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Subject: Downtown Special Events
Date: Tuesday, June 29, 2021 3:11:07 PM
Attachments: [Request to City for Sponsorship.pdf](#)

Mayor Wagner & City Council

Please see the Attached Letter – A request for assistance with Downtown Special Events and Festivals.

Thank you.

Ray Gibbs



Ray Gibbs, PLA, ASLA

President

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TRANSFORMING DOWNTOWN HIGH POINT:
AN EXTRAORDINARY AND VIBRANT
DESTINATION TO LIVE, WORK, STUDY AND PLAY.

June 29, 2021

Mayor Wagner & City Council
City of High Point
211 South Hamilton Street
PO Box 230
High Point, NC 27261

Dear Mayor Wagner and Member of City Council,

As you all are aware, one of the tasks given to Forward High Point is to Activate & Market the downtown area. One of the ways that we have planned to do that is through Special Events and Promotions, a typical function of most every Downtown Development Organization. We had planned to start those events last year, but like everything else, COVID set us back a year or more.

Now that our community is open again, we are looking to set out on what we feel is a very exciting schedule of events that will be open to the community. Currently we have scheduled to produce Eight (8) "Rock the Point" block parties for the two hours prior to home Rocker's Games on Saturdays, The first concert is scheduled for 4 pm on July 17th. These will be held on Gatewood Avenue outside of the stadium gates.

We are also already scheduled to host a High Point Food Truck Rodeo on Saturday, July 24th from 4 pm to 9 pm. This will be held on Church and Elm Streets. A tour of Downtown Restaurants and Pubs on September 18th, a Street Festival call "Pups @ the Point" on October 9th, a 15-day display of an International-Interactive Art Display from October 9 to October 23 and an "Octoberfest" on October 22 & 23, 2021.

Finally we are currently negotiating to host several events within the "Home-Grown Music Series" featuring Jazz, Blues and R&B, with some assistance from our Showplace West developer to wake up Main & High Avenue.

We truly feel that this will bring tremendous fun, excitement and PEOPLE back to downtown. Which is something we so vitally need, so as to encourage new restaurants, apartments, hotels and shops. Even with everything we do, true revitalization only works with people.

Unfortunately, the annual funding allocation that Forward High Point receives from the City (and now some from the County) just covers our management and overhead cost. It leave us very little, if anything for programs, like I discribed above. Those cost are considerable.

While we feel we have been fairly successful so far in finding some sponsors, those donations will not cover but a fraction of our cost. Currently Forward High Point is looking at cover the remainder of the cost from fund reserves we have been trying to build over the past five years.

Forward High Point - 6/29/2021

Letter to Mayor & City Council

Special Events

We have been working with the City Departments in all of our planning, but due to current policy, all of the equipment that we use must be rented and personnel paid per hour. From the budgets that we have been looking at, approximately 50% of our cost for each event will be for checks we will write to the City of High Point.

Therefore, on behalf of Forward High Point, our board and our volunteers, I would ask if you would consider adding our "Rock the Point" Series and maybe some of our other events to the list of "City Sponsored Events" for FY 2021-2022. Or being a Financial Sponsor or Donor to the events.

Our hope is to only add to the events that are held and bring our community together downtown, but this will take a significant commitment of time, volunteer and staff hours and dollars.

Please let me know if you have any questions or need additional information.

Thank you for your consideration and commitment to downtown.

Sincerely,



Ray Gibbs, PLA, ASLA
President

cc. Randy McCaslin
Greg Furguson
Eric Olmedo
Forward High Point Officers