

CITY OF HIGH POINT

AGENDA ITEM



Title: Approval of the FY 2021-22 Convention and Visitors Bureau Budget and Contract

From: Stephen M. Hawryluk
Budget and Performance Manager

Meeting Date: May 17, 2021

Public Hearing: No

Advertising Date / N/A

Advertised By: -

Attachments: Convention and Visitors Bureau Budget

PURPOSE:

To approve the FY 2021-22 Convention and Visitors Bureau budget and authorize the City Manager to execute a contract with the High Point Convention and Visitors Bureau for FY 2021-22.

BACKGROUND:

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

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

The Financial Services Department recommends and asks the City Council to approve the FY 2021-22 Convention and Visitors Bureau budget and authorize the City Manager to execute a contract with the High Point Convention and Visitors Bureau for FY 2021-22.

VISIT HIGH POINT BUDGET WORKSHEET

No.	ITEM	FY 20-21		FY 21-22	Amt Change from Budgeted FY 20-21	% Change from Budgeted FY 20-21	Amt Change from End of Year	% Change from End of Year
		Budget Amended 12/20	Projected End of Year	Budget Draft				
<u>INCOME</u>								
<u>OCCUPANCY TAX COLLECTION</u>								
4101.0	Transient Occupancy Tax	784,000	758,000	1,300,000	516,000	66	542,000	72
	City of High Point's allocation earmarked for Stadium debt (Year 4) FY 21-22							
<u>OTHER INCOME</u>								
4102.0	Interest Income	700	1,130	2,000	1,300	186	870	77
4105.0	Reserve Designated Projects	125,000	125,000	19,000	-106,000	-85	-106,000	-85
4106.1	Sponsorship Revenue Earmarked for 501 c 3 Foundation Tourism Development	50,000	40,000	50,000	0	0	10,000	25
4107.0	Regional Preferred Member Revenue for Marketing	550	1,500	550	0	0	-950	-63
4109.0	COVID Grants	158,569	234,318	0	-158,569	-100	-234,318	-100
TOTAL BUDGET		1,118,819	1,159,948	1,371,550	252,731	23	211,602	18
<u>GRANT PROGRAM</u>								
	Total Restricted Income for Tourism Development Grants	50,000	40,000	50,000	0	0	10,000	25
INCOME (-1.26% grants)=Oper. Budget		1,068,819	1,119,948	1,321,550	252,731	24	201,602	18
<u>EXPENSES</u>								
<u>ADMINISTRATIVE EXPENSES</u>								
5201.0	Salaries (5 full-time staff positions)	300,500	287,537	315,850	15,350	5	28,313	10
5202.0	Retirement (2% back to 5% contribution)	11,000	10,000	18,000	7,000	64	8,000	80
5203.0	Life/Hosp/Dent. Ins.	47,000	44,835	53,000	6,000	13	8,165	18
5204.0	Soc. Security	22,000	21,500	23,000	1,000	5	1,500	7
5205.0	Unemployment Ins.	400	500	600	200	50	100	20
ADMINISTRATIVE EXPENSES TOTAL		380,900	364,372	410,450	29,550	8	46,078	13
<u>OPERATING EXPENSES</u>								
5301.0	Memberships/Subscriptions	1,550	3,850	2,150	600	39	-1,700	-44
5302.0	Admin Travel/Meetings/Convention/PR	2,000	2,000	4,000	2,000	100	2,000	100
5303.0	General & Admininistrative Operations	89,800	80,000	95,000	5,200	6	15,000	19
5304.0	Postage/General	1,200	4,500	4,000	2,800	233	-500	-11
5306.0	Telephone	10,250	12,000	10,280	30	0	-1,720	-14

No.	ITEM	FY 20-21		FY 21-22	Amt Change	% Change	Amt Change	% Change
		Budget Amended 12/20	Projected End of Year	Budget Draft	from Budgeted FY 20-21	from Budgeted FY 20-21	from End of Year	from End of Year
5307.0	Rent/Utilities (year 3 of 5)	84,664	84,666	86,280	1,616	2	1,614	2
5308.0	Comm/Board Expenses	4,000	3,120	12,400	8,400	210	9,280	297
5309.0	Equipment	12,000	10,000	13,000	1,000	8	3,000	30
OPERATING EXPENSES TOTAL		205,464	200,136	227,110	21,646	11	26,974	13
5401.0	Convention Advertising	7,000	7,000	7,000	0	0	0	0
5402.0	Convention Services	199,567	180,600	221,900	22,333	11	41,300	23
5402.1	Convention Services, Registrars, etc.	6,687	600	18,400	11,713	175	17,800	2,967
5402.5	Event Booking Incentives)	30,000	30,000	40,000	10,000	33	10,000	33
5402.7	HP Market Authority	150,000	150,000	150,000	0	0	0	0
5402.8	Partner Programming	2,880	0	11,000	8,120	282	11,000	0
5402.9	Special Services/Assessments	10,000	0	2,500	-7,500	-75	2,500	0
5403.0	Entertainment	500	200	500	0	0	300	150
5404.0	Literature/Printing	6,400	6,400	14,400	8,000	125	8,000	125
5405.0	Memberships - Convention	6,770	6,770	6,770	0	0	0	0
5406.0	Postage - Convention	100	100	100	0	0	0	0
5407.0	Conv. - Special Promotional Projects	32,620	32,620	63,500	30,880	95	30,880	95
5408.0	Subscription/Publications	250	250	250	0	0	0	0
5409.0	Travel - Convention	4,000	4,000	9,500	5,500	138	5,500	138
5410.0	Trade Shows - Convention	0	0	0	0	0	0	0
5411.0	Sponsorship Program	500	0	500	0	0	500	0
5412.0	Audiovisuals	7,500	7,500	9,400	1,900	25	1,900	25
5413.0	Intern(s)	0	0	0	0	0	0	0
CONVENTION PROMOTIONS EXPENSES TOTAL		265,207	245,440	333,820	68,613	26	88,380	36
TOURISM PROMOTION EXPENSES								
5501.0	Advertising	38,044	40,000	37,000	-1,044	-3	-3,000	-8
5502.0	Audiovisuals	7,500	7,500	7,500	0	0	0	0
5503.0	Tourism - Literature/Printing	16,565	20,000	22,900	6,335	38	2,900	15
5504.0	Memberships/Subscriptions - Tourism	400	400	400	0	0	0	0
5505.0	Postage - Tourism	15,000	11,000	13,000	-2,000	-13	2,000	18

No.	ITEM	FY 20-21		FY 21-22	Amt Change	% Change	Amt Change	% Change
		Budget Amended 12/20	Projected End of Year	Budget Draft	from Budgeted FY 20-21	from Budgeted FY 20-21	from End of Year	from End of Year
5506.0	Special Projects	20,599	32,000	63,820	43,221	210	31,820	99
5507.0	Travel/Entertainment	250	0	250	0	0	250	0
5508.0	Travel Shows	0	0	0	0	0	0	0
5509.0	Visitor Information Center	9,300	6,000	30,000	20,700	223	24,000	400
5510.0	NCTIA & Governor's Council & BHHP Chamber Vision Investor	29,000	29,000	36,000	7,000	24	7,000	24
5512.0	Web	20,000	23,000	50,000	30,000	150	27,000	117
5513.0	Visitor Center Marketing	14,000	14,000	15,800	1,800	13	1,800	13
5514.0	Visitor Programming	11,300	11,300	16,500	5,200	46	5,200	46
5515.0	Tourism Research and Data	2,400	5,000	13,000	10,600	442	8,000	160
TOURISM PROMOTION EXPENSES TOTAL		184,358	199,200	306,170	121,812	66	106,970	54
EVENT CENTER/DESTINATION PLAN/ BRANDING EVENTS								
EVENT CENTER/DESTINATION PLAN /MARKET CONCERT/CONSUMER EVENTS EXPENSES TOTAL		123,000	123,000	25,000	-98,000	-80	-98,000	-80
TOTAL EXPENSES BEFORE GRANT EXPENSES		1,158,929	1,132,148	1,302,550	143,621	12	170,402	15
GRANT EXPENSES								
5800.1	Reserve Earmarked for Dest. Development Grants DRIVE	0	0	0	0	0	0	0
	Reserve Earmarked for Destination Development Grants - Sponsorship	50,000	50,000	50,000	0	0	0	0
	Reserve Earmarked for Oak Hollow Lake	27,000	27,000		-27,000	-100	-27,000	-100
	Reserve Earmarked for Grant Awards for 2021			19,000				
TOTAL GRANT EXPENSES		77,000	77,000	69,000	-8,000	-10	-8,000	-10
TOTAL EXPENSES		1,235,929	1,209,148	1,371,550	135,621	11	162,402	13
Total Marketing Expense		649,565	644,640	733,990	84,425	13	89,350	14
Subtotal of Income over Expenses		-117,110	-49,200	0	117,110	-100	49,200	-100
Earmarked for Reserves					0	0	0	0
Total Earmarked for Reserves		0	0	0	0	0	0	0
Excess of Income over Expenses		-117,110	-49,200	0	117,110	0	49,200	-100

Admin	30% CVB	40% DI
Operations	16% CVB	12% DI
Marketing/Programming	54% CVB	48% DI