

# CITY OF HIGH POINT

## AGENDA ITEM



**Title:** Approval of FY 2017-2018 Convention and Visitors Bureau Budget

**From:** Eric Olmedo, Budget Director

**Meeting Date:** June 19, 2017

**Public Hearing:** N/A

**Advertising Date:** N/A

**Advertised By:** N/A

**Attachments:** Convention and Visitors Bureau budget and annual contract

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### **PURPOSE:**

To approve the FY 2017-2018 Convention and Visitors Bureau budget and annual contract.

### **BACKGROUND:**

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

**BUDGET IMPACT:** n/a

### **RECOMMENDATION / ACTION REQUESTED:**

The Budget Department recommends the Council to consider the FY 2017-2018 Convention and Visitors Bureau budget and annual contract.

May 1, 2017

Mr. Greg Demko  
City Manager  
City of High Point  
P. O. Box 230  
High Point, NC 27261

Dear Greg,

It is my pleasure to deliver to you, for the consideration of the Mayor, City Council, and yourself, the Contract from the Board of Directors of the High Point Convention & Visitors Bureau for 2017-2018.

I have enclosed the original copies of the Contract, Budget, and support information. If you require any additional information or would like more copies please let me know. We look forward to a follow up meeting with any questions that you may have.

Sincerely,



Timothy C. Mabe  
CEO & President

Enclosures

**AGREEMENT FOR THE CONVENTION & VISITORS BUREAU**  
**BETWEEN THE**  
**CITY OF HIGH POINT**  
**AND THE**  
**HIGH POINT CONVENTION & VISITORS BUREAU, INC.**  
**FY 2017 - 2018**

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## **OVERVIEW & PROGRAM OF WORK FY 2017 - 2018**

### **1. NEW BUDGET**

The Proposed Budget for the High Point Convention & Visitors Bureau (HPCVB) is for FY 17-18. The projected HMT revenues is \$1,767,268, which reflects an increase of 4% from projected actual receipts to end the current fiscal year FY 16-17 at an estimated \$1,700,763. The approved budget for FY 16-17 was \$1,682,239 where the proposed FY 17-18 budget is 5% over the approved from FY 16-17. Remaining conservative, the new budget reflects \$1,767,268 tax receipts plus \$800 interest, and \$92,500 EBI rollover totaling \$1,860,568. In addition, sponsorship revenues earmarked for marketing the new visitor center is \$75,000. The amount of sponsorship revenue that is earmarked to build up the reserves is \$75,000. The Regional Preferred Member Revenue for Marketing is projected at \$4,000. Part of the sponsorship revenue will be ear-marked for the foundation projects of the 501 c 3 which was just established in January. 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 March Financial Statement for FY 16-17 is attached.

The 15% room tax revenue allocated for the Arts & Tourism Grants Program is restricted at \$265,090. The Marketing Budget is \$1,124,432. 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 \$92,500, 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 17-18. This current year, FY 16-17, support was awarded to 24 worthy projects totaling \$252,336.

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

For FY 16-17, 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 16-17 and is projected to total \$51,705. 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 16-17 \$92,500 will be rolled over into FY 17-18 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 eight 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 High Point 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.*

<u>No.</u>	<u>ITEM</u>	<u>FY 16-17</u> <u>Approved</u>	<u>FY 17-18</u> <u>Proposed</u>
<u>INCOME</u>			5% over last year, 4% over projected Year End
<u>OCCUPANCY TAX COLLECTION</u>			
4101.0	Transient Occupancy Tax	1,682,239	1,767,268
<u>OTHER INCOME</u>			
4102.0	Interest Income	800	800
4105.0	Reserve EBI Carry Over	102,250	92,500
4106.1	Sponsorship Revenue Earmarked for Visitor Center Marketing	100,000	75,000
4106.2	Sponsorship Revenue Earmarked for Reserves	100,000	75,000
4107.0	Regional Preferred Member Revenue for Marketing	10,000	4,000
4108.0	HPCVB Foundation - Earmarked for Foundation Projects	0	50,000
4108.1	Board Approved spending for additional postage for retirement mailings	20,000	0
4109.0	Building Rental Credit Earmarked for Reserves	12,000	12,000
<b>TOTAL BUDGET</b>		<b>2,027,289</b>	<b>2,076,568</b>
<u>GRANT PROGRAM (15% of occupancy tax)</u>			
	Arts & Tourism Grants	252,336	265,090
<b>INCOME (-15% grants)=Oper. Budget</b>		<b>1,774,953</b>	<b>1,811,478</b>
<u>EXPENSES</u>			
<u>ADMINISTRATIVE EXPENSES</u>			
5201.0	Salaries (7 full-time staff positions and if we hire sales manager)	439,400	439,400
5202.0	Retirement	24,000	24,000
5203.0	Life/Hosp/Dent. Ins.	77,000	77,000
5204.0	Soc. Security	39,000	39,000
5205.0	Unemployment Ins.	1,500	1,500
<b>ADMINISTRATIVE EXPENSES TOTAL</b>		<b>580,900</b>	<b>580,900</b>
<u>OPERATING EXPENSES</u>			
5301.0	Memberships/Subscriptions	7,500	6,750
5302.0	Travel/Entertainment	25,000	25,000
5303.0	General & Administrative Operations	109,500	109,500
5304.0	Postage/General	2,000	3,000
5305.0	Business High Point Inc. & Vision Investor	0	20,000
5306.0	Telephone	11,000	11,000
5307.0	Rent/Utilities	77,045	78,886
5308.0	Comm/Board Expenses	14,450	14,450
5309.0	Equipment	16,000	15,650
<b>OPERATING EXPENSES TOTAL</b>		<b>262,495</b>	<b>284,236</b>

<u>No.</u>	<u>ITEM</u>	<u>FY 16-17</u> <u>Approved</u>	<u>FY 17-18</u> <u>Proposed</u>
5401.0	Convention Advertising	19,950	19,950
5402.0	Convention Services	318,000	332,880
5402.1	Convention Services, Registrars, etc.	10,500	10,880
5402.5	Event Booking Incentives (includes \$92,500 roll over)	150,000	150,000
5402.7	HP Market Authority	150,000	150,000
5402.8	Preferred Member Program	5,500	4,000
5402.9	Special Services/Assessments	2,000	18,000
5403.0	Entertainment	1,000	1,000
5404.0	Literature/Printing	13,200	13,200
5405.0	Memberships - Convention	8,260	8,795
5406.0	Postage - Convention	100	1,000
5407.0	Conv. - Special Promotional Projects	90,000	92,000
5408.0	Subscription/Publications	250	250
5409.0	Travel - Convention	15,700	15,700
5410.0	Trade Shows - Convention	3,000	7,300
5411.0	Sponsorship Program	35,000	35,000
5412.0	Audiovisuals	10,000	0
5413.0	Intern(s)	0	0
<b>CONVENTION PROMOTIONS EXPENSES TOTAL</b>		<b>514,460</b>	<b>527,075</b>
<b>TOURISM PROMOTION EXPENSES</b>			
5501.0	Advertising	45,050	85,130
5502.0	Audiovisuals	8,000	4,000
5503.0	Tourism - Literature/Printing	21,750	15,350
5504.0	Memberships/Subscriptions - Tourism	600	900
5505.0	Postage - Tourism	19,851	10,000
5506.0	Special Projects	40,100	39,050
5507.0	Travel/Entertainment	5,000	1,800
5508.0	Travel Shows	4,000	5,600
5509.0	Visitor Information Center	79,800	52,500
5510.0	NCTIA & Governor's Council	0	9,850
5512.0	Web	17,747	17,747
5513.0	Visitor Center Marketing	58,200	55,900
5514.0	Visitor Programming	5,000	34,440
<b>TOURISM PROMOTION EXPENSES TOTAL</b>		<b>305,098</b>	<b>332,267</b>
<b>TOTAL EXPENSES BEFORE GRANT EXPENSES</b>		<b>1,662,953</b>	<b>1,724,478</b>
<b>GRANT EXPENSES</b>			
5800.1	Arts & Tourism Grants Program	252,336	265,090
5800.2	Arts & Tourism Grants Program Carry Over		



No.	ITEM	FY 16-17	FY 17-18
		Approved	Proposed
TOTAL GRANT EXPENSES		252,336	265,090
TOTAL EXPENSES		1,915,289	1,989,568
Total Marketing Expense		1,071,894	1,124,432
Subtotal of Income over Expenses		112,000	87,000
Sponsorship Expenses Earmarked for Reserves		100,000	75,000
Building Rental Credit Earmarked for Reserves		12,000	12,000
Total Earmarked for Reserves (Year 4 Payback for Building/Move/Visitor Center Buildout)		112,000	87,000
Excess of Income over Expenses		0	0



## **FY 2017-2018 Budget Notes**

### **Income**

**4101** - Occupancy Tax projections for FY-17/18 is \$1,767,268, which is 5% over the last year's approved budget occupancy of \$1,682,239. We are projecting to end the year at \$1,700,763 which is a conservative estimate. Our proposed budget reflecting a 4% increase over the projected year end estimate. This is an estimation based on receipts thus far and keeping the estimation conservative over last year's estimates for May and June 2017. We feel confident in this increase.

**4105** – Reserve EBI Carry Over is \$92,500, 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 \$75,000, which is half of an estimated total revenue from sponsorships of \$150,000 cash receipts.

**4106.2** – Sponsorship Revenue Earmarked for Reserves is \$75,000, which is half of an estimated total revenue from sponsorships of \$150,000. This is consistent with the 5-year pay back plan of the buildout of the Visitor Center and move from 2014.

**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** – Sponsorship goals will not decrease however, we see potential in more individuals who would like to participate where that revenue can be used as a tax write off for HPCVB Foundation projects

**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 \$36,886.

The subtotal is **\$2,076,568**. The restricted income is **\$265,090** for Arts & Tourism Grants. The Total Income is **\$1,811,478**

### **Administrative Expenses:**

**5201** – Salaries will remain the same

**5202** – Retirement will remain the same

**5203** - Insurance will remain the same

**5204** – Social Security

**5205** – Unemployment Insurance

The Total Administrative Expenses will remain the same budgeted as last year with no increase.

### **Operating Expenses:**

**5301** –Memberships include Guilford County Hotel Association, 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.

**5302** – Admin Travel & Entertainment includes mileage reimbursement at the IRS rate of 0.54. and will remain the same as last year

**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 2 new computers that are approaching end of life. This line item will remain the same as last year

**5304** – General Postage is \$3,000

**5305** – Last year we were invoiced by Business HP Inc. for FY 15-16 where we could pay it at the end of the year. It covered FY 16-17 therefore CVB did not need to budget for it. We asked to be invoiced at the start of our FY in July where we have it budgeted for our Vision Investor commitment for FY 17-18.

**5306** – holds steady, working on year 4 of the 5 year phone lease plus regular service, fax, internet, toll free, and long distance. Will remain the same

**5307** – Rent is \$12.75/sq.ft starting in Feb'17 and will increase to \$13/sq.ft in Feb '18

**5308** – Committee Board Expense includes monthly lunch meetings, board retreats, receptions, board plaques, and board miscellaneous. This will remain the same as last year

**5309** – Equipment includes postage machines, copiers, and misc. office equipment and furniture. Property taxes and leases for equipment.

Total Operating Expenses are at an **8% increase** from FY 16-17 budget, mainly due to the Business HP Commitment of \$20,000.

### **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 at \$18,000 (long-term goals for feasibility study or special circumstances that come up with groups that need help) Ex. would be the needs assessment of recreation facilities for tournament play.

**5403** – Entertainment/Meals for site visits with clients. Stays the same

**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. There was some fee restructuring for NCSA, MPI and ABA which caused a slight increase.

**5406** – Convention Postage increase for special direct mailings for targeted groups

**5407** – Convention Special Promotions –Designer tours, Designer Access (Shop & Stay Packages), and Capture PR contract is also in this line item too. 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/SITE Tradeshow and AENC as well as impromptu opportunities. Our local sales teams at partnering hotels want to try AENC again which we have not attended in 3 years. We agreed to co-op a booth with them.

**5411** – Sponsorship Retention stays the same

**5412** – no videos this year

**5413** – no pay interns

Total Convention Expenses are at **2% increase** over FY 16-17 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 ESCAPE Magazine, and more co-ops with NC Dept. of Commerce such as samba tv, local northern markets in DC, Cleveland, Pittsburgh and Nashville as well as advertising for retirement and ideal living.

**5502-** Audio Visuals includes enhancements to our photo library

**5503-** Tourism Literature and Printing include production costs and printing of Map Pads, Stationery, Furniture Shopping Directories, Destination Guides, and Decals for Preferred Members and Showroom Decals. We do not need to print African American Heritage Guides this year.

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

**5505-**Tourism Postage decreases because we now have a better projections of the expenditures for this year with the relocation and retirement mailings

**5506-** Tourism Special Projects include the VIP Tour (2), 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.

**5507-** for mileage and travel for tourism programs. We cancelled a trip to Toronto to explore Design Center opportunities

**5508-**Travel Shows include Travel South, ABA Tradeshow plus two new consumer 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 as well as realtor classes and two new programs 1) PR101 and 2) Ambassador Program

Total Tourism Expenses are at an **9% increase** from FY 16-17 budget.

**5800-** Grant Expense is \$265,090 is 15% of occ. tax

# OCCUPANCY TAX COMPARISON 2016-2017 to PAST YEAR 2015-2016

Month	Month	Monthly Amt.	Total Amt.	Monthly Amt.	Total Amt.	% Change	Diff. from Last Yr.	Diff. from Last Yr.	% Change
Received	Collected	Rec'd 16-17	YTD 16-17	Rec'd 15-16	YTD 15-16	by Month	by Month	YTD	YTD
Jul-16	May-16	\$144,125	\$144,125	\$142,872	\$142,872	1	\$1,253	\$1,253	1
Aug-16	Jun-16	\$139,162	\$283,287	\$134,980	\$277,852	3	\$4,182	\$5,435	2
Sep-16	Jul-16	\$137,378	\$420,665	\$129,100	\$406,952	6	\$8,278	\$13,713	3
Oct-16	Aug-16	\$141,861	\$562,527	\$138,989	\$545,941	2	\$2,872	\$16,586	3
Nov-16	Sep-16	\$126,255	\$688,782	\$115,666	\$661,607	9	\$10,589	\$27,175	4
Dec-16	Oct-16	\$237,729	\$926,511	\$225,083	\$886,690	6	\$12,646	\$39,821	4
Jan-17	Nov-16	\$113,926	\$1,040,437	\$99,231	\$985,921	15	\$14,695	\$54,516	6
Feb-17	Dec-16	\$92,423	\$1,132,860	\$86,382	\$1,072,303	7	\$6,041	\$60,557	6
Mar-17	Jan-17	\$94,564	\$1,227,424	\$88,910	\$1,161,213	6	\$5,654	\$66,211	6
Apr-17	Feb-17	\$121,623	\$1,349,047	\$120,157	\$1,281,370	1	\$1,466	\$67,677	5
May-17	Mar-17			\$140,088	\$1,421,458				
Jun-17	Apr-17			\$211,627	\$1,633,085				

No.	Item	ACTUAL Month-Mar This Year 16/17	ACTUAL Month-Mar This Year 15/16	ACTUAL YTD This Year 16/17	ACTUAL YTD Last Year 15/16	Operational Budget HPCVB FY 16/17	9 Month Estimate	YTD Variance
<b>INCOME</b>								
4101	Transient Occ. Tax (Jan.)	94,564	88,911	1,227,424	1,161,214	1,682,239	1,261,679	(34,255)
4102	Interest Income	66	49	560	511	800	600	(40)
4104	Other Income	-	-	-	-	-	-	-
4105	Reserve Carry Over EBI	-	-	-	-	102,250	76,688	(76,688)
4106.1	Sponsorship Revenue Earmarked for VIC Marketing	6,542	5,281	46,704	51,000	100,000	75,000	(28,296)
4106.2	Sponsorship Revenue Earmarked for Reserves	6,542	5,281	46,704	51,000	100,000	75,000	(28,296)
4107	Regional Preferred Member Revenue for Marketing	1,750	500	3,801	5,033	10,000	7,500	(3,699)
4108	Art & Tourism Grants Carryover	-	-	20,000	-	-	-	20,000
5515.3	Ball Park Contribution	-	-	-	81,555	-	-	-
1002	Approved to come out of reserve	-	-	-	-	-	-	-
2200	Building Rental Credit Earmarked for Reserves	-	-	-	-	12,000	9,000	(9,000)
<b>TOTAL INCOME</b>		<b>109,464</b>	<b>100,022</b>	<b>1,345,193</b>	<b>1,350,313</b>	<b>2,007,289</b>	<b>1,505,467</b>	<b>(160,274)</b>
<b>RESTRICTED A &amp; T Grant Income</b>								
		<b>21,028</b>	<b>20,417</b>	<b>189,252</b>	<b>183,753</b>	<b>252,336</b>	<b>189,252</b>	<b>-</b>
<b>UNRESTRICTED INCOME</b>		<b>88,436</b>	<b>79,605</b>	<b>1,155,941</b>	<b>1,166,560</b>	<b>1,754,953</b>	<b>1,316,215</b>	<b>(160,274)</b>
<b>EXPENDITURES</b>								
<b>Administrative</b>								
5201	Salaries	34,089	30,325	293,030	258,316	439,401	329,551	(36,521)
5202	Retirement	1,752	-	13,148	10,906	24,000	18,000	(4,852)
5203	Life/Hosp/Dent. Ins.	6,186	5,736	54,145	43,626	77,000	57,750	(3,605)
5204	Soc. Security	2,934	2,517	25,186	21,161	39,000	29,250	(4,064)
5205	Unemployment Ins.	77	109	583	727	1,500	1,125	(542)
<b>TOTAL ADMINISTRATIVE EXP.</b>		<b>45,038</b>	<b>38,687</b>	<b>386,092</b>	<b>334,736</b>	<b>580,901</b>	<b>435,676</b>	<b>(49,584)</b>
<b>Operations</b>								
5301	Memberships General	470	670	11,496	3,933	7,500	5,625	5,871
5302	Travel Local	2,663	1,064	23,589	18,337	25,000	18,750	4,839
5303	General & Administrative	8,795	4,192	83,818	67,270	109,500	82,125	1,893
5304	Postage/General	2,000	-	7,408	9,969	2,000	1,500	5,908
5305	Parking	-	-	-	-	-	-	-
5306	Telephone	992	1,636	9,401	9,451	11,000	8,250	1,151
5307	Rent/Utilities - Bureau/PDMM	6,499	6,364	56,543	56,438	77,045	57,784	(1,241)
5308	Comm/Board Expenses	3,095	292	11,101	9,273	14,450	10,838	264
5309	Equipment	1,304	911	12,409	12,831	16,000	12,000	409
<b>TOTAL OPERATIONS EXPENSE</b>		<b>25,818</b>	<b>15,129</b>	<b>215,765</b>	<b>187,502</b>	<b>262,495</b>	<b>196,871</b>	<b>18,894</b>
<b>Convention Promotion</b>								
5401	Advertising	3,906	-	16,698	17,363	19,950	14,963	1,736
5402	Convention Services - General	395	-	7,666	5,780	10,500	7,875	(209)
5402.5	Convention Services - Event Booking Incentive	-	-	47,505	39,750	150,000	112,500	(64,995)
5402.7	IHFMA Furn. Market Support	12,500	12,500	112,500	112,500	150,000	112,500	-
5402.8	Preferred Member Program	17	-	2,584	2,533	5,500	4,125	(1,541)
5402.9	Special Services	-	-	-	-	2,000	1,500	(1,500)
5403	Entertainment	-	-	1,178	12	1,000	750	428



No.	Item	ACTUAL Month-Mar This Year 16/17	ACTUAL Month-Mar This Year 15/16	ACTUAL YTD This Year 16/17	ACTUAL YTD Last year 15/16	Operational Budget HPCVB FY 16/17	9 Month Estimate	YTD Variance
5404	Literature/Printing	103	-	6,649	1,177	13,200	9,900	(3,251)
5405	Memberships - Convention	-	256	4,234	3,599	8,260	6,195	(1,961)
5406	Postage	-	-	960	2	100	75	885
5407	Special Projects	4,170	9,795	46,805	66,993	90,000	67,500	(20,695)
5408	Subscription/Publ.	-	-	650	480	250	188	463
5409	Travel	1,418	380	8,961	11,152	15,700	11,775	(2,814)
5410	Trade Shows	70	-	4,693	13,342	3,000	2,250	2,443
5411	Sales Training	-	2,560	100	22,560	35,000	26,250	(26,150)
5412	Audio-Visuals	-	-	11,767	-	10,000	7,500	4,267
5413	Systems/Intern	-	-	-	-	-	-	-
<b>TOTAL CONVENTION PROM.</b>		<b>22,579</b>	<b>25,491</b>	<b>272,950</b>	<b>297,233</b>	<b>514,460</b>	<b>385,845</b>	<b>(112,895)</b>
<b>Tourism Promotion</b>								
5501	Advertising	(752)	4,000	28,683	45,582	52,900	39,675	(10,992)
5502	Audio Visuals	-	-	-	-	8,000	6,000	(6,000)
5503	Literature/Printing	1,123	1,198	6,767	12,069	21,750	16,313	(9,546)
5504	Memberships - Tourism	-	-	172	-	600	450	(278)
5505	Postage	-	63	1,071	375	1,500	1,125	(54)
5506	Special Projects	172	2,459	8,614	7,549	33,100	24,825	(16,211)
5507	Travel/Entertainment	50	72	1,503	3,436	5,000	3,750	(2,247)
5508	Travel Shows	-	70	-	1,565	4,000	3,000	(3,000)
5509	Visitor Info Ctr.	5,043	3,158	64,780	36,462	79,800	59,850	(4,930)
5512	Web	624	630	13,298	7,929	17,747	13,310	(12)
5513	Visitor Center Marketing	8,011	8,520	57,152	72,477	58,200	43,650	13,502
5514	Visitor Center Programming	283	186	1,218	186	2,500	1,875	(657)
5515	Baseball Taskforce	-	-	-	63,323	-	-	-
<b>TOTAL TOURISM PROMOTION</b>		<b>14,554</b>	<b>20,356</b>	<b>183,258</b>	<b>250,953</b>	<b>285,097</b>	<b>213,823</b>	<b>(30,565)</b>
<b>Subtotal unrestricted expenses</b>		<b>107,989</b>	<b>99,663</b>	<b>1,058,065</b>	<b>1,070,424</b>	<b>1,642,953</b>	<b>1,232,215</b>	<b>(174,150)</b>
<b>Net unrestricted income after expenses</b>			<b>(20,058)</b>	<b>97,876</b>	<b>96,136</b>	<b>112,000</b>	<b>84,000</b>	<b>13,876</b>
<b>ARTS &amp; TOURISM GRANTS PROGRAM</b>								
<b>Restricted A &amp; T Grant Income</b>		21,028	20,417	189,252	183,753	252,336	189,252	-
5800	Restricted A & T Grants Expense	-	-	252,333	244,962	252,336	189,252	63,081
<b>Net restricted income after expenses</b>		<b>21,028</b>	<b>20,417</b>	<b>(63,081)</b>	<b>(61,209)</b>	<b>252,336</b>	<b>189,252</b>	<b>63,081</b>
<b>TOTAL EXPENDITURES</b>								
<b>Total Earmarked for Reserves (Year 1 Payback)</b>		<b>107,989</b>	<b>99,663</b>	<b>1,310,398</b>	<b>1,315,386</b>	<b>1,895,289</b>	<b>1,421,467</b>	<b>(111,069)</b>
<b>Sub total Excess Receipts over Expenses</b>		<b>1,475</b>	<b>359</b>	<b>34,795</b>	<b>34,929</b>	<b>112,000</b>	<b>83,997</b>	<b>(83,997)</b>
<b>Building Rental Credit Earmarked for Reserves - Chamber loan</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,007,289</b>	<b>1,505,484</b>	<b>(195,066)</b>
<b>Total of non-operational budget expenses (depicted in footnotes (1-4))</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>34,795</b>
<b>Total of Operational Budget Expenditures</b>		<b>107,989</b>	<b>99,663</b>	<b>1,310,398</b>	<b>1,315,384</b>			
<b>TOTAL OPERATIONAL BUDGET RECEIPTS</b>								
<b>OVER EXPENSES</b>		<b>1,475</b>	<b>359</b>	<b>34,795</b>	<b>34,929</b>	<b>0</b>	<b>0</b>	<b>34,795</b>

**EVENT BOOKING INCENTIVES  
PROPOSED/DEFINITE  
FY 16-17**

<u>GROUP</u>	<u>AMOUNT</u>
High Point Swim Club - Furniture City Invitational	\$2,000
Piedmont Soccer Alliance	\$1,000
NC Youth Soccer	\$1,000
HPU Spring Family 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
High Point Swim Club Tar Heel State Meet	\$1,150
Willow Creek Senior Golf HOF Championship	\$2,000
NC Amateur Sports - State Games	\$7,500
6th Annual John Coltrane Festival	\$1,055
TOTAL TO DATE	\$51,705

### HPCVB Arts Tourism Grants Awards FY 16-17

ORGANIZATION	PROJECT	GRANT AWARD
Theatre Art Galleries	TAG Public Art Initiative	\$6,000
Theatre Art Galleries	Brand Awareness and Marketing Campaign	\$3,000
High Point Theatre	Passport to Entertainment- Out of area marketing	\$4,000
High Point Arts Council	Capital Campaign for Centennial Station Arts Center	\$19,250
High Point Arts Council	Marketing Support for Arts and Entertainment Events	\$13,251
High Point Museum	High Point Promotional Partnership	\$1,000
Kilby of Hope	Oakwood Memorial Cemetary-African American Historical Marker	\$2,435
Macedonia Family Resource Center	Macedonia All-Star Invitational Baseball Tournament	\$5,000
Hayden-Harman Foundation( On behalf of the Washington Street Business Association)	7th Annual Washington Street Unity Festival	\$4,500
High Point Ballet	Phase 2 Nutcracker set refurbishment/ adaptation to fit the High Point Theatre	\$3,000
Forward High Point Foundation	Downtown Stadium District Expanded Studies	\$23,000
Forward High Point Foundation	Downtown Whistle Stop Concert Series	\$10,000
Forward High Point Foundation	Forward High Point Branding, Marketing, and Development	\$25,300
Forward High Point Foundation	Furnish Your World	\$15,700
Southwest Renewel Foundation of High Point, Inc.	2nd Annual Bluegrass and Makers Festival	\$3,500
Southwest Renewel Foundation of High Point, Inc.	High Point by Design Year 2	\$13,000
Southwest Renewel Foundation of High Point, Inc.	Emerging Designer Competition	\$3,000
Southwest Renewel Foundation of High Point, Inc.	Public Art in High Point	\$6,500
Piedmont Triad Film Commission	Reel scout database hosting fees and fundraiser for atleast one marketing trip to Los Angeles	\$10,000
Uptowne High Point	Sixth Annual Uptowne High Point Holiday Stroll	\$6,000
Children's Home Society of North Carolina	Ilderton's Beach Music Blast	\$1,900
Big Brothers and Big Sisters of the Central Piedmont	Spider Digital Tennis Classic	\$2,000
Friends of John Coltrane	7th Annual John Coltrane Jazz & Blues Festival	\$56,000
Piedmont Soccer Alliance	Phillips Soccer Complex Attendance Growth Plan	\$15,000
		<b>\$252,336</b>

## Board of Directors

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed By:</u>
Bruce Davis <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 – 12/18	County
Patrick Harman <b>Vice Chair</b> 1214 Woodland Pl 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 – 11/18	Chamber
Corine Hollingsworth <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	1/17 -12/19 FIT	County
Cliff Mann <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	12/14-11/18	Chamber
A. Doyle Early Jr. <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>	Ex-Officio Chairman Emeritus	One of HPCVB's Founders Ex-Officio 1996 Ex Officio Emeritus 1998 Chairman Emeritus 2008	HPCVB Board
Mary Lou Blakeney <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>	Ex-Officio Past Chair	Term Began 12/15	HPCVB Board

FIT = Fulfilled Incomplete Term

\*=Renewable Term

Updated 6/24/16

<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	1/15-12/18	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.	12/14-11/18	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	1/15-12/18	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	12/14-11/18	Chamber
F. B. Nowlan President & CEO J & S Cafeterias 110 Westover Drive High Point, NC 27265 Phone: 336-884-0404 <a href="mailto:fbn@jscafeteria.com">fbn@jscafeteria.com</a>	<b>Voting</b> Restaurants/Food Service Business	7/16 – FIT* 1/17 – 12/19*	Chamber
Leah Price BB&T 620 N. main St., HP, NC 27260 Work: 336-889-1121 LPPrice @ BBandT.com	<b>Voting</b> At-Large	12/15 – 11/19	County

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\*=Renewable Term

Updated 6/24/16

<b><u>Board Member</u></b>	<b><u>Representing</u></b>	<b><u>Terms</u></b>	<b><u>Appointed by:</u></b>
Tom Conley High Point Market Authority 164 S. Main St., Suite 700, HP, NC 27260 336-869-1000 <a href="mailto:Tom@HighPointMarket.com">Tom@HighPointMarket.com</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
Lyndsey D. Derrow Chief Concierge HPU 933 Roberts Hall Ln., HP, NC 27268 Work: 336-841-9399; Fax: 336-888-6330 <a href="mailto:lderrow@HighPoint.edu">lderrow@HighPoint.edu</a>	Ex-Officio High Point University	Term began 6/16 in conjunction with High Point University Role	HPU
Carlos Olvera Chamber Chairman 712 McWay Dr. HP, NC 27263 Phone: 336-884-0063 <a href="mailto:c.olvera@servpro9797.com">c.olvera@servpro9797.com</a>	Ex-Officio High Point Chamber	Term began 1/17 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
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 Dr. Ste 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 6/24/16

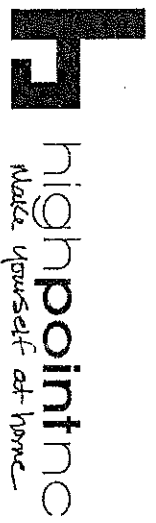
<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed by:</u>
Scott Tilley High Point Partners 501 N. Main St., HP, NC 27260 Phone: 336-410-7204 <a href="mailto:Scott.tilley@ml.com">Scott.tilley@ml.com</a>	Ex-Officio High Point Partners	Term began 12/14 in conjunction with High Point Partners 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
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>Director of Operations &amp; Finance</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 CVB</b> 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

FIT = Fulfilled Incomplete Term

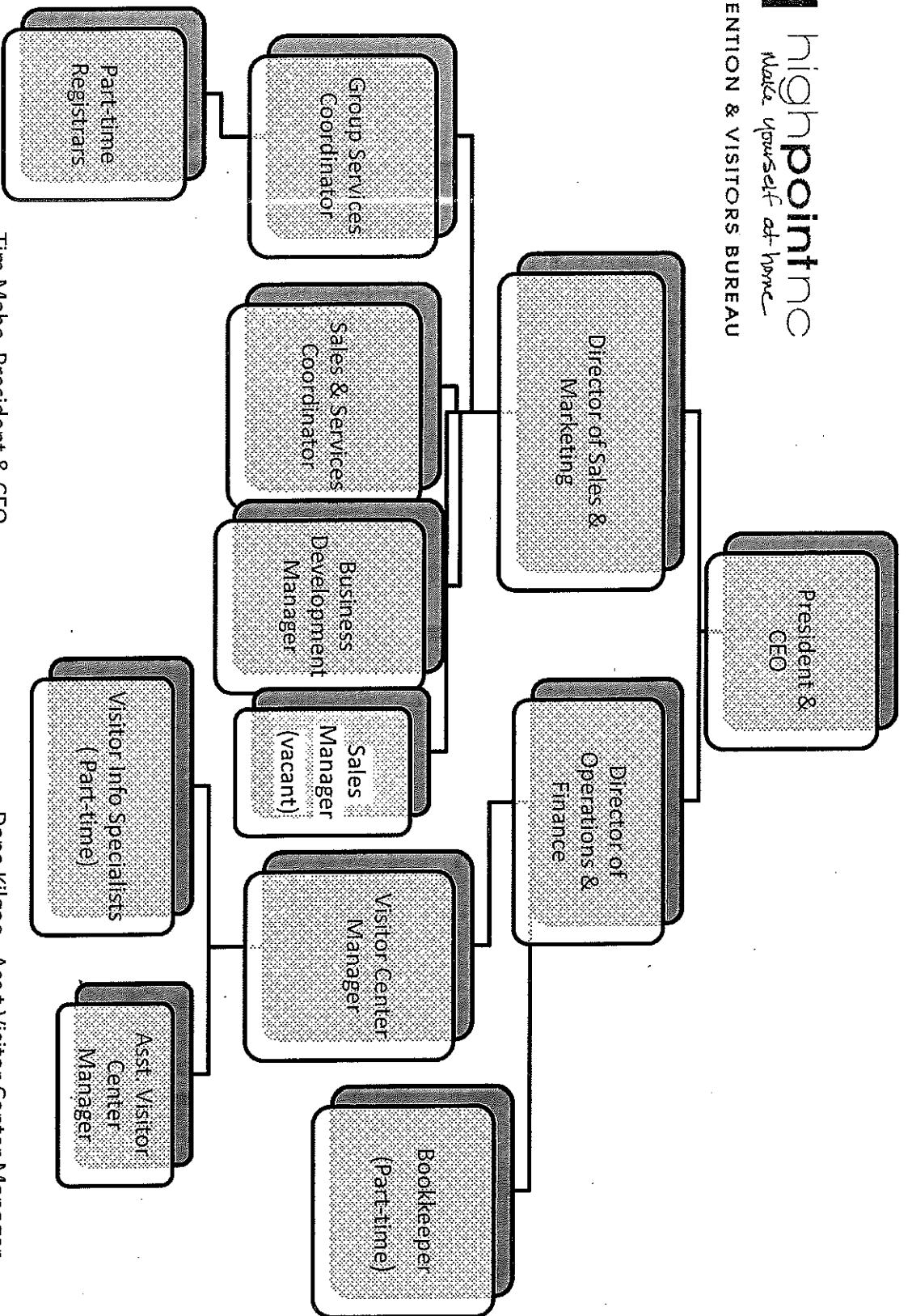
\*=Renewable Term

Updated 6/24/16





CONVENTION & VISITORS BUREAU



Tim Mabe, President & CEO

Nancy Bowman, Director of Sales & Marketing

Melody Burnett, Director of Operations & Finance

Christina Payne, Visitor Center Manager

Bill Kester, Business Development Manager

Kimberly Mozingo, Group Services Coordinator

Janet Siler, Sales & Marketing Coordinator

Marlene Hedrick, Bookkeeper/Visitor Information Specialist (PT)

Dana Kilgoe, Asst. Visitor Center Manager

Susan Childress, Visitor Information Specialist (PT)

Darlene East-Wagoner, Visitor Information Spec. (PT)

Paula Frances, Visitor Information Specialist (PT)

Shirley Anderson, Registrar (PT)

# HPCVB INVOLVEMENT

## Fiscal Year 2016/2017

### CITY REPRESENTATION

Business High Point Inc.  
Economic Development Committee  
Rotary Club of High Point  
  
Leadership High Point Alumni  
Triad Women's Forum  
High Point Market Authority  
High Point Design Center  
Uptowne High Point Committee  
Open Door Ministries  
Oakwood Cemetery Historical Committee  
Forward High Point  
High Point Museum  
YWCA of High Point  
Business High Point Inc.  
Southwest Renewal Foundation

Bruce Davis, Tim Mabe (substitute)  
Bruce Davis, Tim Mabe (substitute)  
Tim Mabe, Nancy Bowman, Bill Kester  
Tim Mabe, Melody Burnett, Nancy Bowman,  
Kimberly Mozingo  
Melody Burnett  
Bruce Davis, Tim Mabe  
Carol Jollay - Board Member  
Melody Burnett  
Nancy Bowman  
Kimberly Mozingo  
Doyle Early - Chairman Emeritus  
Kimberly Mozingo - weekend volunteer  
Melody Burnett  
Tim Mabe  
Tim Mabe, Melody Burnett, Christina Payne

### COUNTY REPRESENTATION

Guilford County Hotel Association

Melody Burnett

### TRIAD REPRESENTATION

Piedmont Triad Film Commission  
Piedmont Triad Sports Clubs  
Piedmont Triad Host DMO Group

Tim Mabe & Nancy Bowman  
Nancy Bowman  
Tim Mabe & Nancy Bowman

### STATE REPRESENTATION

Association Executives of North Carolina  
Governor's Conference - Tourism  
Governor's Roundtable Tourism Board  
Meeting Professionals International - Carolinas  
Chapter  
American Bus Tours  
NC Motorcoach Association  
National Association of Sports Commissions  
NC Tourism Industry Association

Nancy Bowman  
Tim Mabe, Nancy Bowman, Melody Burnett  
Tim Mabe  
  
Nancy Bowman and Tim Mabe  
Nancy Bowman, Kimberly Mozingo  
Nancy Bowman, Kimberly Mozingo  
Nancy Bowman  
Tim Mabe

### NATIONAL REPRESENTATION

CONNECT  
IAVM - National & Regional  
Destination Marketing Association Intl.  
TEAMS

Nancy Bowman  
Tim Mabe  
Melody Burnett  
Nancy Bowman

**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, 2017 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, 2018 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 March 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.

**CITY OF HIGH POINT, NORTH CAROLINA**

**ATTEST:**

\_\_\_\_\_  
Lisa B. Vierling, City Clerk

\_\_\_\_\_  
Greg Demko, City Manager

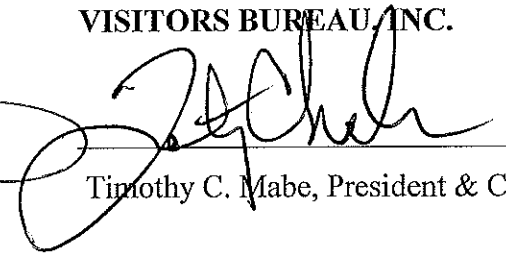
Approved as to legal form:

\_\_\_\_\_  
JoAnne Carlyle, City Attorney

**HIGH POINT CONVENTION &  
VISITORS BUREAU, INC.**

**ATTEST:**

  
\_\_\_\_\_  
Bruce Davis, Board Chairman

  
\_\_\_\_\_  
Timothy C. Mabe, President & CEO