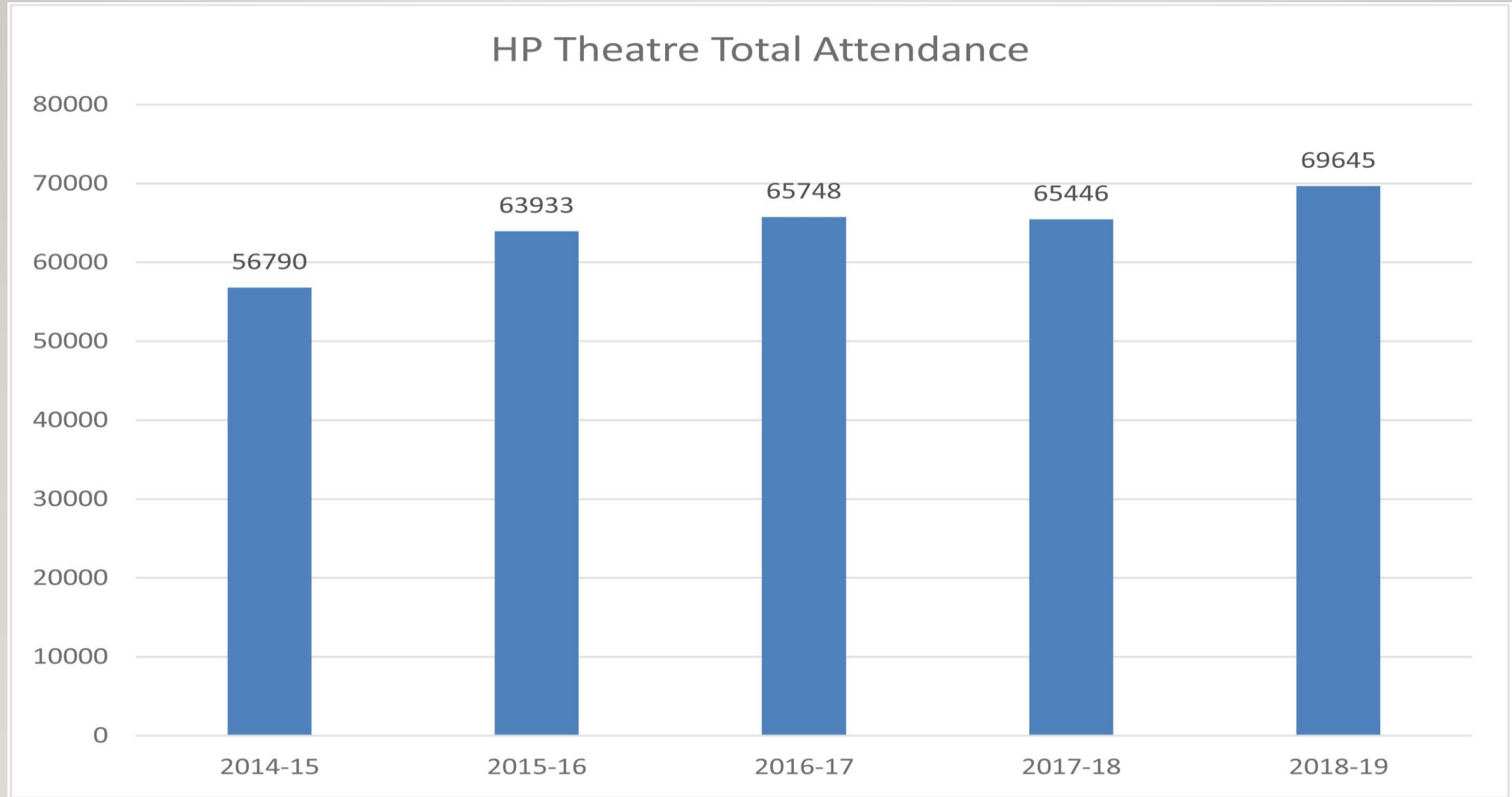


HIGH POINT THEATRE

BY THE NUMBERS



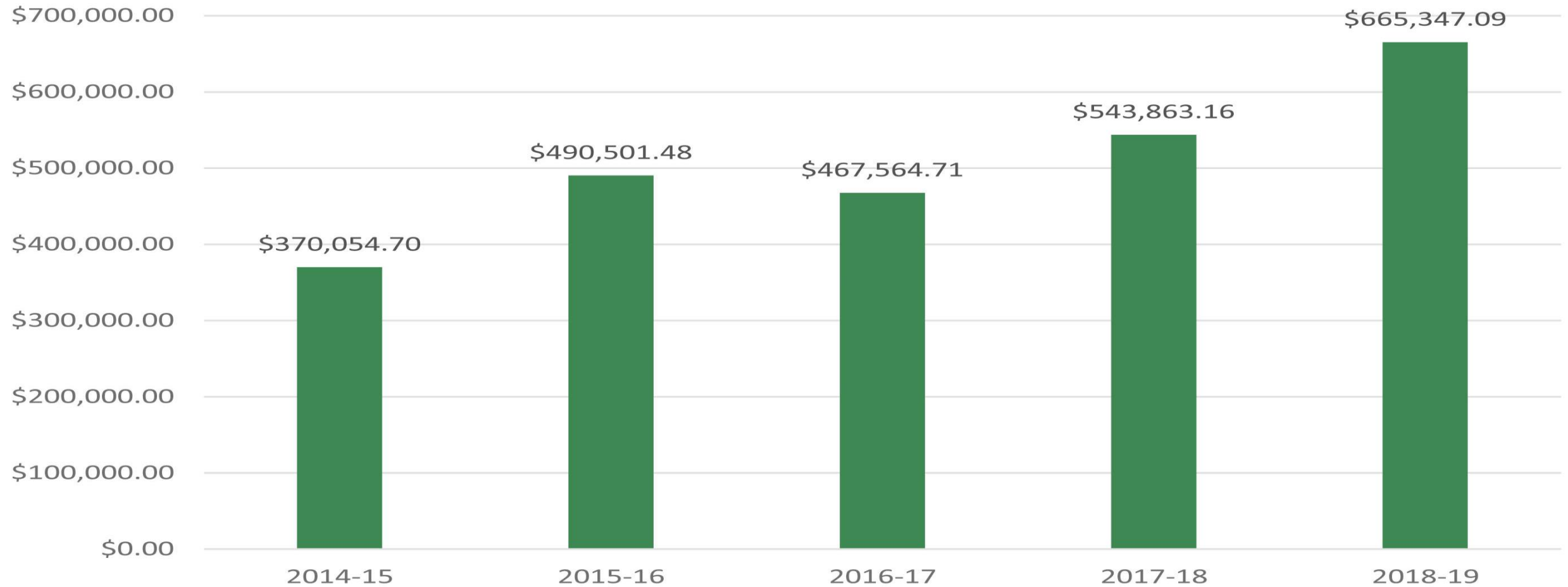
HPT ATTENDANCE FYE 2015-2019





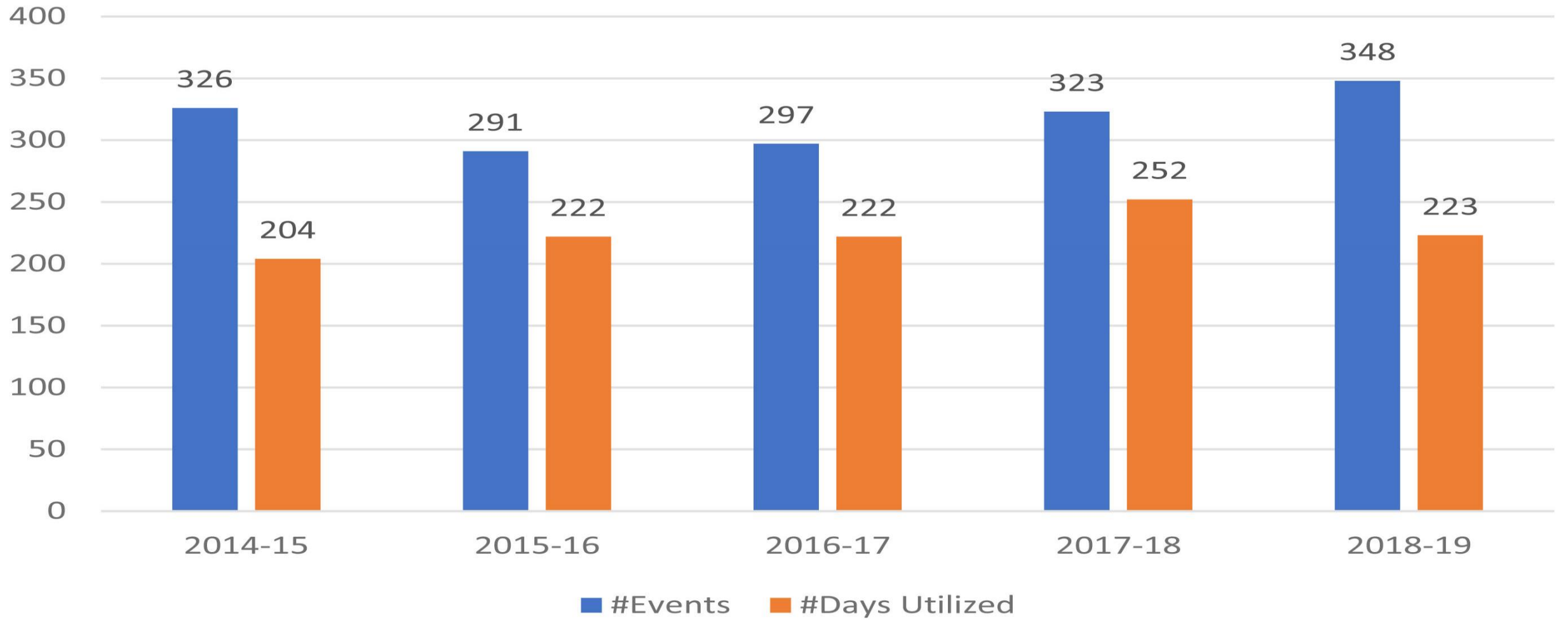
HPT BOX OFFICE GROSS FYE 2015 – FYE 2019

HP Theatre Box Office Gross Sales



HPT EVENTS VS UTILIZATION

FYE 2015-2019

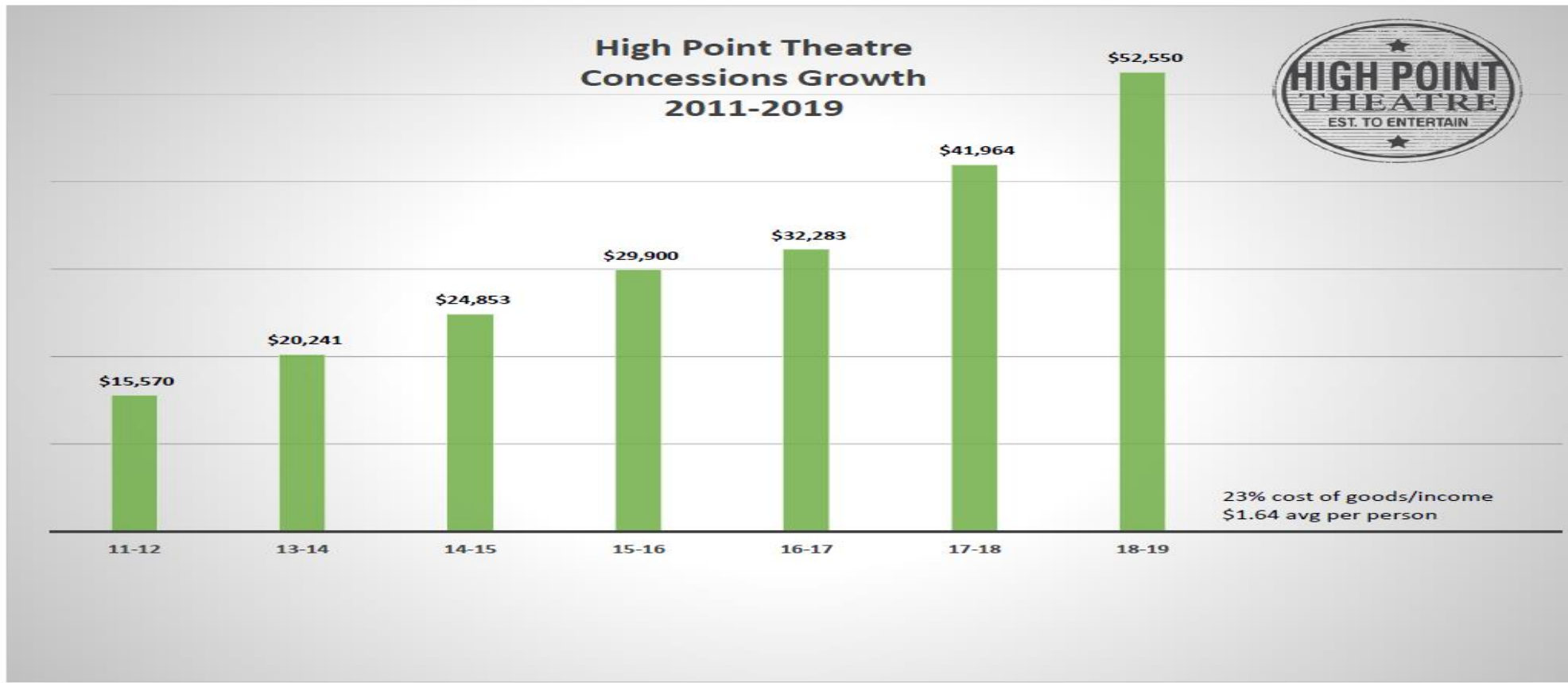


OBSERVATIONS FOR 2019

- Total Events: 348
- Rental/Private/Promoter Events: 216
- City Sponsored Events: 132
- Ticketed Events: 76
- Reserved Hours: $2737.5 = 7.5 \text{ hrs.} \times 365$ or an average of 12.28 hours per day of usage!
- Estimated Hotel Rooms utilized: 2725
- Only 15% of total tickets issues were complimentary: fewest since HPT has been tracking

CONCESSION GROWTH 2011 – 2019

\$50,000 IN GROSS SALES OVER 77 EVENTS IN 18/19



OTHER #'S OF NOTE

- FYE 2019 saw our Per Cap spending on concessions rise to \$1.64 per patron (this includes all events, even meetings that don't have concessions offered!)
- Sales Tax collected from concessions: \$3,360
- Sales Tax collected from Box Office sales: \$38,840.56
- 4.75% in state taxes + 2% county taxes = 6.75%
- Total tickets sold: 27,699 tickets sold on-line: 11,655
- 20 perf. w/500+ patrons, 40 perf. Sold 50% of stock

RENTALS

	Rental Income for FY's 2014-2-15 through 2018-2019					
Year	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>	
Auditorium Rental	56,917.51	72,800.00	68,910.00	73,397.50	78,612.50	
Gallery Rental	10,373.50	44,450.00	38,627.46	37,731.25	54,866.26	
Terminal	879.00	500.00	1,000.00	775.00	2,400.00	
Total	68,170.01	117,750.00	108,537.46	111,903.75	135,878.76	

By the numbers:

Attendance growth from 2017/18 – 2018/19 - 7% from 14/15 to 18/19 growth of 80%

Gross Box Office income rose by 23% from 17/18 and 80% from 2014/15

Rent: Gallery increase since acoustical treatment: 530%

Auditorium increase from 2014-15 to 2018/19 40% (without changing the fees!)

Overall facility rental revenue increase since 2014/15: 99%

Concessions: 2013/14 inc. \$20,200 per cap. \$0.96 2018/19 inc. \$52,550 per cap. \$1.64



ECONOMIC IMPACT

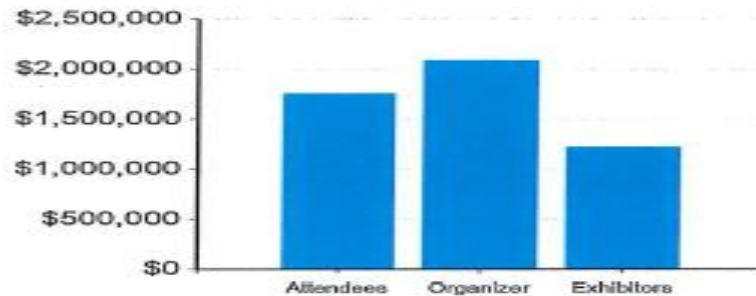
Event Impact Summary

Destination: High Point Convention & Visitors Bureau

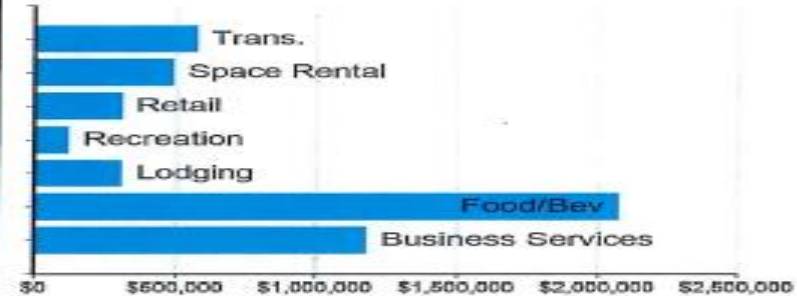
Event Parameters		Key Results	
Event Name:	HPT/Mendenhall Terminal Events	Business Sales (Direct):	\$5,057,613
Organization:	High Point Theatre	Business Sales (Total):	\$8,678,926
Event Type:	Convention	Jobs Supported (Direct):	5,143
Start Date:	6/30/2019	Jobs Supported (Total):	6,638
End Date:	6/30/2019	Local Taxes (Total):	\$99,623
Overnight Attendees:	5330	Net Direct Tax ROI:	\$71,409
Day Attendees:	64315	Estimated Room Demand:	2,665

Direct Business Sales

Sales by Source



Sales by Sector



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$249,790	\$57,475	\$0	\$307,265
Transportation	\$361,035	\$19,158	\$191,583	\$571,777
Food & Beverage	\$712,123	\$961,581	\$402,963	\$2,076,668
Retail	\$309,437	\$0	\$0	\$309,437
Recreation	\$119,157	\$0	\$0	\$119,157
Space Rental	\$0	\$377,851	\$111,118	\$488,969
Business Services	\$0	\$668,341	\$515,998	\$1,184,339
TOTAL	\$1,751,543	\$2,084,407	\$1,221,663	\$5,057,613

Event Impact Details

Destination: High Point Convention & Visitors Bureau

Event Name: HPT/Mendenhall Terminal Events 2019

Organization: High Point Theatre

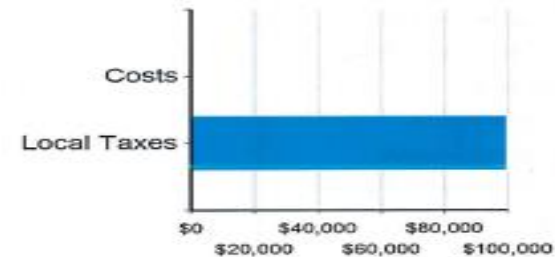
Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$5,057,613	\$3,621,314	\$8,678,926
Personal Income	\$1,739,302	\$1,075,849	\$2,815,151
Jobs Supported			
Persons	5,143	1,495	6,638
Annual FTEs	64	19	83
Taxes and Assessments			
<u>Federal Total</u>	<u>\$462,794</u>	<u>\$312,042</u>	<u>\$774,835</u>
<u>State Total</u>	<u>\$173,379</u>	<u>\$93,287</u>	<u>\$266,667</u>
sales	\$100,479	\$43,003	\$143,482
income	\$19,634	\$12,144	\$31,778
bed	\$0	-	\$0
other	\$53,267	\$38,140	\$91,407
<u>Local Total (excl. property)</u>	<u>\$71,409</u>	<u>\$28,213</u>	<u>\$99,623</u>
sales	\$42,307	\$18,107	\$60,413
income	\$0	\$0	\$0
bed	\$14,987	-	\$14,987
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,115	\$10,107	\$24,222
property tax	\$57,900	\$30,418	\$88,318

Event Return on Investment (ROI)**Direct local tax ROI (net property taxes)**

Direct Tax Receipts	\$71,409
DMO Hosting Costs	\$0
Direct ROI	\$71,409
Net Present Value	\$71,409
Direct ROI (%)	-

Total local tax ROI (net property taxes)

Total Local Tax Receipts	\$99,623
Total ROI	\$99,623
Net Present Value	\$99,623
Total ROI (%)	-

**Estimated Room Demand Metrics**

Room Nights (total)	2,665
Room Pickup (block only)	2,665
Peak Rooms	2,805
Total Visitor Days	43,653

COMING ATTRACTIONS.....

GEORGIA ON MY MIND.....



THE BRUBECK BROS. QUARTET



AND MANY MORE.....

FALL 2019

- Andes Manta
- The Good Humor Men
- Lee Rocker:The Stray Cat
- Vienna Boys Choir
- Joshua Kane: Gothic at Midnight
- Jeff Allen:The America I grew up in.
- Lee Ritenour in Concert
- John Berry's Christmas
- Nutcracker/Land of the Sweets

SPRING 2020

- Anything Can Talk: David Pendleton
- We Shall Overcome: feat. Damien Snead
- Steve Dorff: I wrote that one too!
- Barbra Lica Quintet
- NY Gilbert & Sullivan Players
- Georgia On My Mind
- Angeina Ballerina
- Sons of Mystro
- Croce Plays Croce
- Bollywood Blvd.
- Jump, Jive & Wail w/the Jive Aces
- Jen kober
- The Raleigh Ringers

CAN'T WAIT TO SEE YOU AT THE HIGH POINT THEATRE!

- High Point Theatre Passport to Entertainment
- High Point Community Concert Association
- High Point Ballet
- High Point Carousel Theatre
- Guilford County Schools

