

## **HIGH POINT CITY COUNCIL POLICY FOR ALLOCATION OF OCCUPANCY TAX**

### **PURPOSE:**

Allocation of \$250,000 per year, for the next 20 years related to the Stadium Project.

### **STATEMENT OF POLICY:**

Pursuant to Senate Bill 148 [S.L. 1989-389] ("Enabling Legislation") Guilford County levies a 3% room occupancy and tourism development tax and remits 30% of the net proceeds to the City of High Point. The Enabling Legislation sets forth the manner in which the City of High Point must allocate the funds received as follows:

"The City of High Point shall allocate 85% of its share of the net proceeds of the occupancy tax in a fiscal year for activities and programs promoting and encouraging travel and tourism. The City of High Point shall allocate the remaining 15% of its share of the occupancy tax proceeds in a fiscal year for specific tourism-related events or activities, such as arts or cultural events, or for promoting, improving, constructing, financing, or acquiring facilities or attractions that enhance the development of tourism."

In the past year, the City of High Point commenced construction of a multi-purpose sports and entertainment facility for use as the home venue for a minor league professional baseball team and additional development located in the Church Avenue and Pine Street area ("Stadium Project") with the purpose of encouraging economic development in the downtown core and to create new jobs, enhance the quality of life for its citizens and to enhance the development of tourism in the City. In support of the Stadium Project, and in accordance with the Enabling Legislation, the High Point City Council desires to establish a policy whereby a portion of the occupancy tax received by the City is allocated towards the promotion, improvement, construction and financing of the Stadium Project and to enhance the development of tourism in the City.

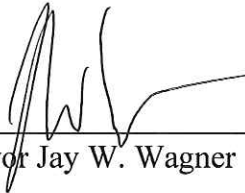
**THEREFORE, THE HIGH POINT CITY COUNCIL** does hereby establish a policy to be implemented by the City Manager to:

1. Allocate Two Hundred Fifty Thousand and 00/100 Dollars (\$250,000.00) of the Occupancy Tax proceeds annually for the next twenty years toward the promotion, improvement, construction, and financing related to the Stadium Project, and to enhance the development of tourism in the City; and
2. That all remaining Occupancy Tax funds:
  - a. Remain available for allocation in accordance with Section 6(b) of the Enabling Legislation; and
  - b. Shall remain subject to the optional contractual provisions of Section 8(a) of the Enabling Legislation.

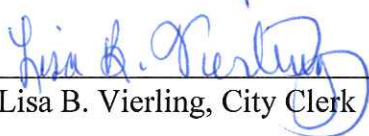
3. Recognizing their over thirty-year history of cooperation, it shall be the policy of the City to contract for tourism services exclusively with the High Point Convention and Visitors Bureau; and.

4. No additional occupancy tax funds shall be directly allocated by the City of High Point as in Section 1 above except pursuant to the contractual provisions of Section 8(a) of the Enabling Legislation.

This the 4 day of February, 2019.

  
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Mayor Jay W. Wagner

ATTEST:

  
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Lisa B. Vierling, City Clerk

