

CITY OF HIGH POINT

AGENDA ITEM



Title: Approval of FY 2020-2021 Convention and Visitors Bureau budget

From: Eric Olmedo, Assistant City Manager

Meeting Date: June 22, 2020

Public Hearing: N/A

Advertising Date: N/A

Advertised By: N/A

Attachments: Convention and Visitors Bureau budget and annual contract

PURPOSE:

To approve the FY 2020-2021 Convention and Visitors Bureau budget and annual contract.

BACKGROUND:

The Convention and Visitors Bureau requests that the City Council approve its annual budget and contract.

BUDGET IMPACT: N/A

RECOMMENDATION / ACTION REQUESTED:

Staff recommends the Council to consider the FY 2020-2021 Convention and Visitors Bureau budget and annual contract.

May 8, 2020

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

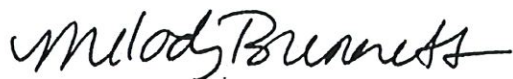
Dear Greg,

On behalf of the board and staff at the High Point Convention & Visitors Bureau, we look forward to working with the City of High Point and High Point City Council in partnership to build a destination that visitors will enjoy as well as a city that locals are proud to promote. Enclosed are the following documents for your consideration:

- Contract for FY 2020-2021
- Overview of Plan of Work FY 2020-2021
- Budget for FY 2020-2021
- Budget Notes FY 2020-2021
- Occ Tax Comparison 2019-2020
- Financial Statement April 2020
- Event Booking Incentives FY 2019-2020
- Board of Directors, Organizational Chart, Organizational Involvement

I look forward to presenting our strategy for the upcoming year. As always, feel free to reach out if you need any clarification.

Sincerely,



Melody Burnett
HPCVB President
Enclosures

AGREEMENT FOR THE CONVENTION & VISITORS BUREAU
BETWEEN THE
CITY OF HIGH POINT
AND THE
HIGH POINT CONVENTION & VISITORS BUREAU, INC.
FY 2020-2021

CONTENTS:

Contract Agreement FY 2020 - 2021
Overview & Program of Work FY 2020 - 2021
Proposed Budget and Explanation for FY 2020 – 2021
Occupancy Tax Receipts for FY 2019 - 2020
Financial Statement for March FY 2019- 2020
Event Booking Incentives for FY 2019 - 2020
Board of Directors
Organizational Chart
Chart of Staff Organizational Involvement

**NORTH CAROLINA
GUILFORD COUNTY**

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

THIS AGREEMENT, made and entered into the ____ day of July, 2020 by and between the **CITY OF HIGH POINT**, a North Carolina municipal corporation located at 211 South Hamilton Street, High Point, North Carolina ("City") and the **HIGH POINT CONVENTION AND VISITORS BUREAU, INC.**, a North Carolina non-profit corporation, located at 1634 North Main Street, High Point, NC 27262 ("HPCVB"), pursuant to and subject to the restrictions and conditions set forth herein:

WITNESSETH:

In consideration of receipt of an allocation of funds from the City Council of the City of High Point equal to the total amount of the net proceeds of \$1,210,177 received by the City of High Point from the Guilford County 3% Room Occupancy and Tourism Development Tax projected at \$1,210,177, the HPCVB 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 HPCVB 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 as "Exhibit A" and incorporated herein by reference. HPCVB further agrees to expend the funds in accordance with an Annual Budget for said funds attached hereto as "Exhibit B" and which is incorporated herein by reference. Funds made available to the HPCVB pursuant to this Agreement shall be expended only in accordance with applicable federal, state, and local laws. The HPCVB may amend the budget from time to time in order to conform with the actual amount of funds received under this agreement.

(2) The HPCVB agrees that it will supply such records, reports, information, and verification relating to the expenditures of the funds or the operations of the HPCVB 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 HPCVB's fiscal year end, performed in accordance with generally accepted accounting principles of the revenues and expenditures of the HPCVB. The HPCVB shall maintain written accounting and documentation of all of its receipts and disbursements relating to the receipt of allocation, which are subject to this Agreement. The HPCVB agrees to subject itself to the provisions of Article 33c of Chapter 143 of the North Carolina Statutes entitled "Meetings of Public Bodies," to the same extent as the City.

(3) Funds will be distributed to the HPCVB 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 HPCVB for such expenditures.

(4) This Agreement will automatically terminate on June 30, 2021 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 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 receipt of allocation, 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 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) Amended FY 19-20 Budget, Proposed New Budget and Budget Notes
- (C) Occupancy Tax Comparison Current Year and 20-21 Projections
- (D) Financial Statement through March Current Year
- (E) Event Booking Incentives for Current Year
- (F) Board of Directors, Organizational Chart, and Chart of Staff Organizational Involvement
- (G) Occupancy Tax Policy Signed February 4, 2019

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 HPCVB has caused the same to be duly executed in its behalf as of the date first above written.

CITY OF HIGH POINT, NORTH CAROLINA

Randy E. McCaslin, Interim City Manager

ATTEST:

Lisa Vierling, City Clerk

Approved as to form:

JoAnne Carlyle, City Attorney

This instrument has been pre-audited in the manner required by the Local government Budget and Fiscal Control Act.

Bobby Fitzjohn, Director of Financial Services

Date: _____

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

Melody Burnett, President

ATTEST:

Cliff Mann, Board Chair

OVERVIEW & PROGRAM OF WORK FY 2020 - 2021

1. NEW BUDGET

The Proposed Budget for the High Point Convention & Visitors Bureau (HPCVB) is for FY 20-21. Occupancy tax projections for FY 19-20 is \$1,411,829 remaining conservative in estimating the two unknown months for May and June. This amount reflects 18% below last year's approved budget occupancy tax of \$1,729,489. At the start of the year, we were projecting \$1,753,574 where we have projected a 19% decrease or \$341,745 less than originally estimated. For FY 20-21, we are budgeting \$1,210,177, which is 14% less than the end of year projections ending June 2020 and 31% or \$543,397 less than last year's approved budget. Of course, these amounts were drastically adjusted once the economic downturn of COVID-19 was realized Mid-March. Before March, we were hitting our forecasted budget marks of 3% over last year's occupancy tax projections that we reported to our stakeholders.

Remaining conservative, the new budget reflects **\$1,210,177 tax receipts** plus \$700 interest. Also, sponsorship revenues earmarked for tourism development grants is \$50,000. This amount has been conservatively estimated since the impacts of COVID-19 and is earmarked to directly fund the DRIVE High Point Destination Development Grants Program. This grants program, managed by DRIVE High Point (CVB Foundation), will be used to fund impactful projects in High Point that complement the 10-year Master Plan for Tourism. The Regional Preferred Member Revenue for Marketing is projected at \$550. Business High Point Chamber of Commerce has satisfied their loan balance to build-out the board room at 1634 N. Main St. A copy of the March Financial Statement and Balance Sheet for FY 19-20 is also attached. We paid the final balance on the floating dock at Oak Hollow Lake in April 2020 where the rest of the designated funds will go towards the purchase of buoys used for organized sports and recreation.

The Marketing and Program Budget is **\$626,153**. This includes outside Group Tourism Business as well as Leisure/Furniture Travel Tourism Promotions. We have also budgeted for messaging and programs to drive local awareness and usage of High Point products and overall branding. **The Event Booking Incentive (EBI) Line Item is \$75,000**. The timeline of the events center is not in the foresight of pre-sale opportunities yet. We have increased support the furniture market by funding the **Market Authority** at the level of **\$150,000**, a \$75,000 increase over last year.

2. PARTNERSHIPS

Tourism Development Grants Program:

As stated previously, tourism development grants are budgeted at \$50,000 from HPCVB. The DRIVE High Point Foundation implemented the Destination Development Grants Program in November 2019 with a deadline of January 2020. The DRIVE Board approved \$200,000 of approved projects in early March. Currently, we are connecting with the recipients to see if these projects will be realized after the impacts of COVID-19. Grant dollars should complement the 10 Year Master Plan for Tourism and should fund impactful projects that build destination to increase overnight stays and overall experience in High Point.

staycations while the nation recovers from COVID-19. Expect to see more deliberate packaging that caters to local messaging and engagement.

CVB will have a strong focus on more industry partner engagement with more visible meetings, private fb group page platform, more advocacy, stronger packaging, and discounting. Our efforts in the last 60 days have been well received by our partners. Restaurants will be a niched focus as we have well over 200 restaurants that will need a lot of attention and care as they prime themselves for re-opening. More certifications are expected from the health department and NCRLA and cvb will have to help with the messaging to alert the users that is safe to visit these establishments again. CVB is assisting the Triad Food and Beverage Coalition to organize a chapter of the NCRLA to better serve and advocate for this industry. Because of increased expectations of the consumers, we will need to make sure that our Partners of Excellence Program reflects these new standards of safety and cleanliness. We will work on a local and state level to make sure that we have utilized and promoted these new standards to our partners and visitors. CVB is leading an effort to implement a community calendar that will be user friendly to all. This will be implemented by the start of the fiscal year. This is a priority as calendar management is more critical after the impacts of COVID-19, local users will need to find more engagement opportunities with the community for staycation, and industry partners will need a platform for promotion that does not disrupt their capacity. CVB is also launching a new website by June 1 that will be the stories behind the google listings. You should expect rich photography, user-generated content, and more videos to tell High Point's story and be a catalyst for more resources and engagement with the brand. CVB will continue to manage visithighpoint.com and liveinhighpoint.com to recruit newcomers and relocation opportunities.

5. 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. We look forward to working with our partners at the City of High Point and all community leaders to build a High Point that visitors can enjoy as well as a city that locals will be proud to promote.

OCCUPANCY TAX COMPARISON 2019-2020 to PAST YEAR 2018-2019

Month	Month	Total Amt. Received by the City	Total Amt. Received by the City	Total Amt. Received by the City	Total Amt. Received by the City	% Change	Diff.from Last Yr.	Diff.from Last Yr.	% Change
Received	Collected	Rec'd 19-20	YTD 19-20	Rec'd 18-19	YTD 18-19	by Month	by Month	YTD	YTD
Jul-19	May-19	\$151,069	\$151,069	\$153,971	\$153,971	-2	(\$2,902)	(\$2,902)	-2
Aug-19	Jun-19	\$151,417	\$302,486	\$136,266	\$290,237	11	\$15,151	\$12,249	4
Sep-19	Jul-19	\$186,327	\$488,813	\$136,686	\$426,923	36	\$49,641	\$61,890	14
Oct-19	Aug-19	\$111,738	\$600,551	\$138,802	\$565,725	-19	(\$27,064)	\$34,826	6
Nov-19	Sep-19	\$140,756	\$741,307	\$143,385	\$709,110	-2	(\$2,629)	\$32,197	5
Dec-19	Oct-19	\$196,430	\$937,737	\$203,410	\$912,520	-3	(\$6,980)	\$25,217	3
Jan-20	Nov-19	\$133,925	\$1,071,662	\$129,632	\$1,042,152	3	\$4,293	\$29,510	3
Feb-20	Dec-19	\$95,671	\$1,167,333	\$102,627	\$1,144,779	-7	(\$6,956)	\$22,554	2
Mar-20	Jan-20	\$104,329	\$1,271,662	\$95,278	\$1,240,057	9	\$9,051	\$31,605	3
Apr-20	Feb-20	\$120,167	\$1,391,829	\$120,040	\$1,360,097	0	\$127	\$31,732	2
May-20	Mar-20	\$20,000	\$1,411,829	\$156,745	\$1,516,842	-87	(\$136,745)	(\$105,013)	-7
Jun-20	Apr-20	\$0	\$1,411,829	\$212,647	\$1,729,489	-100	(\$212,647)	(\$317,660)	-18

OCCUPANCY TAX COMPARISON 2020-2021 to PAST YEAR 2019-2020 ROUGH PROJECTIONS

Month	Month	Total Amt. Received by the City	Total Amt. Received by the City	Total Amt. Received by the City	Total Amt. Received by the City	% Change	Diff.from Last Yr.	Diff.from Last Yr.	% Change
Received	Collected	Rec'd 20-21	YTD 20-21	Rec'd 19-20	YTD 19-20	by Month	by Month	YTD	YTD
Jul-20	May-20	\$0	\$0	\$151,069	\$151,069	-100	(\$151,069)	(\$151,069)	-100
Aug-20	Jun-20	\$0	\$0	\$151,417	\$302,486	-100	(\$151,417)	(\$302,486)	-100
Sep-20	Jul-20	\$139,746	\$139,746	\$186,327	\$488,813	-25	(\$46,581)	(\$349,067)	-71
Oct-20	Aug-20	\$83,804	\$223,550	\$111,738	\$600,551	-25	(\$27,934)	(\$377,001)	-63
Nov-20	Sep-20	\$112,605	\$336,155	\$140,756	\$741,307	-20	(\$28,151)	(\$405,152)	-55
Dec-20	Oct-20	\$157,144	\$493,299	\$196,430	\$937,737	-20	(\$39,286)	(\$444,438)	-47
Jan-21	Nov-20	\$107,140	\$600,439	\$133,925	\$1,071,662	-20	(\$26,785)	(\$471,223)	-44
Feb-21	Dec-20	\$81,321	\$681,760	\$95,671	\$1,167,333	-15	(\$14,350)	(\$485,573)	-42
Mar-21	Jan-21	\$88,680	\$770,440	\$104,329	\$1,271,662	-15	(\$15,649)	(\$501,222)	-39
Apr-21	Feb-21	\$108,036	\$878,476	\$120,040	\$1,391,702	-10	(\$12,004)	(\$513,226)	-37
May-21	Mar-21	\$140,325	\$1,018,801	\$20,000	\$1,411,702	602	\$120,325	(\$392,901)	-28
Jun-21	Apr-21	\$191,376	\$1,210,177	\$0	\$1,411,702	#DIV/0!	\$191,376	(\$201,525)	-14

HIGH POINT CONVENTION & VISITORS BUREAU

No.	ITEM	FY 19-20 Budget Approved	FY 19-20 Budget Adjusted March - June	FY 20-21 DRAFT Budget	Change from Adjusted	Percentage from Adjusted	Change 19- 20 APPROVED	Percentage from 19-20 APPROVED
INCOME								
OCCUPANCY TAX COLLECTION								
4101.0	Transient Occupancy Tax <i>City of High Point's allocation earmarked for Stadium debt (Year 3) FY 20-21</i>	1,753,574	1,411,829	1,210,177	-201,652	-14	-543,397	-31
OTHER INCOME								
4102.0	Interest Income	1,000	1,290	700	-590	-46	-300	-30
4105.0	Reserve EBI Carry Over	100,300			0		-100,300	-100
4106.1	Sponsorship Revenue Earmarked for 501 c 3 Foundation Tourism Development	100,000	40,000	50,000	10,000	25	-50,000	-50
4107.0	Regional Preferred Member Revenue for Marketing	4,000	550	550	0	0	-3,450	-86
4108.0	Reserve Earmarked for Dest. Development Grants DRIVE	548,946	548,946		-548,946	-100	-548,946	-100
	Market Concert Balance			45,000				
	Reserve Earmarked for Oak Hollow Upgrades	98,000	98,000		-98,000	-100	-98,000	-100
4109.0	Building Rental Credit Earmarked for Reserves	9,955						-100
TOTAL BUDGET		2,615,775	2,100,615	1,261,427	-839,188	-40	-1,354,348	-52
GRANT PROGRAM								
	Total Restricted Income for Tourism Development Grants	271,800	40,000	50,000	10,000	25	-221,800	-82
INCOME (-1.26% grants)=Oper. Budget		2,343,975	2,060,615	1,211,427	-849,188	-65	-1,132,548	-48
EXPENSES								
ADMINISTRATIVE EXPENSES								
5201.0	Salaries (6 full-time staff positions)	369,000	298,862	325,890	27,028	9	-43,110	-12
5202.0	Retirement	20,055	13,465	9,000	-4,465	-33	-11,055	-55
5203.0	Life/Hosp/Dent. Ins.	72,319	49,392	60,000	10,608	21	-12,319	-17
5204.0	Soc. Security	32,000	23,361	30,000	6,639	28	-2,000	-6
5205.0	Unemployment Ins.	800	868	800	-68	-8	0	0
ADMINISTRATIVE EXPENSES TOTAL		494,174	385,948	425,690	39,742	18	-68,484	-14
OPERATING EXPENSES								
5301.0	Memberships/Subscriptions	3,027	1,313	1,550	237	18	-1,477	-49
5302.0	Admin Travel/Meetings/Convention/PR	10,000	5,069	3,000	-2,069	-41	-7,000	-70
5303.0	General & Administrative Operations	120,549	115,968	90,800	-25,168	-22	-29,749	-25
5304.0	Postage/General	4,000	1,113	1,200	87	8	-2,800	-70
5306.0	Telephone	11,000	9,554	11,000	1,446	15	0	0

34% CVB 40% DI

No.	ITEM	FY 19-20	FY 19-20	FY 20-21	Change from	Percentage from	Change 19-20	Percentage from 19-20
		Budget Approved	Budget Adjusted March - June	DRAFT Budget	Adjusted	Adjusted	APPROVED	APPROVED
5307.0	Rent/Utilities	83,219	83,219	84,664	1,445	2	1,445	2
5308.0	Comm/Board Expenses	9,400	9,264	4,000	-5,264	-57	-5,400	-57
5309.0	Equipment	13,570	20,663	13,370	-7,293	-35	-200	-1
OPERATING EXPENSES TOTAL		254,765	246,163	209,584	-36,579	-15	-45,181	-18
5401.0	Convention Advertising	8,535	7,000	7,000	0	0	-1,535	-18
5402.0	Convention Services	328,905	136,535	251,255	114,720	84	-77,650	-24
5402.1	Convention Services, Registrars, etc.	20,305	12,035	13,375	1,340	11	-6,930	-34
5402.5	Event Booking Incentives (includes \$100,300 roll over)	220,000	49,500	75,000	25,500	52	-145,000	-66
5402.7	HP Market Authority	75,000	75,000	150,000	75,000	100	75,000	100
5402.8	Partners of Excellence Program & Customer Service Programs	3,600	0	2,880	2,880	0	-720	-20
5402.9	Special Services/Assessments	10,000	0	10,000	10,000	0	0	0
5403.0	Entertainment	1,000	1,652	1,000	-652	-39	0	0
5404.0	Literature/Printing	17,206	357	16,400	16,043	4,494	-806	-5
5405.0	Memberships - Convention	7,950	8,124	6,770	-1,354	-17	-1,180	-15
5406.0	Postage - Convention	200	11	200	189	1,718	0	0
5407.0	Conv. - Special Promotional Projects	126,116	46,885	40,620	-6,265	-13	-85,496	-68
5408.0	Subscription/Publications	250	202	250	48	24	0	0
5409.0	Travel - Convention	13,000	7,000	7,000	0	0	-6,000	-46
5410.0	Trade Shows - Convention	0	0	0	0	0	0	0
5411.0	Sponsorship Program	15,000	139	500	361	260	-14,500	-97
5412.0	Audiovisuals	0	9,857	7,500	-2,357	-24	7,500	0
5413.0	Intern(s)	0	0	0	0	0	0	0
CONVENTION PROMOTIONS EXPENSES TOTAL		518,162	217,762	338,495	120,733	55	-179,667	-35
TOURISM PROMOTION EXPENSES								
5501.0	Advertising	82,100	70,622	38,044	-32,578	-46	-44,056	-54
5502.0	Audiovisuals	6,000	6,000	7,500	1,500	25	1,500	25
5503.0	Tourism - Literature/Printing	24,815	13,322	26,565	13,243	99	1,750	7
5504.0	Memberships/Subscriptions - Tourism	400	1,346	400	-946	-70	0	0
5505.0	Postage - Tourism	21,000	5,130	15,000	9,870	192	-6,000	-29
5506.0	Special Projects	34,500	28,868	23,599	-5,269	-18	-10,901	-32
5507.0	Travel/Entertainment	500	679	250	-429	-63	-250	-50
5508.0	Travel Shows	2,000	1,754	0	-1,754	-100	-2,000	-100
5509.0	Visitor Information Center	35,000	21,750	15,000	-6,750	-31	-20,000	-57
5510.0	NCTIA & Governor's Council & BHHP Chamber Vision Investor	29,000	28,300	29,000	700	2	0	0

17% CVB 12% DI

No.	ITEM	FY 19-20	FY 19-20	FY 20-21	Change	Percentage	Change 19-	Percentage
		Budget Approved	Budget Adjusted March - June	DRAFT Budget	from Adjusted	from Adjusted	20 APPROVED	from 19-20 APPROVED
5512.0	Web	71,200	81,570	20,000	-61,570	-75	-51,200	-72
5513.0	Visitor Center Marketing	11,300	11,300	14,000	2,700	24	2,700	24
5514.0	Visitor Programming	22,300	15,293	11,300	-3,993	-26	-11,000	-49
5515.0	Tourism Research and Data	40,000	15,530	12,000	-3,530	-23	-28,000	-70
TOURISM PROMOTION EXPENSES TOTAL		380,115	301,464	212,658	-88,806	-29	-167,457	-44
EVENT CENTER/DESTINATION PLAN/ BRANDING EVENTS								
EVENT CENTER/DESTINATION PLAN /MARKET CONCERT/CONSUMER EVENTS EXPENSES TOTAL		160,000	100,340	25,000	-75,340	-75	-135,000	-84
TOTAL EXPENSES BEFORE GRANT EXPENSES		1,807,216	1,251,677	1,211,427	-40,250	-3	-595,789	-33
GRANT EXPENSES								
5800.1	Reserve Earmarked for Dest. Development Grants DRIVE	600,604	548,946	0	-548,946	-100	-600,604	-100
	Reserve Earmarked for Destination Development Grants - Sponsorship	100,000	40,000	50,000	10,000	25	-50,000	-50
	Reserve Earmarked for Oak Hollow Lake	98,000	98,000		-98,000	-100	-98,000	-100
TOTAL GRANT EXPENSES		798,604	686,946	50,000	-636,946	-93	-748,604	-94
TOTAL EXPENSES		2,605,820	1,938,623	1,261,427	-677,196	-35	-1,344,393	-52
Total Marketing Expense		1,856,881	1,306,512	626,153	-680,359	-52	-1,230,728	-66
Subtotal of Income over Expenses		9,955	161,992	0	-161,992	-100	-9,955	-100
Earmarked for Reserves		9,955	161,992		-161,992	-100	-9,955	-100
Total Earmarked for Reserves		9,955	161,992	0	-161,992	-100	-9,955	-100
Excess of Income over Expenses		0	0	0	0	0	0	0

49% CVB 48% DI

HIGH POINT CONVENTION VISITORS BUREAU - FINANCIAL - MARCH FY 19/20

		ACTUAL MONTH	LAST YEAR	ACTUAL	LAST YEAR	Operational Budget		
No.	Item	March 19-20	March 18-19	YTD 19-20	YTD 18-19	HPCVB ADJUSTED	9 Month Estimate Adjusted	YTD Adjusted Variance
INCOME								
4101	Transient Occ. Tax (Jan)	104,329	95,278	1,271,663	1,240,169	1,411,829	1,058,872	212,791
4102	Interest Income	89	101	979	693	1,290	968	12
4104	Other Income	-	-	-	-	-	-	-
4105.1	Reserve Carry Over EBI	-	-	-	-	-	-	-
4105.2	Reserve Budget Amendment	-	-	-	-	-	-	-
4106.1	Sponsorship Revenue Earmarked for Grants Program	3,125	250	33,180	36,420	40,000	30,000	3,180
4106.2	Sponsorship Revenue Earmarked for Reserves	-	250	-	36,420	-	-	-
4107	Regional Preferred Member Revenue for Marketing HPCVB Foundation - Earmarked for Destination Development Grants from			2,550	3,850	550	413	2,138
4108	reserves	-	-	548,946	-	548,946	411,710	137,237
4109	Building Rental Credit Earmarked for Reserves	-	-	-	-	-	-	-
5515.3	Ball Park Contribution	-	-	-	-	-	-	-
1002	Approved to come out of reserve	-	-	-	-	98,000	73,500	(73,500)
TOTAL INCOME		107,543	95,879	1,857,318	1,317,552	2,100,615	1,575,461	281,857
Restricted Destination Development Grants (Foundation)		3,125	1,920	33,180	17,280	40,000	30,000	3,180
UNRESTRICTED INCOME		104,418	93,959	1,824,138	1,206,313	2,060,615	1,545,461	278,677
EXPENDITURES								
<u>Administrative</u>								
5201	Salaries	35,644	45,509	217,801	306,045	298,862	224,147	(6,346)
5202	Retirement	1,636	2,298	9,266	17,636	13,465	10,099	(833)
5203	Life/Hosp/Dent. Ins.	3,806	4,433	35,198	43,676	49,392	37,044	(1,846)
5204	Soc. Security	2,978	3,491	18,339	23,301	23,361	17,521	818
5205	Unemployment Ins.	46	63	435	432	868	651	(216)
TOTAL ADMINISTRATIVE EXP.		44,110	55,794	281,039	391,090	385,948	289,461	(8,422)
<u>Operations</u>								
5301	Memberships - General		100	1,163	3,745	1,313	985	178
5302	Travel Local	44	892	3,956	18,145	5,069	3,802	154
5303	General & Administrative	8,180	8,159	99,733	73,872	115,968	86,976	12,757
5304	Postage/General	(3,468)	4,029	813	20,355	1,113	835	(22)
5305	Business High point Inc. & Vision Investor	-	-	20,000	20,000	20,000	15,000	5,000
5306	Telephone	1,046	942	6,569	8,609	9,554	7,166	(597)
5307	Rent/Utilities - Bureau	7,009	6,882	62,190	60,151	83,219	62,414	(224)
5308	Comm/Board Expenses	2,507	1,240	8,457	6,088	9,264	6,948	1,509
5309	Equipment	1,743	1,077	17,320	10,752	20,663	15,497	1,823
TOTAL OPERATIONS EXPENSE		17,061	23,321	220,201	221,717	266,163	199,622	20,579
<u>Convention Promotion</u>								
5401	Advertising	500	3,497	5,035	12,078	7,000	5,250	(215)
5402	Convention Services - General	1,072	-	7,636	7,244	12,035	9,026	(1,390)
5402.5	Convention Services - Event Booking Incentive		2,000	32,796	35,700	49,500	37,125	(4,329)
5402.7	IHFMA Furn. Market Support	6,250	6,250	56,250	56,250	75,000	56,250	-
5402.8	Partners of Excellence Program	-	21	-	45	-	-	-
5402.9	Special Services	-	-	-	119	-	-	-
5403	Entertainment	703		1,582	1,113	1,652	1,239	343
5404	Literature/Printing	-	605	357	10,470	357	268	89
5405	Memberships - Convention	299	-	4,215	3,706	8,124	6,093	(1,878)

HIGH POINT CONVENTION VISITORS BUREAU - FINANCIAL - MARCH FY 19/20

No.	Item	ACTUAL MONTH	LAST YEAR	ACTUAL	LAST YEAR	Operational Budget	9 Month	YTD Adjusted
		March 19-20	March 18-19	YTD 19-20	YTD 18-19	HPCVB ADJUSTED	Estimate Adjusted	Variance
5406	Postage	11	-	11	-	11	8	3
5407	Special Projects	3,619	4,185	32,028	38,471	46,885	35,164	(3,136)
5408	Subscription/Publ.	-	-	202	112	202	152	51
5409	Travel	1,373	2,586	8,155	10,743	7,000	5,250	2,905
5410	Trade Shows	-	-	-	5,445	-	-	-
5411	Sponsorship Program	-	1,250	195	17,247	139	104	91
5412	Audio-Visuals	-	-	9,857	-	9,857	7,393	2,464
5413	Systems/Intern	-	-	-	-	-	-	-
TOTAL CONVENTION PROM.		13,827	20,394	158,319	198,743	217,762	163,322	(5,003)
<u>Tourism Promotion</u>								
5501	Advertising	10,187	1,497	63,009	46,255	70,622	52,967	10,043
5502	Audio Visuals	-	-	-	-	6,000	4,500	(4,500)
5503	Literature/Printing	1,511	-	6,822	12,635	13,322	9,992	(3,170)
5504	Memberships - Tourism	-	-	846	737	1,346	1,010	(164)
5505	Postage	3,510	48	3,840	632	5,130	3,848	(8)
5506	Special Projects	3,195	-	25,868	25,266	28,868	21,651	4,217
5507	Travel/Entertainment	-	-	593	107	679	509	84
5508	Travel Shows	-	-	1,754	3,095	1,754	1,316	439
5509	Visitor Info Ctr	4,414	1,632	19,292	10,984	21,750	16,313	2,980
5510	NCTIA & Governor's Council	-	-	8,300	8,300	8,300	6,225	2,075
5512	Web	13,523	988	68,983	8,011	81,570	61,178	7,806
5513	Visitor Center Marketing	675	4,765	3,632	45,651	11,300	8,475	(4,843)
5514	Visitor Center Programming	206	110	13,573	8,244	15,293	11,470	2,103
5515	Tourism Research & Data	5,430	-	15,530	-	15,530	11,648	3,883
TOTAL TOURISM PROMOTION		42,651	9,040	232,042	169,917	281,464	211,098	20,944
<u>Event Center Promotion</u>								
5900.1	Event Center Marketing	-	-	-	27,593	90,000	67,500	(67,500)
5900.2	Event Center Pro-Forma	-	-	-	-	-	-	-
5900.3	Event Center (5-year commitment)	-	-	-	-	-	-	-
5900.4	Dest. Plan Master	-	6,750	10,341	59,632	10,340	7,755	2,586
TOTAL EVENT CENTER PROMOTION		-	6,750	10,341	87,225	100,340	75,255	(64,914)
Subtotal unrestricted expenses		117,649	108,549	891,601	981,467	1,251,677	938,758	(36,816)
Net unrestricted income after expenses		(13,231)	(14,590)	932,537	336,085	808,938	606,704	315,493
<u>DESTINATION DEVELOPMENT GRANTS PROGRAM</u>								
Restricted Destination Development Grants (Foundation)		3,125	1,920	33,180	17,280	40,000	30,000	3,180
5800	Restricted Destination Development Grants Expense & Oak Hollow Lake	-	-	548,946	-	548,946	411,710	137,237
6000	Restricted Destination Development Grants + designated sponsor rev	-	-	-	-	40,000	30,000	(30,000)
6001	Oak Hollow Festival Park Upgrades	-	-	40,950	-	98,000	73,500	(32,550)
Net restricted income after expenses		3,125	(48,080)	(556,716)	(37,720)	686,946	515,210	74,687
TOTAL EXPENDITURES		117,649	165,299	1,491,838	1,123,692	1,938,623	1,453,967	37,871
Total Earmarked for Reserves		-	-	-	-	161,992	121,494	(121,494)
Excess Receipts over Expenses		(10,106)	(69,420)	365,480	193,860	2,100,615	1,575,461	(83,623)

* Board approved designated amounts in the FY 19-20 budget as well as carry over amounts of from FY 18-19 budgeted to be earmarked for Destination Development Grants managed by the DRIVE High Point Foundation Board totaling \$548,946. The funds were transferred in November 2019 from reserves

** CVB issued down payment for Oak Hollow Lake Floating Dock of \$40,950 in Feb 2020

***CVB voted in at the Feb 2020 board meeting to earmark \$90,000 to the Market Concert out of 5900.1 Event Center Marketing as funds will not be used for the Event Center this FY

HP Convention Visitors Bureau
Balance Sheet
March 31, 2020
4/14/20 at 17:32:20.85

ASSETS

Current Assets		
HP Bank & Trust - Chkg - CVB	\$	81,852.12
HP Bank & Trust - MM - CVB		540,865.80
Petty Cash		127.64
CASH CD/ CVB		200,841.01
PayPal		2,916.71
Accounts Receivables		348,159.35
Oak Hollow Lake Designated Funds		57,050.00
Market Concert		90,000.00
AR - Chamber Foundation Loan		1,955.45
		1,323,768.08
		(348,159.35)
		(147,050.00)
TOTAL CURRENT ASSETS		828,558.73
Property and Equipment		
FURNITURE / EQUIPMENT		193,680.94
VIC Improvements		408,689.36
ACCUMULATED DEPRECIATION		<u>(298,909.29)</u>
Total Property and Equipment		303,461.01
Other Assets		
Other Assets		<u>7,104.17</u>
Total Other Assets		<u>7,104.17</u>
Total Assets	\$	<u><u>1,634,333.26</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Accounts Payable	\$	22,952.56
Retirement Withholding		(173.32)
Health Insurance Withholding		(902.90)
Dental Withholding		131.04
Accident Ins.		25.16
United Way		<u>(14.31)</u>
Total Current Liabilities		22,018.23
Long-Term Liabilities		<u>0.00</u>
Total Long-Term Liabilities		<u>0.00</u>
Total Liabilities		22,018.23
Capital		
Retained Earnings		566,757.93
Fund Balance - CVB		1,229,029.13
Net Income		<u>(183,472.03)</u>
Total Capital		<u>1,612,315.03</u>
Total Liabilities & Capital	\$	<u><u>1,634,333.26</u></u>

**High Point CVB EVENT BOOKING INCENTIVES
PROPOSED/DEFINITE
FY 19-20**

<u>GROUP</u>	<u>AMOUNT</u>
High Point Golf Swingers - 40th Amateur Golf Tournament	\$700
PSA - Furniture City Classic Tournament	\$1,000
9th Annual John Coltrane Int'l. Jazz & Blues Festival	\$5,000
HPU Fall Family Weekend	\$1,000
HPU Winter Family Weekend	\$1,000
Miss NC USA & Miss Teen USA Pageants	\$10,000
ITA Showtime Market - Winter	\$7,000
NC Youth Soccer - U-10 Academy Showcase	\$2,500
ITA Showtime Market - Summer (cancelled)	\$7,000
National Senior Amateur Hall of Fame Tournament (cancelled)	\$2,000
Central Carolina Bridge Association	\$3,000
TOTAL TO DATE	\$40,200

Board of Directors

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed By:</u>
Cliff Mann Chair High Point Country Club 800 Country Club Dr., HP, NC 27262 Work: 336-889-0818 Cell: 843-267-2085 CMann@hpcountryclub.com	Voting At-Large	12/18-11/20	Chamber
Jenni Lynch Vice-Chair 1615 Heathcliff Rd., HP, NC 27262 Work: 336-889-8733 Cell: 336-848-2364 Jennilynch58@gmail.com	Voting Arts & Tourism Attractions	4/18 – 3/20*	Chamber
Ron Barker Treasurer Seven Oaks Bed & Breakfast 833 Old Mill Rd., HP, NC 27265 Work: 336-899-6257 Sevenoaks@triad.rr.com	Voting Accommodations with 100 or fewer rooms	12/18-11/20	County
James E. McNeil Asst. Treasurer 4208 Brambletye Dr., G'boro, NC 27407 Phone: 336-292-2748 Cell: 941-400-0197 Jmcneil6620@gmail.com	Voting At Large	12/18 – 11/20*	County
Leah Price Past Chair 3921 Wesseck Dr, HP, NC 27265 Cell: 336: 847-1614 Leah.penry.price@gmail.com	Ex-Officio Non-Voting Past Chair	01/20 – 12/20	HPCVB Board
A. Doyle Early Jr. Chairman Emeritus Wyatt Early Harris Wheeler 1912 Eastchester Dr., Suite 400 High Point, NC 27265 Work: 336-819-6046 DEarly@WEHWLaw.com	Ex-Officio Chairman Emeritus	One of HPCVB's Founders Ex-Officio 1996 Ex Officio Emeritus 1998 Chairman Emeritus 2008	HPCVB Board

FIT = Fulfilled Incomplete Term

*=Renewable Term

Updated 10/30/19

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed By:</u>
Chris Amos International Market Centers 209 S. Main St., HP NC 27260 Work: 336-888-3780 Cell: 336-991-6940 Camos@IMCenters.com	Voting Tradeshow/Convention Ctr.	6/18 – 5/20*	Chamber
Commissioner Carlvena Foster 818 Runyon Dr., HP, NC 27260 Phone: 336-365-0692; 336-434-4000 Cfoster@guilfordcountync.gov	Voting County Commissioner	12/18-11/20*	County
Councilman Victor Jones 2512 Burch Point, HP, NC 27265 Phone: 336-899-7777 Cell: 336-380-1040 Victor.Jones@highpointnc.gov	Voting City Council	1/20-12/21	City Council
Ken Lile General Manager Courtyard by Marriott 1000 Mall Loop Rd., HP, NC 27262 Phone: 336-882-3600 Cell: 336-862-3623 Kenneth.Lile@Marriott.com	Voting Accommodations with more than 100 rooms	11/19 – 10/21*	County
Weldon Morris Alderman Company 325 Model Farm Rd., HP, NC 27263 Phone: 336-889-6121 Weldon.Morris@aldermancompany.com	Voting At-Large	4/20 – 3/22	County
F. B. Nowlan J & S Cafeterias 110 Westover Drive, HP, NC 27265 Phone: 336-884-0404 Cell: 336-687-8066 FBN@jscafeteria.com	Voting Restaurants/Food Service Business	12/18 – 11/20	Chamber
Christi Spangle Barbour Spangle Designs 308 North Lindsay St., HP, NC 27262 Phone: 336-889-3996 Cell: 336-442-2643 cs@barbourspangle.com	Voting Chamber	12/18 -11/20*	Chamber

FIT = Fulfilled Incomplete Term

*=Renewable Term

Updated 10/30/19

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed By:</u>
Lyndsey D. Ayers Director of Community Partnerships HPU 933 Roberts Hall Ln., HP, NC 27268 Work: 336-841-9399; Fax: 336-888-6330 Lderrow@HighPoint.edu	Ex-Officio High Point University	Term began 6/16 in conjunction with High Point University Role	HPU
Patrick Chapin Business High Point Chamber 1634 N. Main St. High Point, NC 27262 Phone: 336-882-5000 David.Congdon@odfl.com	Ex-Officio Business HP Chamber of Commerce	Term began 1/20 in conjunction with Business High Point Chamber of Commerce	Business High Point Chamber of Commerce
Tom Conley High Point Market Authority 164 S. Main St., Suite 700, HP, NC 27260 Work: 336-869-1000 Tom@HighPointMarket.org	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 Dorothy1@northstate.net	Ex-Officio Southwest Renewal	Term began 12/14 in conjunction with Southwest Renewal Role	Southwest Renewal
Peter Freeman Freeman Kennett Architects 1102 N. Main St., Ste. 102, HP, NC 27262 Phone: 336-869-3464 Freeman@freemankennett.com	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
Brian P. Gavigan Wyatt Early Harris Wheeler LLP P.O. Drawer 2086, HP, NC 27261 Phone: 336-819-6039 Bgavigan@wehwlaw.com	Ex-Officio Executive Board Chair	Term began 12/19 in conjunction with Business HP Chamber Chairmanship	Business High Point Chamber
Mark Harris GTCC 901 S. Main St., HP, NC 27260 Cell: 336-854-0424 MEHarris@gtcc.edu	Ex-Officio GTCC	Term began 3/15 in conjunction with GTCC Role	GTCC
Loren Hill High Point EDC 211 S. Hamilton St. Suite 200 High Point, NC 27260 Phone: 336-883-3116 Loren.Hill@highpointnc.gov	Ex-Officio High Point EDC	Term began 12/19 in conjunction with HPEDC Role	HP EDC

FIT = Fulfilled Incomplete Term

*=Renewable Term

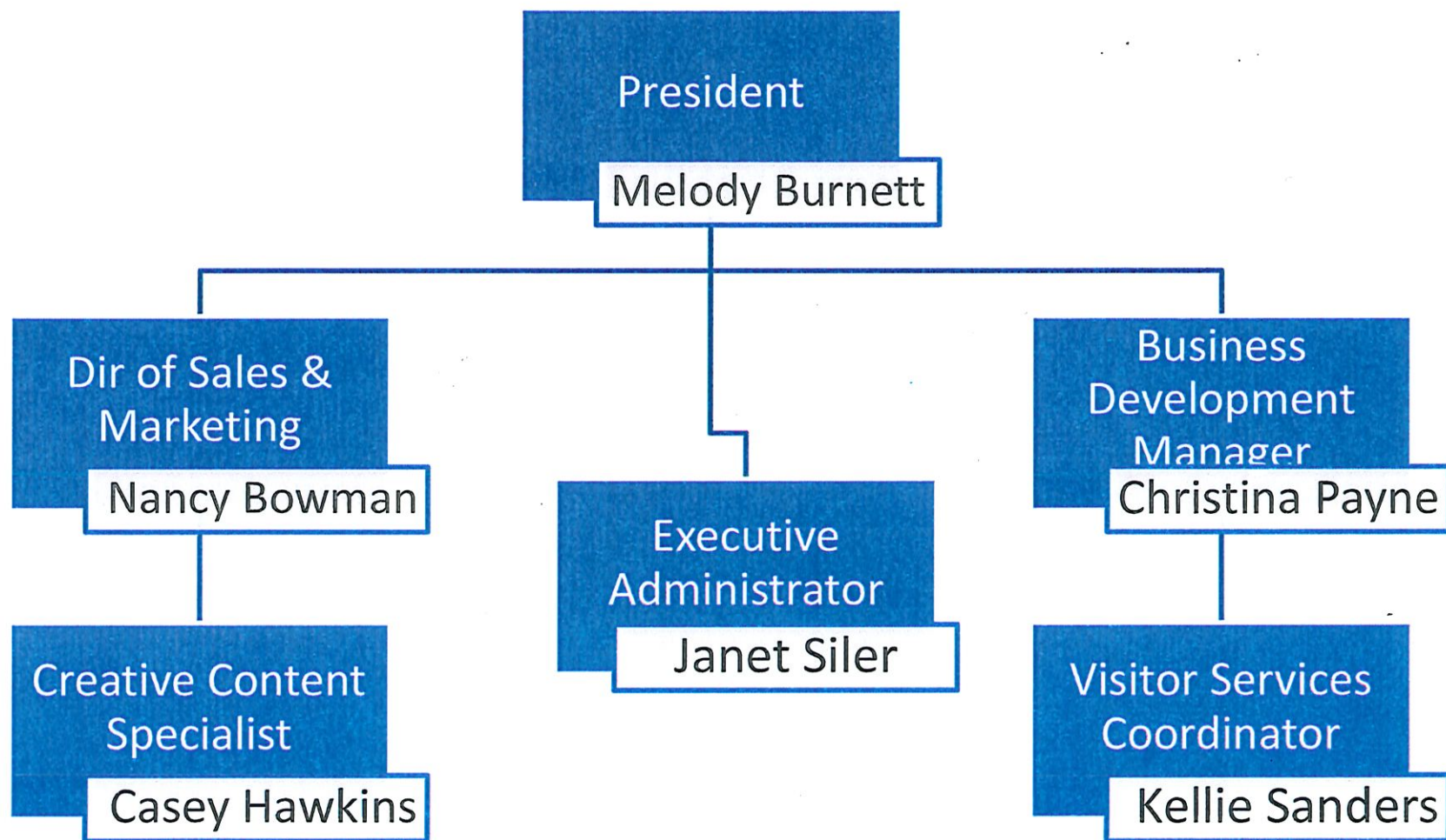
Updated 10/30/19

<u>Board Member</u>	<u>Representing</u>	<u>Terms</u>	<u>Appointed by:</u>
Lee Tillery High Point Parks and Recreation 136 Northpoint Ave., HP, NC 27262 Work: 336-883-3473 Lee.tillery@highpointnc.gov	Ex-Officio High Point Parks and Recreation	Term began 12/14 in conjunction with HP Parks and Recreation Role	HP Parks and Rec.
Melody Burnett President High Point CVB P.O. Box 2273, HP, NC 27261 Work: 336-884-5255 MBurnet@HighPoint.org	HPCVB Ex-Officio President	Term began 10/19 in conjunction with HPCVB role	HPCVB
Nancy Bowman Director of Sales & Marketing High Point High Point CVB P.O. Box 2273, HP, NC 27261 Work: 336-884-5255 NBowman@HighPoint.org	HPCVB Director of Sales & Marketing	Term began 7/15 in conjunction with HPCVB role	HPCVB
Casey Hawkins Creative Content Specialist High Point CVB P.O. Box 2273, HP, NC 27261 Work: 336-884-5255 CHawkins@HighPoint.org	Board Secretary	Term began in conjunction with HPCVB role 11/19	HPCVB

FIT = Fulfilled Incomplete Term

*=Renewable Term

Updated 10/30/19



HPCVB INVOLVEMENT

Fiscal Year 2019-2020

CITY REPRESENTATION

Business High Point Inc.	Melody Burnett
Business High Point Inc. - Advisory Board	Melody Burnett
Economic Development Corporation	Melody Burnett
Rotary Club of High Point	Nancy Bowman
Leadership High Point Alumni	Melody Burnett, Nancy Bowman, Christina Payne & Janet Siler
High Point Market Authority Board	Melody Burnett
High Point Showroom Association	Chris Amos - Board Member; Christina Payne
Open Door Ministries	Nancy Bowman
	Doyle Early - Chairman Emeritus; Leah Price Past Chair
Forward High Point Board	Nancy Bowman
Forward High Point Marketing Committee	Nancy Bowman
Schools in High Point	Melody Burnett
Southwest Renewal Foundation	Melody Burnett
Town & Gown Board	Casey Hawkins
Young Professionals of High Point	Melody Burnett
YWCA of High Point	

COUNTY REPRESENTATION

Guilford County Hotel Association	Melody Burnett
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TRIAD REPRESENTATION

Piedmont Triad Film Commission	Melody Burnett
Piedmont Triad Sports Clubs	Nancy Bowman
Piedmont Triad Host DMO Group	Nancy Bowman (Chair)

STATE REPRESENTATION

Association Executives of North Carolina	Nancy Bowman
Governor's Conference - Tourism	Melody Burnett, Nancy Bowman, Casey Hawkins
Governor's Roundtable Tourism Board	Melody Burnett
Meeting Professionals International - Carolinas Chapter	Nancy Bowman
NC Motorcoach Association	Nancy Bowman
National Association of Sports Commissions	Nancy Bowman
NC Tourism Industry Association	Melody Burnett

NATIONAL REPRESENTATION

Destination Marketing Association Intl.	Melody Burnett
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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.

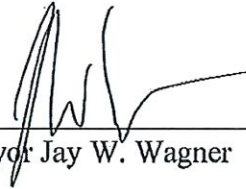
THEREFORE, THE HIGH POINT CITY COUNCIL does hereby establish a policy to be implemented by the City Manager to:

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.

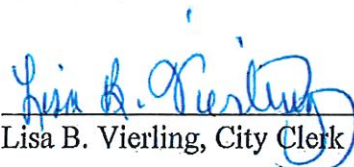
4. No additional occupancy tax funds shall be directly allocated by the City of High Point as in Section 1 above except pursuant to the contractual provisions of Section 8(a) of the Enabling Legislation.

This the 4 day of February, 2019.



Mayor Jay W. Wagner

ATTEST:



Lisa B. Vierling, City Clerk

