**

The Arts & Tourism Grants Program's 15% will be awarded to a number of arts and tourism related projects during FY 16-17. This current year, FY 15-16, support was awarded to 35 worthy projects totaling \$256,560.

#### **Funding for High Point Market Authority:**

For FY 15-16, the HPCVB has allocated \$150,000 to the High Point Market Authority with the understanding that this will be a critical year for the Authority in its role of furthering the success of the High Point Market.

#### **Events Booking Incentives:**

A number of Event Booking Incentives were offered for conventions and events that were to occur in FY 15-16 and is projected to total \$47,750. The events booking program is more than incentives to book. It is expanded to include maintenance, retention, and support of groups. At the end of FY 15-16 \$102,250 will be rolled over into FY 16-17 EBI line item. These incentives continue to be successful tools in moving convention/event proposals from lead status to definite bookings.

### **3. ORGANIZATION**

The Board of Directors consists of eleven Board Members, twelve Ex-officio positions (including the Bureau CEO and the *Chairman Emeritus*) and two staff members. The Organizational Chart presents an overview of the High Point Convention & Visitors Bureau, the Board and Staff. The Bureau Staff currently consists of seven full time employees. In addition, Registrars and Visitor Information Specialists are employed on an 'as needed basis'. The Bureau staff holds memberships and board positions on a number of industry related organizations.

### **4. SUMMARY**

The Bureau has always recognized its role to fill the City between the International Home Furnishings Markets, thereby keeping a year-round healthy hospitality environment. The Bureau's main focus continues to be *strong solicitation and service to overnight visitors, conventions, special events and trade shows; providing these visitors with outstanding services and insuring a most enjoyable experience for all.*



## HPCVB FY 16-17 BUDGET

<u>No.</u>	<u>ITEM</u>	<u>FY 15-16</u> <u>Approved</u>	<u>FY 16-17</u> <u>Approved</u>
<b>INCOME</b>			
<b>OCCUPANCY TAX COLLECTION</b>			
4101.0	Transient Occupancy Tax	1,632,840	1,682,239
<b>OTHER INCOME</b>			
4102.0	Interest Income	1,000	800
4105.0	Reserve EBI Carry Over	105,387	102,250
4106.1	Sponsorship Revenue Earmarked for Visitor Center Marketing	75,000	100,000
4106.2	Sponsorship Revenue Earmarked for Reserves	75,000	100,000
4107.0	Regional Preferred Member Revenue for Marketing	10,000	10,000
4108.0	Arts & Tourism Grants Carry Over	0	0
4109.0	Building Rental Credit Earmarked for Reserves	12,000	12,000
<b>TOTAL BUDGET</b>		<b>1,911,227</b>	<b>2,007,289</b>
<b>GRANT PROGRAM (15% of occupancy tax)</b>			
	Arts & Tourism Grants	245,000	252,336
<b>INCOME (-15% grants)=Oper. Budget</b>		<b>1,666,227</b>	<b>1,754,953</b>
<b>EXPENSES</b>			
<b>ADMINISTRATIVE EXPENSES</b>			
5201.0	Salaries (7 full-time staff positions and if we hire sales manager)	392,861	439,401
5202.0	Retirement	22,000	24,000
5203.0	Life/Hosp/Dent. Ins.	66,800	77,000
5204.0	Soc. Security	30,054	39,000
5205.0	Unemployment Ins.	1,300	1,500
<b>ADMINISTRATIVE EXPENSES TOTAL</b>		<b>513,015</b>	<b>580,901</b>
<b>OPERATING EXPENSES</b>			
5301.0	Memberships/Subscriptions	29,845	7,500
5302.0	Travel/Entertainment	24,475	25,000
5303.0	General & Administrative Operations	102,040	109,500
5304.0	Postage/General	2,000	2,000
5306.0	Telephone	10,500	11,000
5307.0	Rent/Utilities	75,570	77,045
5308.0	Comm/Board Expenses	16,300	14,450
5309.0	Equipment	19,030	16,000
<b>OPERATING EXPENSES TOTAL</b>		<b>279,760</b>	<b>262,495</b>

No.	ITEM	FY 15-16	FY 16-17
		Approved	Approved
5401.0	Convention Advertising	30,000	19,950
5402.0	Convention Services	326,700	318,000
5402.1	Convention Services, Registrars, etc.	11,500	10,500
5402.5	Event Booking Incentives (includes \$102,250 roll over)	150,000	150,000
5402.7	HP Market Authority	150,000	150,000
5402.8	Preferred Member Program	6,200	5,500
5402.9	Special Services	9,000	2,000
5403.0	Entertainment	1,500	1,000
5404.0	Literature/Printing	16,453	13,200
5405.0	Memberships - Convention	7,200	8,260
5406.0	Postage - Convention	100	100
5407.0	Conv. - Special Promotional Projects	96,000	90,000
5408.0	Subscription/Publications	250	250
5409.0	Travel - Convention	17,100	15,700
5410.0	Trade Shows - Convention	10,250	3,000
5411.0	Sales Training	22,500	35,000
5412.0	Audiovisuals	1,500	10,000
5413.0	Intern(s)	0	0
CONVENTION PROMOTIONS EXPENSES TOTAL		529,553	514,460
TOURISM PROMOTION EXPENSES			
5501.0	Advertising	54,000	52,900
5502.0	Audiovisuals	1,500	8,000
5503.0	Tourism - Literature/Printing	20,000	21,750
5504.0	Memberships/Subscriptions - Tourism	600	600
5505.0	Postage - Tourism	1,500	1,500
5506.0	Special Projects	20,000	33,100
5507.0	Travel/Entertainment	10,000	5,000
5508.0	Travel Shows	6,745	4,000
5509.0	Visitor Information Center	83,104	79,800
5512.0	Web	6,000	17,747
5513.0	Visitor Center Marketing	53,450	58,200
5514.0	Visitor Programming	0	2,500
TOURISM PROMOTION EXPENSES TOTAL		256,899	285,097
TOTAL EXPENSES BEFORE GRANT EXPENSES		1,579,227	1,642,953
GRANT EXPENSES			
5800.1	Arts & Tourism Grants Program	245,000	252,336
5800.2	Arts & Tourism Grants Program Carry Over		
TOTAL GRANT EXPENSES		245,000	252,336
TOTAL EXPENSES		1,824,227	1,895,289

No.	ITEM	FY 15-16	FY 16-17
		Approved	Approved
	Total Marketing Expense	1,031,452	1,051,893
	Subtotal of Income over Expenses	87,000	112,000
	Sponsorship Expenses Earmarked for Reserves	75,000	100,000
	Building Rental Credit Earmarked for Reserves	12,000	12,000
	Total Earmarked for Reserves (Year 3 Payback for Building/Move/Visitor Center Buildout)	87,000	112,000
	Excess of Income over Expenses	0	0

## **FY 2016-2017 Budget Notes**

### **Income**

**4101** - Occupancy Tax projections for FY-16/17 is \$1,682,239, which is 3% over the last year's projected occupancy of \$1,632,840. This is an estimation based on receipts thus far and keeping the estimation conservative over last year's estimates for May and June 2016.

**4105** – Reserve EBI Carry Over is \$102,250, which is what is currently remaining in the EBI line item 5402.5 that was budget at \$150,000

**4106.1** – Sponsorship Revenue Earmarked for VIC Marketing is \$100,000, which is half of an estimated total revenue from sponsorships of \$200,000 cash receipts. The sales team has set forth a goal of a 33% increase in sponsorships sales, where at least \$100,000 will be cash.

**4106.2** – Sponsorship Revenue Earmarked for Reserves is \$100,000, which is half of an estimated total revenue from sponsorships of \$200,000. This coincides with the 33% increase in sales goals and is consistent with the 5-year pay back plan.

**4107.1** – Preferred Memberships include regional partners that we solicit outside of High Point. These members are promoted on website, Visitor Center, and app. Other revenue include realtor certification registration money. Also, the Sales and Marketing Dept. sells ads on the website and Visitor Guide where revenue would be in this line item.

**4108** – No Grant carry over as we will be able to disperse any excess receipts X 15% by the end of June with the timing of our grants program in May where the committee can get together in June to decide.

**4109** – Building Rental Credit Earmarked for Accts Receivables Chamber Loan on Balance Sheet is \$12,000. The balance of the Chamber Foundation loan to build out the board room is \$43,541.

The subtotal is **\$2,007,289**. The restricted income is **\$252,336** for Arts & Tourism Grants. The Total Income is **\$1,754,953**

### **Administrative Expenses:**

**5201** – Salaries include 7 employees (+potential sales manager). Line item reflects adjustment recommendation from the CAI compensation comparison analysis approved by the HPCVB Executive Committee

**5202** – Retirement is 5% +quarterly admin fee

**5203** - Includes a 15% increase in insurance

**5204** – Social Security

**5205** – Unemployment Insurance

The Total Administrative Expenses are a **13% increase** over the FY 15-16 budget.

### **Operating Expenses:**

**5301** –Memberships include Guilford County Hotel Association, HP Partners, American Express Annual Fee, Guilford Merchants Association, American Chamber of Commerce Executives, Meeting Planners International (Tim), International Association of Venue Managers, NC Tourism Industry Association, Rotary Club of High Point, CAI (HR Membership), and Triad Women's Forum. We will be invoiced by Business HP Inc. in the next fiscal year and not for FY 16-17 and will take care of our vision invoice in 2015-2016.

**5302** – Admin Travel & Entertainment includes mileage reimbursement at the IRS rate of 0.54.

**5303** – General Administrative includes office supplies, maintenance, janitorial, general liability insurance, professional fees, staff training, community outreach events, Leadership High Point, Simpleview license renewal for 7 employees, renewal of the economic impact calculator, and computer maintenance. Will also need to purchase 3 new computers that are approaching end of life.

**5304** – General Postage is \$2,000

**5306** – holds steady, working on year 3 of the 5 year phone lease plus regular service, fax, internet, toll free, and long distance.

**5307** – Rent is \$12.75/sq.ft starting in Feb'17. We are paying currently paying for the Coble Space and not paying for temporary workspace.

**5308** – Committee Board Expense includes monthly lunch meetings, board retreats, receptions, board plaques, and board miscellaneous

**5309** – Equipment includes computers, postage machines, copiers, and misc. office equipment and furniture. Property taxes and leases for equipment. We project a savings with our postage equipment with a new company and lease agreement

Total Operating Expenses are at a **6% decrease** from FY 15-16 budget.

**Convention Expenses:**

**5401** – Convention Advertising includes AENC, Sports Events Magazine, Business NC Magazine, NC Motor coach Association, American Bus Association, and Group Tour Magazine plus some funds for impromptu opportunities that are available throughout the year.

**5402** – Convention Services – include incentive gifts for groups (will not need to re-order as items since we have a good inventory on stock), Servsafe program, 2 customer service seminars, Market Authority of \$150,000; Event Booking Incentives of \$150,000, and special services (long-term goals for feasibility study or special circumstances that come up with groups that need help).

**5403** – Entertainment/Meals for site visits with clients

**5404** – Convention Literature and Printing –Destination Guides and production, stationery, and stock paper for sales collateral

**5405** – Convention Membership – National Association of Sports Commissions, Meeting Planners International, American Express Annual Fees, AENC, Rotary, NC Sports Association, PT Sports Clubs, Destination Marketing Association International, American Bus Association, and NC Motorcoach Association

**5406** – Convention Postage drops considerably with more email and e-blast correspondence.

**5407** – Convention Special Promotions –, Designer tours, Furnish Your World Promotion (Shop & Stay Packages), and McNeill Communication PR contract is also in this line item too. We will not renew our doorway with Pursuit of Happiness Explore High Point Calendar and will have a link to the website from our website. Retire NC Certification will not need to be renewed this year.

**5408** – Convention publications for sales leads

**5409** – Sales travel, mileage reimbursement, meals on trips, hotel and flight for tradeshow at IRS standard rate of .54/mile

**5410-** Expo NC and impromptu opportunities. Taking a break from some sports shows since High Point is getting more regional leads and less direct leads and will focus and growing sports from a local level to bring more events here.

**5411** – Sales & Marketing Training for reporting, database programs, certifications, planning, etc.

**5412** – Audiovisuals include a sports video, general video and upgrades to our photo library for marketing

**5413** – no pay interns

Total Convention Expenses are at **3% decrease** under FY 15-16 budget.

### **Tourism Expense:**

**5501** – Tourism Advertising Includes Carolina Field Trips, Enhanced Listing Visit NC website, Official NC Travel Guide, Southern Living, Our State, Radisson and Hampton Inn guest guides, Video Globetrotter, Hi Toms Program, Herst Travel Group (Woman's Day, Country Living and Good Housekeeping Magazine)USA Today HOME Magazine, Black Theatre Festival Program and more co-ops with NC Dept. of Commerce such as social media takeover (Coltrane Festival promotion)

**5502-** Audio Visuals includes enhancements to our photo library and more tourism promotional videos.

**5503-** Tourism Literature and Printing include production costs and printing of Map Pads, Stationery, African American Heritage Guides, Furniture Shopping Directories, Destination Guides, and Decals for Preferred Members and Showroom Decals

**5504-** Tourism Memberships such as NC Rail Trails, NC Civil War Tourism, HP Museum Guild, HP Enterprise and News & Record Subscriptions

**5505-**Tourism Postage stays the same

**5506-** Tourism Special Projects include the VIP Tour, Realtor Certification Classes, the Uptowne Holiday Stroll, Annual Meeting & Media Appreciation Luncheon, Arm Chair FAM, Welcome receptions for group tours on motorcoach, Piedmont Triad Destination Marketing Group co-op opportunities, facebook ads and contests, and annual report.



New programs with the state include the Influencer program where we can get in front of travel bloggers, social media specialist, and travel writers to set up appts. and pitch story ideas for tourism. We also want to purchase a curated media list from the state of travel writers that we can develop relationships for tourism promotion.

**5507-** for mileage and travel for tourism programs.

**5508-**Travel Shows include Travel South and ABA Tradeshow

**5509-** Visitor Information Center Expenses included part-time employees working weekend and some weekday as needed, refreshments, and Visitor Center build-out capital expenditures, graphics and videos (less than last year as the galleries and are more established and we will be handling more maintenance).

**5512-** Update and managed services for the website. This also includes implementing a state software program that is used for entering events. This software (API) will cut down on the man hours it takes to enter events on the cvb website and Visit NC website

**5513-** Visitor Center Marketing includes billboards with updates and replacements, realtor brochures, Ideal Living magazine, Recreation Magazine, and other promotional opportunities for advertising to relocation. Budgeted funds in this line item is partially funded by sponsorship dollars.

**5514-** Visitor Center Programs include Spotlight on Saturday and Last Tuesday events

Total Tourism Expenses are at an **11% increase** from FY 15-16 budget.

**5800-** Grant Expense is \$252,336 is 15% of occ. tax



**OCCUPANCY TAX COMPARISON 2015-2016 to PAST YEAR 2014-2015**

Month	Month	Monthly Amt.	Total Amt.	Monthly Amt.	Total Amt.	% Change	Diff.from Last Yr.	Diff.from Last Yr.	% Change
Received	Collected	Rec'd 15-16	YTD 15-16	Rec'd 14-15	YTD 14-15	by Month	YTD	YTD	YTD
Jul-15	May-15	\$142,872	\$142,872	\$126,253	\$126,253	13	\$16,619	\$16,619	13
Aug-15	Jun-15	\$134,980	\$277,852	\$126,422	\$252,675	7	\$8,558	\$25,177	10
Sep-15	Jul-15	\$129,100	\$406,952	\$129,211	\$381,886	0	(\$111)	\$25,066	7
Oct-15	Aug-15	\$138,989	\$545,941	\$133,061	\$514,947	4	\$5,928	\$30,994	6
Nov-15	Sep-15	\$115,666	\$661,607	\$128,147	\$643,094	-10	(\$12,481)	\$18,513	3
Dec-15	Oct-15	\$225,083	\$886,690	\$200,194	\$843,288	12	\$24,889	\$43,402	5
Jan-16	Nov-15	\$99,231	\$985,921	\$115,371	\$958,659	-14	(\$16,140)	\$27,262	3
Feb-16	Dec-15	\$86,382	\$1,072,303	\$84,430	\$1,043,089	2	\$1,952	\$29,214	3
Mar-16	Jan-16	\$88,910	\$1,161,213	\$96,442	\$1,139,531	-8	(\$7,532)	\$21,682	2
Apr-16	Feb-16	\$120,157	\$1,281,370	\$106,237	\$1,245,768	13	\$13,920	\$35,602	3
May-16	Mar-16	\$0		\$169,574	\$1,415,342				
Jun-16	Apr-16	\$0		\$196,218	\$1,611,560				

HIGH POINT CONVENTION VISITORS BUREAU - FINANCIAL - APRIL 15/16

No.	Item	ACTUAL Month-April This Year 15/16	ACTUAL Month-April This Year 14/15	ACTUAL YTD This Year 15/16	ACTUAL YTD Last Year 14/15	Operational Budget HPCVB FY '15/16	10 Month Estimate	YTD Variance
<b>INCOME</b>								
4101	Transient Occ. Tax (Feb.)	120,157	106,237	1,281,371	1,245,769	1,632,840	1,360,700	(79,329)
4102	Interest Income	50	45	561	654	1,000	833	(272)
4104	Other Income	-	-	-	-	-	-	-
4105	Reserve Carry Over EBI	-	-	-	-	105,387	87,823	(87,823)
4106.1	Sponsorship Revenue Earmarked for VIC Marketing	6,167	6,375	57,167	52,489	75,000	62,500	(5,333)
4106.2	Sponsorship Revenue Earmarked for Reserves	6,167	6,375	57,167	52,400	75,000	62,500	(5,333)
4107	Regional Preferred Member Revenue for Marketing	200	263	5,233	7,330	10,000	8,333	(3,100)
4108	Art & Tourism Grants Carryover	-	-	-	-	-	-	-
5515.3	Ball Park Contribution	-	-	81,555	-	63,000	52,500	29,055
1002	Approved to come out of reserve	-	-	-	-	7,000	5,833	(5,833)
2200	Building Rental Credit Earmarked for Reserves	-	-	-	-	12,000	10,000	(10,000)
<b>TOTAL INCOME</b>		<b>132,741</b>	<b>119,295</b>	<b>1,483,054</b>	<b>1,358,642</b>	<b>1,981,227</b>	<b>1,551,023</b>	<b>(181,190)</b>
<b>RESTRICTED A &amp; T Grant Income</b>								
<b>Restricted A &amp; T Grant Income</b>		<b>20,417</b>	<b>19,181</b>	<b>204,170</b>	<b>191,810</b>	<b>245,000</b>	<b>204,167</b>	<b>3,33</b>
<b>UNRESTRICTED INCOME</b>		<b>112,324</b>	<b>100,114</b>	<b>1,278,884</b>	<b>1,166,832</b>	<b>1,736,227</b>	<b>1,446,856</b>	<b>(167,972)</b>
<b>EXPENDITURES</b>								
<b>Administrative</b>								
5201	Salaries	30,933	33,000	289,249	319,909	392,861	327,384	(38,135)
5202	Retirement	943	2,050	11,849	17,486	22,000	18,333	(6,484)
5203	Life/Hosp/Dent. Ins.	5,564	4,932	49,190	48,376	66,800	55,667	(6,477)
5204	Soc. Security	2,533	2,546	23,694	24,752	30,054	25,045	(1,351)
5205	Unemployment Ins.	79	123	806	952	1,300	1,083	(277)
<b>TOTAL ADMINISTRATIVE EXP.</b>		<b>40,052</b>	<b>42,651</b>	<b>374,788</b>	<b>411,475</b>	<b>513,015</b>	<b>427,513</b>	<b>(52,725)</b>
<b>Operations</b>								
5301	Memberships - General	410	465	4,343	26,889	29,845	24,871	(20,528)
5302	Travel Local	2,183	321	20,520	18,996	24,475	20,396	124
5303	General & Administrative	13,638	3,582	80,908	103,774	102,040	85,033	(4,125)
5304	Postage/General	9	-	9,978	1,564	2,000	1,667	8,311
5305	Parking	-	-	-	-	-	-	-
5306	Telephone	1,006	986	10,457	10,757	10,500	8,750	1,707
5307	Rent/Utilities - Bureau/PDMM	6,354	6,244	62,802	57,365	75,570	62,975	(179)
5308	Comm/Board Expenses	-	292	9,273	17,213	16,300	13,583	(4,310)
5309	Equipment	1,951	783	14,682	13,212	19,030	15,858	(1,176)
<b>TOTAL OPERATIONS EXPENSE</b>		<b>25,481</b>	<b>12,673</b>	<b>212,963</b>	<b>249,870</b>	<b>279,760</b>	<b>233,133</b>	<b>(20,170)</b>
<b>Convention Promotion</b>								
5401	Advertising	3,519	-	22,874	12,235	30,000	25,000	(2,126)
5402	Convention Services - General	766	1,813	6,681	21,465	11,500	9,583	(2,902)
5402.5	Convention Services - Event Booking Incentive	-	-	40,750	42,613	150,000	125,000	(84,250)
5402.7	IHFMA Furn. Market Support	1,000	1,000	125,000	125,000	150,000	125,000	-
5402.8	Preferred Member Program	32	2,565	2,565	5,167	6,200	5,167	(2,602)
5402.9	Special Services	-	135	135	7,500	9,000	7,500	(7,365)
5403	Entertainment	-	12	12	104	1,500	1,250	(1,236)

HIGH POINT CONVENTION VISITORS BUREAU - FINANCIAL - APRIL 15/16

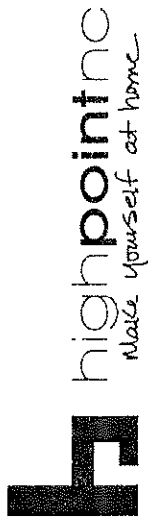
No.	Item	ACTUAL Month-April This Year 15/16	ACTUAL Month-April 14/15	ACTUAL YTD 15/16	ACTUAL YTD 14/15	Operational Budget HPCVB 15/16	10 Month Estimate	YTD Variance
5404	Literature/Printing	180	-	1,963	511	16,453	13,711	(11,748)
5405	Memberships - Convention	-	3,375	7,273	5,820	7,200	6,000	1,273
5406	Postage	-	-	-	3	100	83	(63)
5407	Special Projects	11,785	14,055	84,290	82,124	96,000	80,000	4,290
5408	Subscription/Publ.	-	-	327	168	250	208	119
5409	Travel	866	3,058	12,018	15,716	17,100	14,250	(2,232)
5410	Trade Shows	-	-	13,342	3,288	10,250	8,542	4,800
5411	Sales Training	-	-	22,560	-	22,500	18,750	3,810
5412	Audio-Visuals	-	-	-	-	1,500	1,250	(1,250)
5413	Systems/Intern	-	-	-	3,270	-	-	-
<b>TOTAL CONVENTION PROM.</b>		<b>34,322</b>	<b>35,801</b>	<b>339,790</b>	<b>312,317</b>	<b>529,553</b>	<b>441,294</b>	<b>(101,504)</b>
<b>Tourism Promotion</b>								
5501	Advertising	5,930	7,510	48,880	51,282	54,000	45,000	3,880
5502	Audio Visuals	-	-	5,421	-	1,500	1,250	4,171
5503	Literature/Printing	11,701	534	23,298	21,413	20,000	18,667	6,631
5504	Memberships - Tourism	-	-	154	390	600	500	(346)
5505	Postage	-	-	375	6,500	1,500	1,250	(875)
5506	Special Projects	886	2,900	6,034	12,597	20,000	16,667	(10,633)
5507	Travel/Entertainment	1,689	608	5,125	2,771	10,000	8,333	(3,208)
5508	Travel Shows	-	-	1,565	4,000	6,745	5,621	(4,066)
5509	Visitor Info. Center	7,410	20,304	47,225	106,535	83,104	89,253	(22,028)
5512	Web	478	-	8,407	5,010	6,000	5,000	3,407
5513	Visitor Center Marketing	6,586	28,041	67,404	76,107	53,450	44,542	22,862
5514	Visitor Center Programming	-	-	186	6,710	-	-	186
5515	Baseball Taskforce	-	-	63,323	-	70,000	58,333	4,990
<b>TOTAL TOURISM PROMOTION</b>		<b>34,680</b>	<b>59,897</b>	<b>277,397</b>	<b>293,315</b>	<b>326,899</b>	<b>272,416</b>	<b>4,981</b>
<b>Subtotal unrestricted expenses</b>		<b>134,515</b>	<b>151,022</b>	<b>1,204,938</b>	<b>1,266,977</b>	<b>1,649,227</b>	<b>1,374,356</b>	<b>(169,417)</b>
<b>Net unrestricted income after expenses</b>		<b>(22,191)</b>	<b>(50,908)</b>	<b>73,946</b>	<b>(100,145)</b>	<b>87,000</b>	<b>72,500</b>	<b>1,446</b>
<b>ARTS &amp; TOURISM GRANTS PROGRAM</b>								
<b>Restricted A &amp; T Grant Income</b>		20,417	19,181	204,170	191,810	245,000	204,167	3,33
5800	Restricted A & T Grants Expense	-	-	244,962	216,334	245,000	204,167	40,795
<b>Net restricted income after expenses</b>		<b>20,417</b>	<b>19,181</b>	<b>(40,792)</b>	<b>(24,524)</b>	<b>245,000</b>	<b>204,167</b>	<b>40,795</b>
<b>TOTAL EXPENDITURES</b>								
<b>Total Earmarked for Reserves (Year 1 Payback)</b>		<b>134,515</b>	<b>151,022</b>	<b>1,449,900</b>	<b>1,483,311</b>	<b>1,894,227</b>	<b>1,578,523</b>	<b>(128,622)</b>
<b>Sub total Excess Receipts over Expenses</b>		<b>(1,774)</b>	<b>(31,727)</b>	<b>33,154</b>	<b>(124,869)</b>	<b>87,000</b>	<b>72,500</b>	<b>(72,500)</b>
<b>Building Rental Credit Earmarked for Reserves - Chamber loan</b>		<b>0</b>	<b>1,000</b>	<b>0</b>	<b>10,000</b>	<b>1,981,227</b>	<b>1,651,023</b>	<b>(201,122)</b>
<b>Total of non-operational budget expenses (depicted in footnotes (1-4))</b>		<b>0</b>	<b>20,823</b>	<b>0</b>	<b>125,703</b>	<b>0</b>	<b>(0)</b>	<b>33,150</b>
<b>Total of Operational Budget Expenditures</b>		<b>134,515</b>	<b>130,199</b>	<b>1,449,900</b>	<b>1,357,608</b>			
<b>TOTAL OPERATIONAL BUDGET RECEIPTS</b>								
<b>OVER EXPENSES</b>		<b>(1,774)</b>	<b>(10,904)</b>	<b>33,154</b>	<b>1,034</b>	<b>0</b>	<b>0</b>	<b>33,154</b>

**HPCVB Arts Tourism Grants Awards FY 15-16**

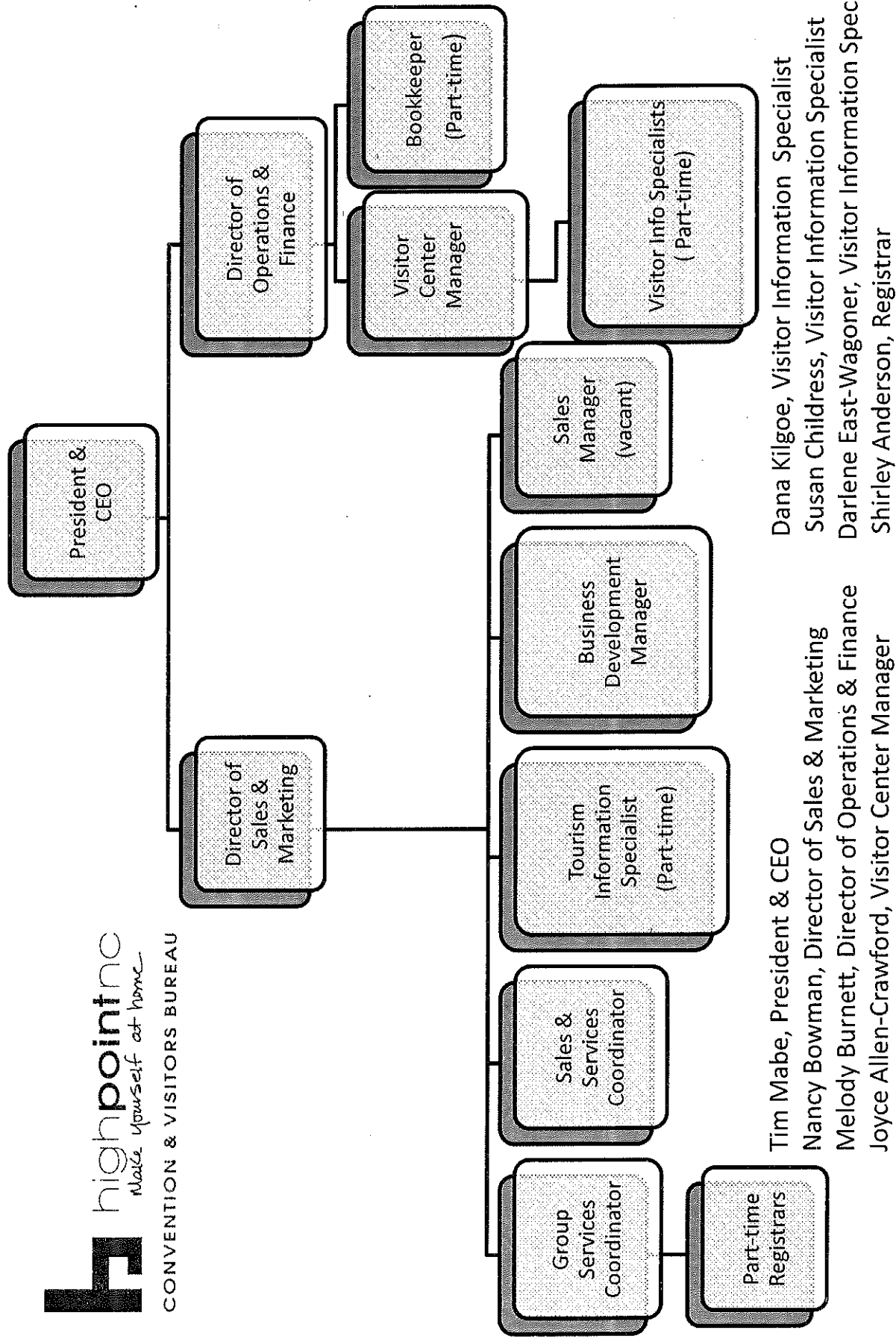
ORGANIZATION	PROJECT	GRANT AWARD
Macedonia Family Resource Center	Legends 10 Year Anniversary Homecoming	\$5,200
High Point Area Arts Council	Marketing and Ticketing for Arts & Entertainment Events	\$20,000
High Point Area Arts Council	Capital Campaign for Centennial Station Arts Center	\$21,250
Alexander Martin National Society of the American Revolution	Celebrate the Old North State	\$10,600
J Gallery Fine Art / Bienenstock Furniture Library	2015 Piedmont Plein Air Paintout	\$13,000
High Point Community Chorus	18th Annual Concert	\$488
Piedmont Artists	Piedmont Artists Concert Series	\$400
Southwest Renewal Foundation of High Point	WONDER: Beauty from Unseen Places	\$500
Southwest Renewal Foundation of High Point	Gardens of High Point	\$1,500
Southwest Renewal Foundation of High Point	High Point by Design	\$6,000
Southwest Renewal Foundation of High Point	HP Core City Public Art Pilot Project - Year 2	\$2,600
Piedmont Soccer Alliance	Phillips Park Soccer Complex Plans to Attract Additional Events	\$24,000
Big Brothers Big Sisters of the Central Piedmont	Spider Digital Tennis Classic	\$4,110
HP Parks and Recreation	July 4th Uncle Sam Jam at Oak Hollow Festival Park	\$2,778
High Point Historical Society	HP Museum Brochures & Rack Cards for Fire Dept. Exhibit	\$3,417
High Point Historical Society	Guilford Under the Stars and Bars - Civil War Advertising	\$4,333
Friends of John Coltrane	6th Annual John Coltrane International Jazz and Blues Festival	\$52,700
Kilby of Hope	The March on an All-American City	\$3,750
Historic Jamestown Society	Tourism Development Program	\$1,667
Theatre Art Galleries	Rebranding & Audience Building Campaign	\$4,000
High Point Ballet	Nutcracker Set Refurbishment for HP Theatre	\$6,000
The City Project	Ignite High Point Whistle Stop Concert Series	\$9,417
The City Project	Designer Shop N Stay Events	\$2,133
High Point Theatre	Passport to Entertainment	\$5,767
Veterans Memorial of High Point	2015 Veteran's Day Parade	\$500
Piedmont Triad Airport	Chuck Foster Collaboration	\$1,500
Piedmont Triad Airport	Collaboration with Theatre Art Galleries	\$2,900
Piedmont Triad Airport	Fly Easy High Point Campaign	\$11,667
High Point Community Theatre	Tell Everybody!	\$2,275
High Point Community Theatre	Youth Stage	\$2,650
High Point Community Theatre	"A Christmas Carol" Returns to High Point	\$4,125
Carl Chavis YMCA	Field Upgrades	\$13,750
Washington Street Business Association - Hayden Harman Foundation	Washington Street Unity Festival	\$4,333
High Point Community Concert Association	High Point Community Concert Association	\$700
High Point Swim Club	Splash Back to High Point/Go for the Gold	\$6,550
	<b>FY 15-16 Grant Allocation</b> <b>\$256,560</b>	<b>\$256,560</b>

**EVENT BOOKING INCENTIVES  
PROPOSED/DEFINITE  
FY 15-16**

<u>GROUP</u>	<u>AMOUNT</u>
High Point Golf Swingers	\$2,000
Piedmont Soccer Alliance	\$2,500
HPU Fall Family Weekend	\$2,000
HPU Fall Alumni Weekend	\$1,000
Miss NC USA Teen and Miss NC USA Pageant	\$10,000
Special Olympics	\$10,000
Showtime - ITMA	\$14,000
HPU Spring Family Weekend	\$1,000
Tar Heel Swim Meet	\$2,000
Willow Creek Senior Golf HOF Championship	\$2,000
Willian Penn T.I.G.E.R.S	\$250
5th Annual John Coltrane Festival	\$1,000
TOTAL TO DATE	<b>\$47,750</b>



CONVENTION & VISITORS BUREAU



Tim Mabe, President & CEO

Nancy Bowman, Director of Sales & Marketing

Melody Burnett, Director of Operations & Finance

Joyce Allen-Crawford, Visitor Center Manager

Bill Kester, Business Development Manager

Kimberly Mozingo, Group Services Coordinator

Janet Siler, Sales & Marketing Coordinator

Judy Allen, Tourism Information Specialist

Marlene Hedrick, Bookkeeper/Visitor Information Specialist

Dana Kilgore, Visitor Information Specialist

Susan Childress, Visitor Information Specialist

Darlene East-Wagoner, Visitor Information Spec.

Shirley Anderson, Registrar

## Board of Directors

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed By:</u>
<b>Bruce Davis</b> <b>Chair</b> KidAppeal 1010 Greensboro Rd., HP NC 27260 Work: 336-887-3684; 336-688-2431 <a href="mailto:BruceDavis@Triadbiz.rr.com">BruceDavis@Triadbiz.rr.com</a>	<b>Voting</b> At Large	1/15 – 12/16*	County
<b>Patrick Harman</b> <b>Vice Chair</b> 1214 Woodland PI HP NC 27262 Phone: 508-2703; Home 336-882-3551 <a href="mailto:Patrickatserve@aol.com">Patrickatserve@aol.com</a>	<b>Voting</b> Arts & Tourism Attractions	12/14 – 11/16*	Chamber
<b>Corine Hollingsworth</b> <b>Treasurer</b> Radisson Hotel High Point 135 S. Main St. HP NC 27260 Work: 336-889-8888 <a href="mailto:Chollingsworth@innercirclehp.com">Chollingsworth@innercirclehp.com</a>	<b>Voting</b> Accommodations with more than 100 rooms	1/15 -12/16 FIT	County
<b>Cliff Mann</b> <b>Asst. Treasurer</b> High Point Country Club 800 Country Club HP NC 27262 Work: 336-889-0818 Cell: 843-267-2085 <a href="mailto:CMann@hpcountryclub.com">CMann@hpcountryclub.com</a>	<b>Voting</b> At-Large	12/14-11/16*	Chamber
<b>A. Doyle Early Jr.</b> <b>Chairman Emeritus</b> Wyatt Early Harris Wheeler P.O. Drawer 2086; HP NC 27261 Work: 336-819-6046 <a href="mailto:DEarly@WEHWLaw.com">DEarly@WEHWLaw.com</a>	<b>Ex-Officio</b> <b>Chairman Emeritus</b>	One of HPCVB's Founders Ex-Officio 1996 Ex Officio Emeritus 1998 Chairman Emeritus 2008	HPCVB Board
<b>Mary Lou Blakeney</b> <b>Past Chair</b> 1411-D Bergamot Loop HP NC 27260 Cell: 336-471-3178 <a href="mailto:Purplelady44@gmail.com">Purplelady44@gmail.com</a>	<b>Ex-Officio</b> <b>Past Chair</b>	Term Began 12/15	HPCVB Board

FIT = Fulfilled Incomplete Term

\*=Renewable Term

Updated 1/13/15

<b><u>Board Member</u></b>	<b><u>Representing</u></b>	<b><u>Terms</u></b>	<b><u>Appointed by:</u></b>
Ron Barker Seven Oaks Bed & Breakfast 833 Old Mill Rd. HP NC 27265 Work: 336-899-6257 <a href="mailto:Sevenoaks@triad.rr.com">Sevenoaks@triad.rr.com</a>	<b>Voting</b> Accommodations with 100 or fewer rooms	1/15-12/16*	County
Scott Eckman International Market Centers 209 S. Main St. HP NC 27260 Work: 336-888-3737 Cell: 336-413-1825 <a href="mailto:SEckman@imcenters.com">SEckman@imcenters.com</a>	<b>Voting</b> Tradeshow/Convention Ctr.	12/14-11/16*	Chamber
Commissioner Carlvena Foster 818 Runyon Dr. HP, NC 27260 336-471-4091 <a href="mailto:Cfoster@co.guilford.nc.us">Cfoster@co.guilford.nc.us</a>	<b>Voting</b> County Commissioner	1/15-12/16*	County
Councilwoman Alyce Hill 701 Hillcrest Dr. HP NC 27262 Phone : 336-688-4910 <a href="mailto:Alyce.Hill@highpointnc.gov">Alyce.Hill@highpointnc.gov</a>	<b>Voting</b> City Council	1/15-12/17*	City Council
Carol Jollay Jollay Design Center 800 N. Main St. HP NC 27262 Work: 336-885-3597; 336-861-2149 <a href="mailto:info@jollaydesign.com">info@jollaydesign.com</a>	<b>Voting</b> Chamber	12/14-11/16*	Chamber
Leah Price BB&T 620 N. Main St., HP, NC 27260 Work: 336-889-1121 <a href="mailto:LPPrice@BBandT.com">LPPrice@BBandT.com</a>	<b>Voting</b> At-Large	12/15 – 11/17*	County
Karen Willette Visions Catering 1569 National Hwy Thomasville, NC 27360 336-886-4900 <a href="mailto:Karen@visionscatering.com">Karen@visionscatering.com</a>	<b>Voting</b> Restaurants/Food Service Business	12/14-11/16*	Chamber

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\*=Renewable Term

Updated 1/13/15



<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed by:</u>
Tom Conley High Point Market Authority 164 S. Main St. Suite 700.; HP NC 27260 336-869-1000 <a href="mailto:Tom@HighPointMarket.org">Tom@HighPointMarket.org</a>	Ex-Officio Market Authority	Term Began 8/11 in conjunction with Market Authority Role	HP Market Authority
Dorothy Darr Southwest Renewal Foundation 501 W. High St. HP, NC 27260 Phone: 336-887-5130 Cell: 336-689-8122 <a href="mailto:Dorothy1@northstate.net">Dorothy1@northstate.net</a>	Ex-Officio Southwest Renewal	Term Began 12/14 in conjunction with Southwest Renewal Role	Southwest Renewal
Phil Driscoll Chamber Chairman 101 St. Andrews Dr. High Point, NC 27265 Phone: 336-689-2550 <a href="mailto:phildriscoll101@gmail.com">phildriscoll101@gmail.com</a>	Ex-Officio High point Chamber	Term Began 1/16 in conjunction with Chamber Chairmanship	HP Chamber
Peter Freeman Freeman Kennett Architects 1102 N. Main St. Ste. 102 HP, NC 27262 Phone 336-869-3464 <a href="mailto:Freeman@freemankennett.com">Freeman@freemankennett.com</a>	Ex-Officio City Architect of Record	Term began 12/14 with Freeman Kennett's involvement in City of High Point's core city planning	HP City
Natalie Haire HPU Roberts Hall 313 Drawer 59, HP NC 27262 Work: 336-841-9524; 880-9166 <a href="mailto:NHaire@HighPoint.edu">NHaire@HighPoint.edu</a>	Ex-Officio High Point University	Term began 3/15 in conjunction with High Point University role	HPU
Mark Harris GTCC 901 S. Main St.; HP NC 27260 Cell: 336-854-0424 <a href="mailto:MEHarris@gtcc.edu">MEHarris@gtcc.edu</a>	Ex-Officio GTCC	Term began 3/15 in conjunction with GTCC role	GTCC
Ken Smith EDC Chairman 4035 Premier Drive Suite 300, HP NC 27265 Work: 336-821-1333 Cell: 336-687-4494 <a href="mailto:Ksmith@smithleonardcpas.com">Ksmith@smithleonardcpas.com</a>	Ex-Officio High Point EDC	Term began 1/16 in conjunction with HP EDC chairmanship	HP EDC
Lee Tillery High Point Parks and Recreation 136 Northpoint Ave. HP, NC 27262 Work: 336-883-3473 <a href="mailto:Lee.tillery@highpointnc.gov">Lee.tillery@highpointnc.gov</a>	Ex-Officio High Point Parks and Recreation	Term began 12/14 in conjunction with HP Parks and Recreation Role	HP Parks and Rec

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\*=Renewable Term

Updated 1/13/15

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed by:</u>
Scott Tilley High Point Partners 501 N. Main St. HP, NC 27260 Phone: 336-410-7204 <a href="mailto:Scott_tilley@ml.com">Scott_tilley@ml.com</a>	Ex-Officio High Point Partners	Term began 12/14 in conjunction with High Point Partners Role	High Point Partners
Don Webb Wells Fargo Advisors 1725 N. Main St. HP, NC 27262 Phone: 336-878-7515 <a href="mailto:Don.webb@wellsfargoadvisors.com">Don.webb@wellsfargoadvisors.com</a>	Ex-Officio PTI Airport Board	Term began 12/14 in conjunction with PTIA role	PTIA Board
Richard Wood City Project Chairman 1220 N. Main St. HP NC 27262 Cell: 336-848-2121 <a href="mailto:Rfwood@northstate.net">Rfwood@northstate.net</a>	Ex-Officio City Project	Term Began 1/13 in conjunction with the City Project Chairmanship	City Project
Tim Mabe <b>President &amp; CEO</b> High Point CVB P.O. Box 2273; HP NC 27261 Work: 336-884-5255 <a href="mailto:TMabe@HighPoint.org">TMabe@HighPoint.org</a>	Ex-Officio HPCVB President & CEO	Term began 2/11 in conjunction with HPCVB role	HPCVB
Melody Burnett <b>Board Secretary/Executive Administrator</b> High Point CVB P.O. Box 2273; HP NC 27261 Work: 336-884-5255 <a href="mailto:MBurnet@HighPoint.org">MBurnet@HighPoint.org</a>	HPCVB Corporation Secretary	Term began 5/03 in conjunction with HPCVB role	HPCVB
Nancy Bowman <b>Director of Sales &amp; Marketing High Point</b> CVB P.O. Box 2273; HP NC 27261 Work: 336-884-5255 <a href="mailto:NBowman@HighPoint.org">NBowman@HighPoint.org</a>	HPCVB Marketing & Communications Mgr.	Term began 8/02 in conjunction with HPCVB role	HPCVB

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\*=Renewable Term

Updated 1/13/15

# HPCVB INVOLVEMENT

## Fiscal Year 2015/2016

### CITY REPRESENTATION

Chamber of Commerce	Bruce Davis, Tim Mabe (substitute)
Economic Development Committee	Bruce Davis, Tim Mabe (substitute)
Rotary Club of High Point	Tim Mabe, Nancy Bowman
Leadership High Point Alumni	Tim Mabe, Melody Burnett, Nancy Bowman
Triad Women's Forum	Melody Burnett
High Point Market Authority	Bruce Davis, Tim Mabe
High Point Design Center	Joyce Allen-Crawford
Uptowne High Point Committee	Melody Burnett
Open Door Ministries	Nancy Bowman
High Point Theatre	Joyce Allen-Crawford
HP Area Arts Council	Joyce Allen-Crawford
YWCA of High Point	Melody Burnett
Business High Point Inc.	Tim Mabe
HP Partners Board	Tim Mabe
Multipurpose Stadium Committee ( Phase 1)	Tim Mabe, Melody Burnett, Bruce Davis, Doyle
Southwest Renewal Foundation	Early, Patrick Harman
	Tim Mabe

### COUNTY REPRESENTATION

Guilford County Hotel Association	Joyce Allen-Crawford
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### TRIAD REPRESENTATION

Piedmont Triad Film Commission	Tim Mabe & Nancy Bowman
Piedmont Triad Sports Clubs	Nancy Bowman
Piedmont Triad Host DMO Group	Tim Mabe & Nancy Bowman

### STATE REPRESENTATION

Association Executives of North Carolina	Nancy Bowman
Governor's Conference - Tourism	Tim Mabe, Nancy Bowman
Meeting Professionals International - Carolinas Chapter	Nancy Bowman and Tim Mabe
American Bus Tours	Nancy Bowman
NC Motorcoach Association	Nancy Bowman
National Association of Sports Commissions	Nancy Bowman
NC Tourism Industry Association	Tim Mabe

### NATIONAL REPRESENTATION

CONNECT	Nancy Bowman
IAVM - National & Regional	Tim Mabe
Destination Marketing Association Intl.	Melody Burnett
TEAMS	Nancy Bowman