



HIGH POINT THEATRE & EXHIBITION CENTER

YOUR PERFORMING
ARTS CENTER





OUR VISION AND MISSION

- Vision: to provide the highest quality experience for our guests
- Mission: to serve the community by providing a venue for diverse, cultural, public and private events



THEATRE ADVISORY COMMISSION

- Chair: Tom Blount, Clay Fielding, Ken Mickey, Phyllis Bridges, Dr. Nho Bui, Edie Williams, Leslie Graham
- Council Liaison: Wesley Hudson
- TAG Liaison: Jeff Horney
- City Leadership: Greg Ferguson



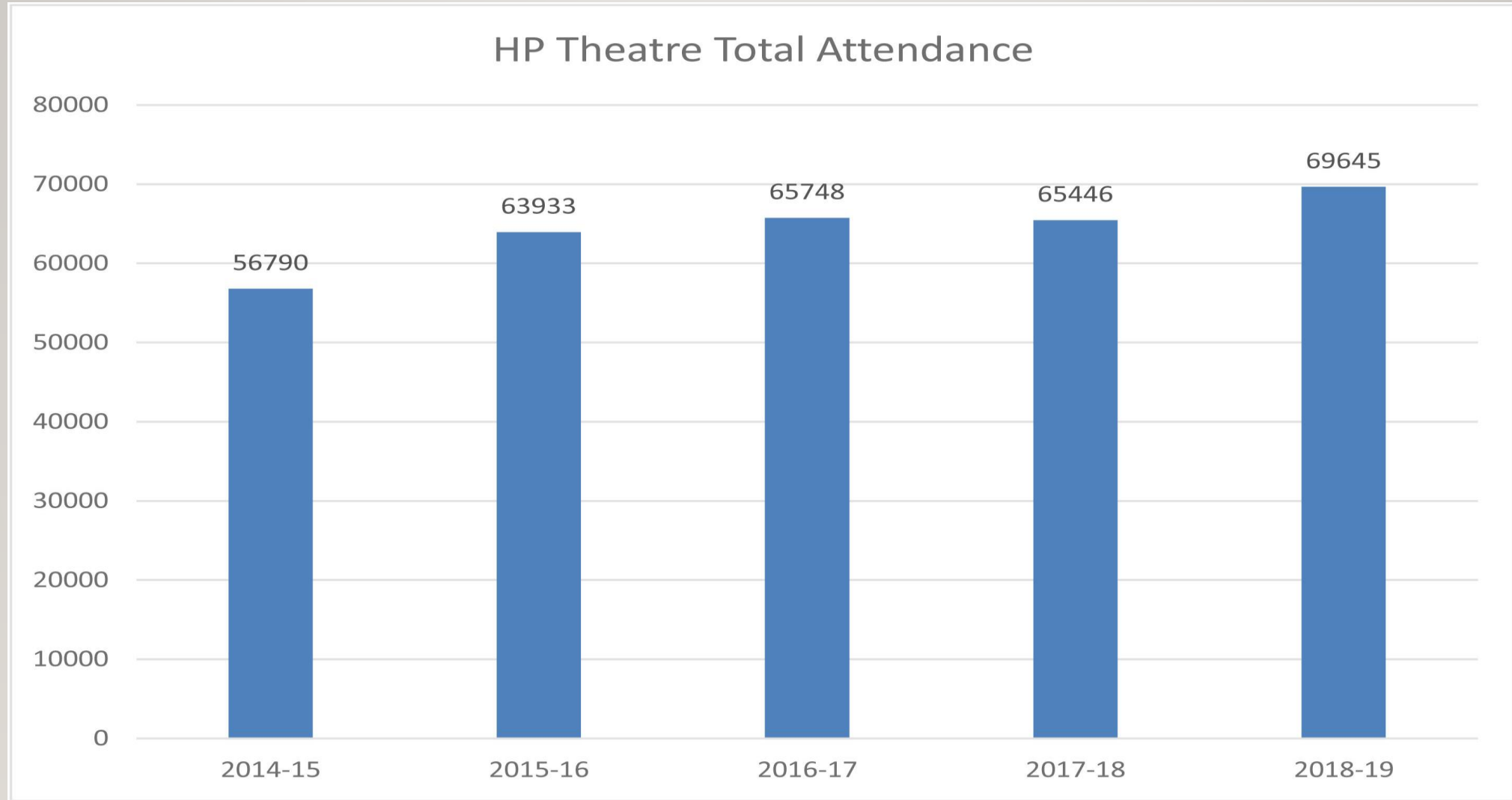


HIGH POINT THEATRE STAFF

- David Briggs, Director
- Elizabeth Hinkle, Business Manager
- Kacy Woody, Box Office Manager
- Carl Howes, Senior Technical Director/Facilities
- Anna Gray, Junior Technical Director/Production
- Karen Rimmer, House Manager and CHP Special Events Coordinator
- Phyllis Tuttle, Marketing Assistant PT
- Randa Jameel, Box Office Associate/Asst. House Manager PT
- Ra'Donna Finney, Box Office Associate PT



HPT ATTENDANCE FYE 2015-2019

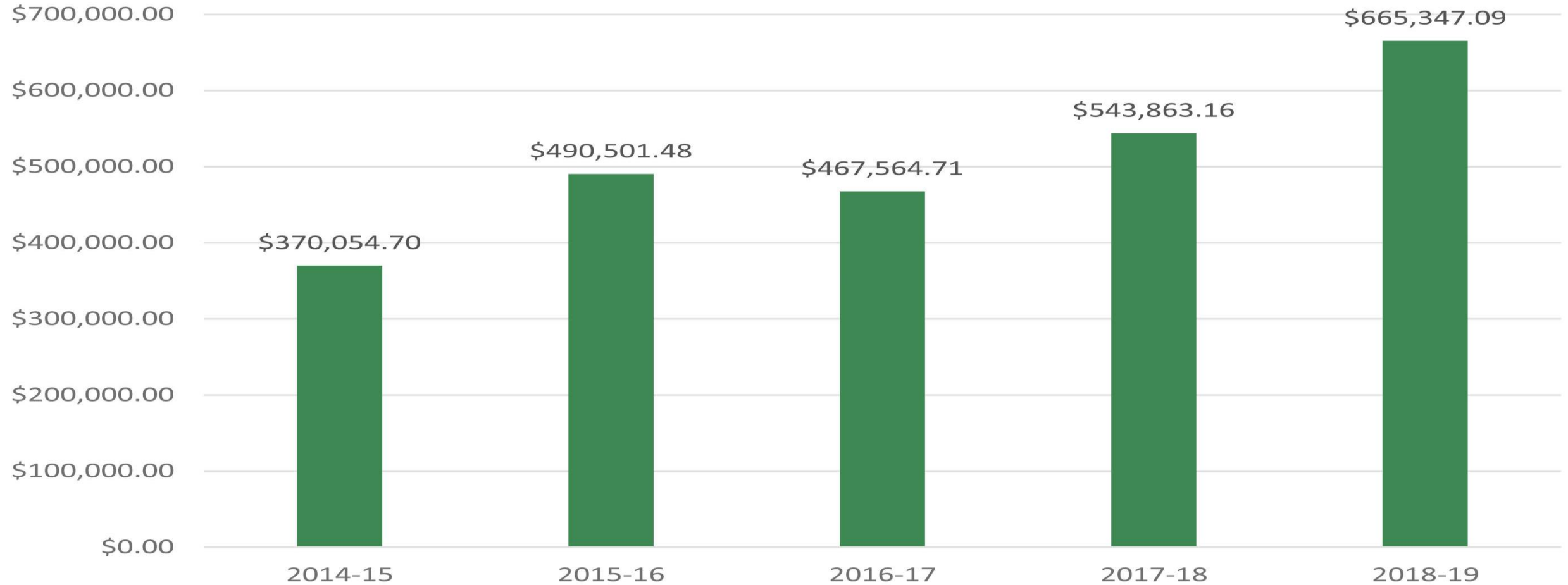






HPT BOX OFFICE GROSS FYE 2015 – FYE 2019

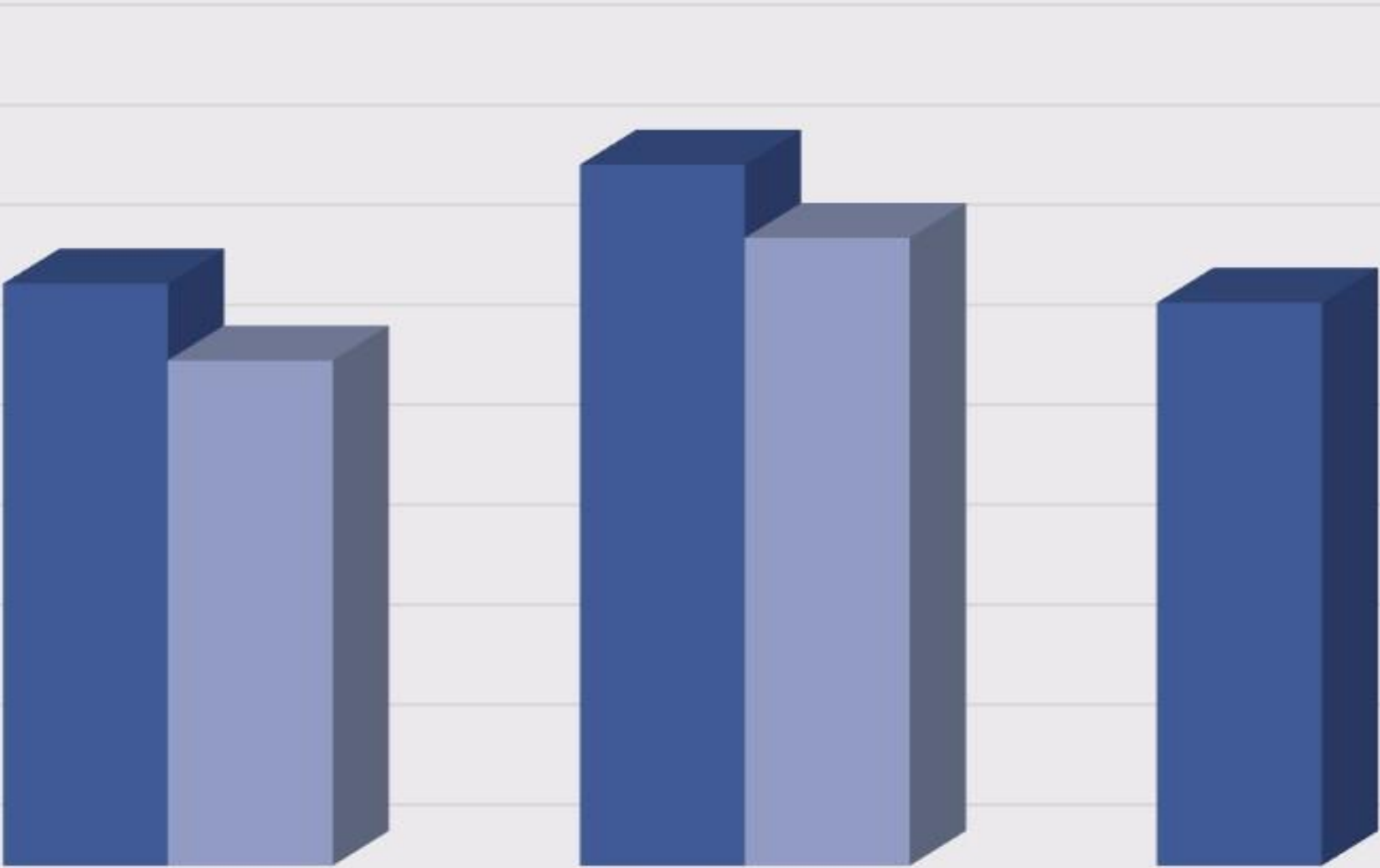
HP Theatre Box Office Gross Sales





Gross Box Office Revenue

\$400,000.00
\$350,000.00
\$300,000.00
\$250,000.00
\$200,000.00
\$150,000.00
\$100,000.00
\$50,000.00
\$-



2017-18

2018-19

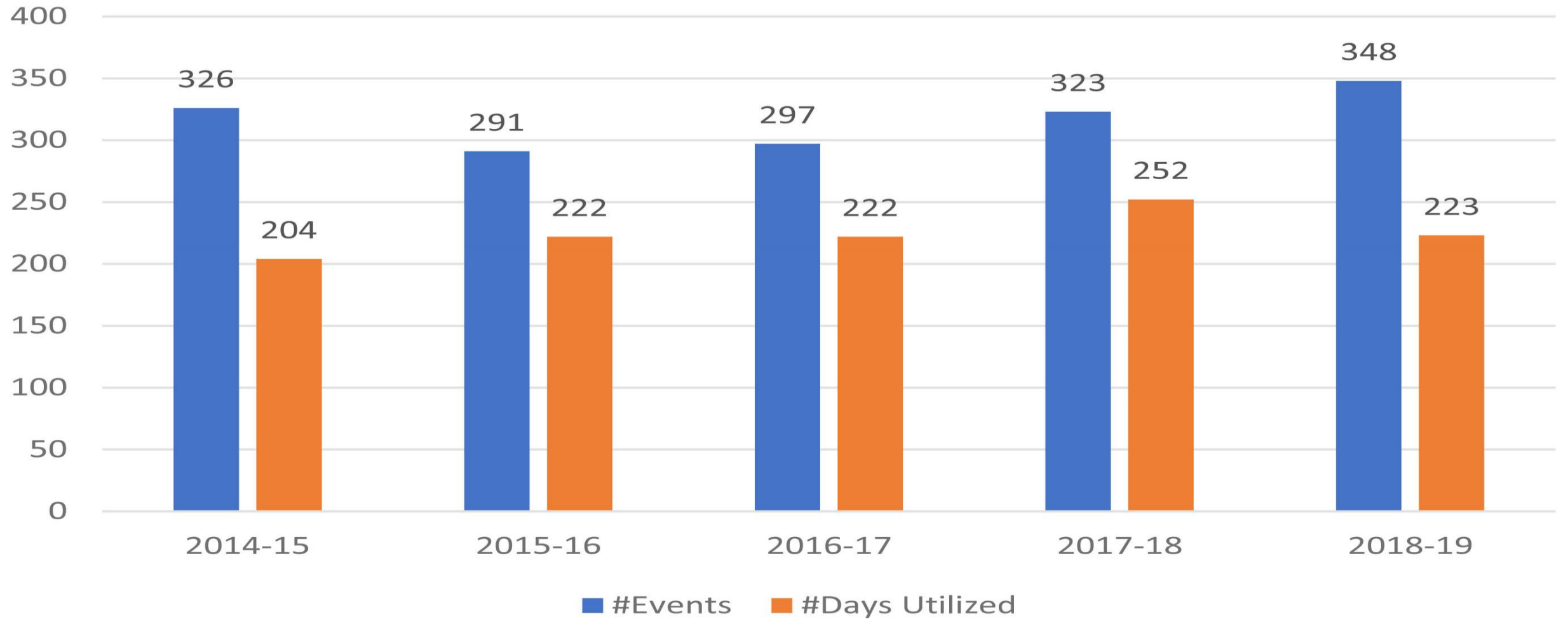
2019-20

■ July-Dec ■ Jan-June





HPT EVENTS VS UTILIZATION FYE 2015-2019





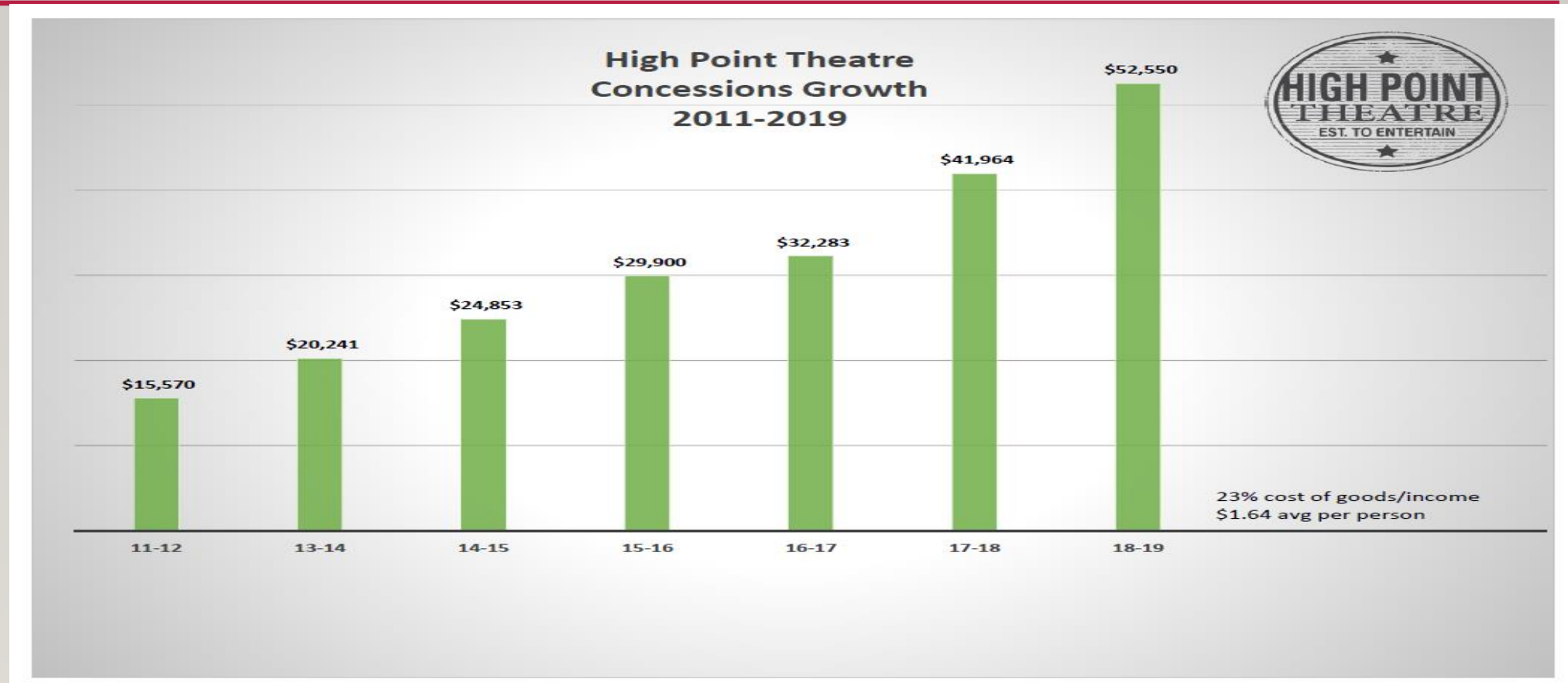
OBSERVATIONS FOR 2019

- Total Events: 348
- Rental/Private/Promoter Events: 216
- City Sponsored Events: 132
- Ticketed Events: 76
- Reserved Hours: 2,737.5 = 7.5 hrs. 365 or an average of 12.28 hours per day of usage!
- Estimated Hotel Rooms utilized: 2,725
- Only 15 percent of total tickets issued were complimentary
 - Fewest since HPT has been tracking



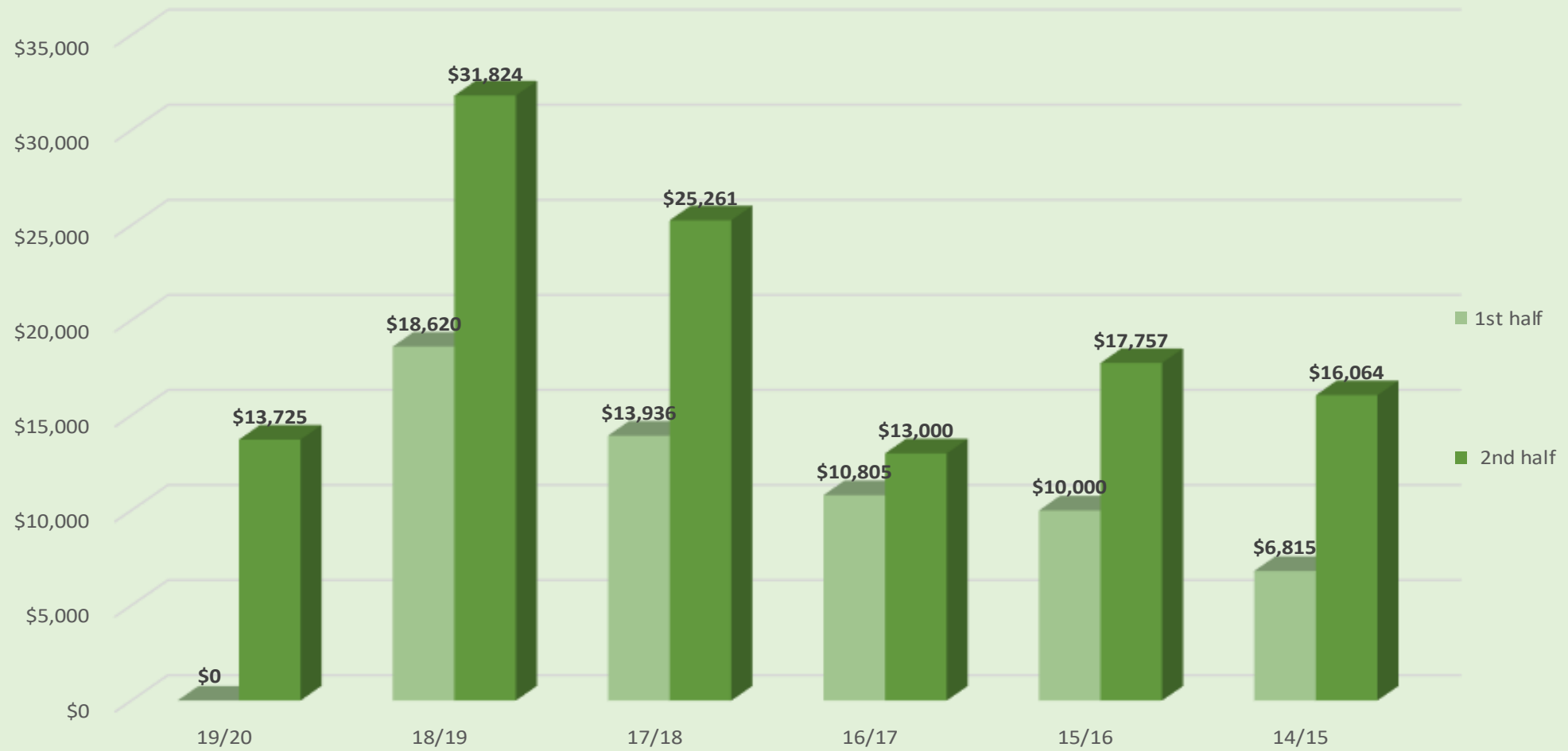
CONCESSION GROWTH 2011 – 2019

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





High Point Theatre 5-year Comparission Concession Sales





OTHER #'S OF NOTE

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- 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 percent in state taxes + 2 percent county taxes = 6.75 percent
 - Total tickets sold: 27,699
 - Tickets sold on-line: 11,655
 - 20 perf. w/500+ patrons, 40 perf. sold 50 percent of stock



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 percent from 14/15 to 18/19 growth of 80 percent

Gross box office income rose by 23 percent from 17/18 and 80 percent from 2014/15

Rent: gallery increase since acoustical treatment by 530 percent

Auditorium increase from 2014/15 to 2018/19 40 percent (without changing the fees)
Overall facility rental revenue increased since 2014/15 by 99 percent

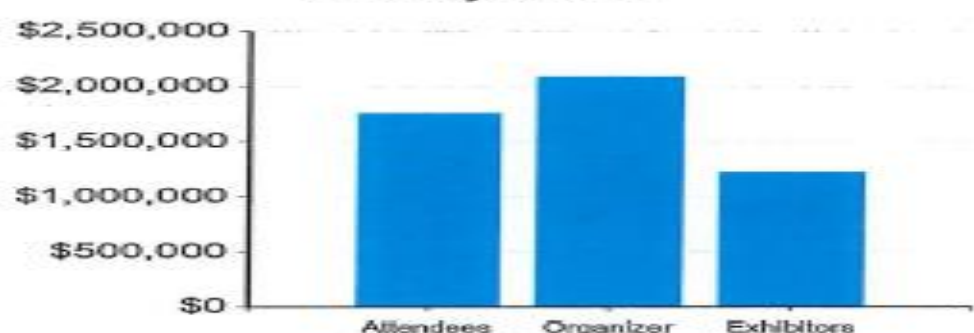

Concessions: 2013/14 inc. \$20,200 per cap. \$0.96 2018/19 inc. \$52,550 per cap. \$1.64





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

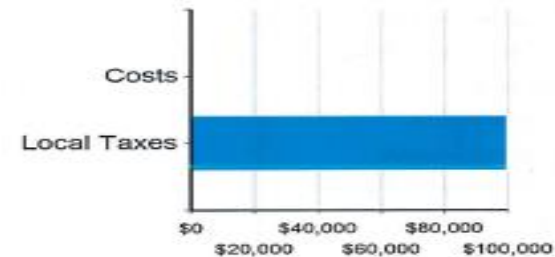
Event Return on Investment (ROI)

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



CHALLENGES

- Located in a cultural desert, little foot traffic, no restaurants/bars or nightlife in close proximity
- Aging property that needs significant financial investment to bring it up to contemporary professional standards and expectations
- Competition with Tanger Center, Carolina Theatre, HPU, UNCSCA, etc.
- Marketing in the social/electronic media age





OPPORTUNITIES

- Partnerships with local arts agencies: High Point Community Concerts, HP Community Theatre, HP Ballet, HP Arts Council
- Partnership with Guilford County Schools
- History of presenting quality live performing arts events
- Reputation for having dedicated and caring staff and volunteers



COMING ATTRACTIONS.....

GEORGIA ON MY MIND.....



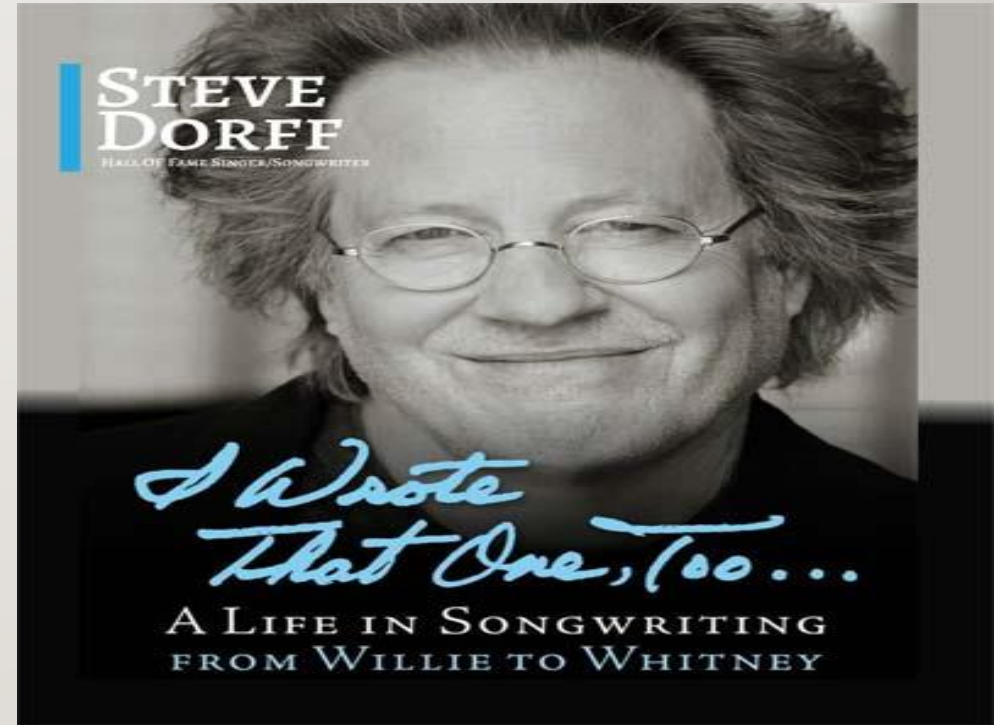
THE BRUBECK BROS. QUARTET



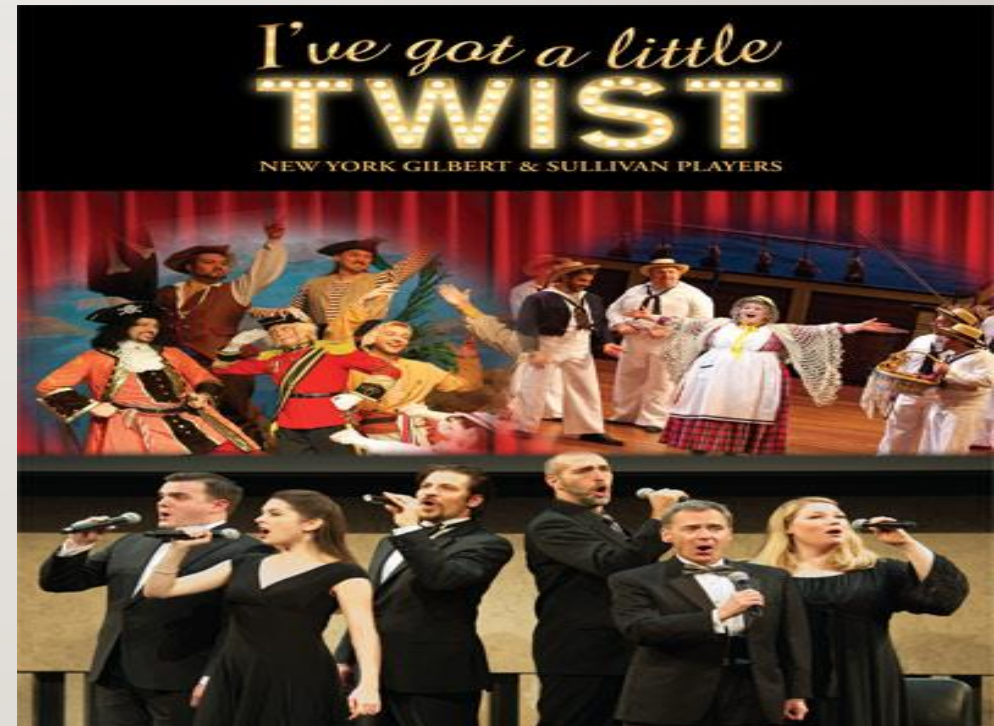
COMEDY IN JANUARY: KELLY SWANSON 1-17 DAVID PENDLETON 1/26



FEBRUARY: DAMIEN SNEAD'S: WE SHALL OVERCOME 2/4 STEVE DORFF 2/14



MORE FEBRUARY SHOWS: BARBRA LICA 2/15 NY GILBERT & SULLIVAN "I HAVE A LITTLE TWIST" 2/20



JAZZ & MORE JAZZ: BRUBECK BROS 2/21

GEORGIA ON MY MIND 3/12

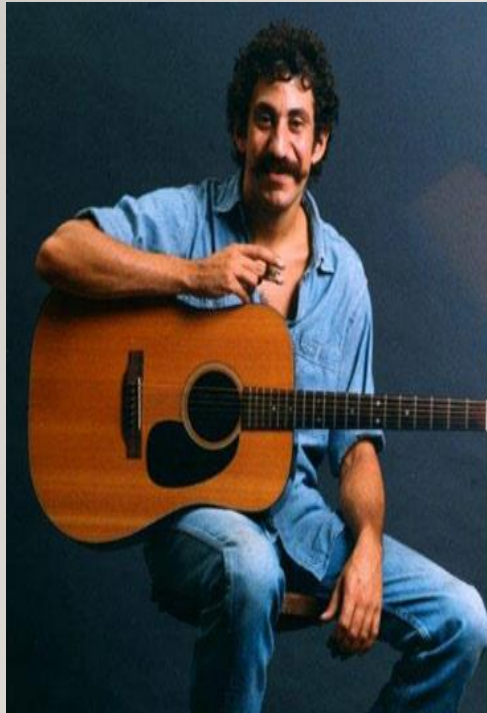


FUN FOR EVERYONE: ANGELINA BALLERINA 3/17

SONS OF MYSTRO 3/20



CROCE PLAYS CROCE 3/21 BOLLYWOOD BOULEVARD 3/31





JUMP JIVE & WAIL: FEATURING THE JIVE ACES 4/4 JEN KOBER COMEDY 5/1





HPCCA PRESENTS: THE RALEIGH RINGERS 5/3



DON'T MISS THESE FINE EVENTS!

- High Point Community Theatre: Cabaret & Maltilda
- The US Air Force Heritage of America Band.
- Killer Beaz
- Andy Gross
- Dance Recitals, Competitions, and much more!



THEATRE ART GALLERIES

- Theatre Art Galleries (TAG) is a non-profit arts agency housed within the HPT
- Provide up to four visual art shows per year that are free to the community
- Offers classes and camps for youth and adults
- Four gallery spaces utilized: Main Gallery, 2nd Floor Gallery, Children/Youth Gallery and Upstairs Lobby Gallery
- Provides off-site classes and camps throughout High Point for Boys & Girls Clubs, YMCA, YWCA and other service organizations



GALLERY EXHIBITS



CHILDREN'S GALLERY





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

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

