



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Special Called Meeting

Jay W. Wagner, Mayor
S. Wesley Hudson Mayor Pro Tem (Ward 4),
Britt W. Moore (At Large), Tyrone Johnson (At Large), Cyril
Jefferson (Ward 1), Christopher Williams (Ward 2), Monica L.
Peters (Ward 3), Victor Jones (Ward 5), and Michael Holmes
(Ward 6)

Thursday, May 18, 2023

4:00 PM

City Council Chambers

CALL TO ORDER

PRESENTATION OF ITEMS

- [2023-236](#) Presentation of Fiscal Year 2023-24 Budget - Visit High Point
Staff from Visit High Point will present information on the Fiscal Year 2023-2024 budget.
Attachments: [Information - Budget - Visit High Point](#)
[Presentation - Visit High Point](#)
- [2023-239](#) Presentation and Update - Forward High Point
Staff from Forward High Point will present an update and information on the organization.
Attachments: [Information - Budget - Forward High Point](#)
[Presentation - Forward High Point](#)
- [2023-238](#) Presentation of Fiscal Year 2023-2024 Budget - Market Authority
Staff from the Market Authority will present information on the Fiscal Year 2023-24 budget.
Attachments: [Information - Budget - Market Authority](#)
[Presentation - Market Authority](#)
- [2023-242](#) Review Proposed FY 2023-2024 Annual Budget for the City of High Point
Staff will review the proposed FY 2023-2024 Annual Budget for the City of High Point
- [2023-240](#) Closed Session - Attorney Client Privilege
City Council will go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

ADJOURNMENT



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-236

File ID: 2023-236

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 05/16/2023

File Name:

Final Action:

Title: Presentation of Fiscal Year 2023-24 Budget - Visit High Point
Staff from Visit High Point will present information on the Fiscal Year 2023-2024 budget.

Notes:

Sponsors:

Enactment Date:

Attachments: Information - Budget - Visit High Point, Presentation - Visit High Point

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



Title: Presentation of FY 2023-24 Budget – Visit High Point

From: Stephen M. Hawryluk
Budget and Performance Manager

Meeting Date: May 18, 2023

Public Hearing: No

Advertising Date N/A

Advertised By: N/A

Attachments: Visit High Point Budget

PURPOSE:

Staff from Visit High Point will present information on the FY 2023-24 budget.

BACKGROUND:

As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2023-2024 Annual Budget, the City Council will hear a presentation regarding the Visit High Point FY 2023-2024 Annual Budget.

Following the presentation, this matter will be heard by the Finance Committee on Thursday, June 1st and the Finance Committee will forward a recommendation to be considered by the City Council for approval of the FY 2023-2024 Visit High Point Budget/Contract at the City Council Meeting scheduled for Monday, June 5, 2023.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

None

VISIT HIGH POINT BUDGET PROPOSED

No.	ITEM	FY 22-23	FY 22-23	Change from Budgeted FY 22-23	% Change from Budgeted 22-23	FY 23-24	Amt Change from Amended FY 22-23	% Change from Amended 22-23
		Budget APPROVED	Budget Amended 4.30.23			Budget DRAFT		
<u>INCOME</u>								
<u>OCCUPANCY TAX COLLECTION</u>								
4101.0	Transient Occupancy Tax	1,800,000	2,148,000	348,000	19	2,212,440	64,440	3
	City of High Point's allocation earmarked for Stadium debt (Year 6) FY 23-24							
<u>OTHER INCOME</u>								
4102.0	Interest Income	2,000	32,200	30,200	1,510	33,190	990	3
4105.0	Reserve Designated Projects/Move	29,750	29,750	0	0	135,000	105,250	354
4106.1	Sponsorship Revenue Earmarked for 501 c 3 Foundation Tourism Development	75,000	30,000	-45,000	-60	30,000	0	0
4107.0	Regional Preferred Member Revenue for Marketing	1,250	500	-750	-60	500	0	0
4108.1	Reserve Designated Sponsorship from Destination Development Grants	50,000	0	-50,000	-100	50,000	50,000	0
4109.0	Covid Grants	0	0	0	0	-	0	0
4110.0	Rental Income	0	0	0	0	41,560	41,560	0
TOTAL BUDGET		1,958,000	2,240,450	282,450	1,309	2,502,690	262,240	12
<u>GRANT PROGRAM</u>								
	Total Restricted Income for Tourism Development Grants	75,000	72,200	-2,800	-4	81,870	9,670	13
INCOME (-1.26% grants)=Oper. Budget		1,883,000	2,168,250	285,250	15	2,420,820	2,420,820	12
<u>EXPENSES</u>								
<u>ADMINISTRATIVE EXPENSES</u>								
5201.0	Salaries (9 full-time staff positions)	520,000	485,000	-35,000	-7	562,775	77,775	16
5202.0	Retirement (2% back to 5% contribution)	30,000	24,634	-5,366	-18	30,000	5,366	22
5203.0	Life/Hosp/Dent. Ins.	87,800	51,750	-36,050	-41	78,200	26,450	51
5204.0	Soc. Security	37,000	39,000	2,000	5	42,700	3,700	9
5205.0	Unemployment Ins.	960	900	-60	-6	1,130	230	26
ADMINISTRATIVE EXPENSES TOTAL		675,760	601,284	-74,476	-11	714,805	113,521	19
<u>OPERATING EXPENSES</u>								
5301.0	Memberships/Subscriptions	3,000	3,900	900	30	3,900	0	0
5302.0	Admin Travel/Meetings/Convention/PR	7,000	8,200	1,200	17	19,000	10,800	132

<u>No.</u>	<u>ITEM</u>	<u>FY 22-23</u>	<u>FY 22-23</u>	<u>Change from Budgeted FY 22-23</u>	<u>% Change from Budgeted 22-23</u>	<u>FY 23-24</u>	<u>Amt Change from Amended FY 22-23</u>	<u>% Change from Amended 22-23</u>
		<u>Budget APPROVED</u>	<u>Budget Amended 4.30.23</u>			<u>Budget DRAFT</u>		
5303.0	General & Administrative Operations	105,000	187,900	82,900	79	234,400	46,500	25
5304.0	Postage/General	5,000	1,500	-3,500	-70	2,000	500	33
5306.0	Telephone	11,000	11,500	500	5	17,500	6,000	52
5307.0	Rent/Utilities (year 4 of 5)	91,000	89,100	-1,900	-2	152,042	62,942	71
5308.0	Comm/Board Expenses	13,000	13,500	500	4	14,000	500	4
5309.0	Equipment	13,000	13,800	800	6	13,800	0	0
OPERATING EXPENSES TOTAL		248,000	329,400	81,400	33	456,642	127,242	39
5401.0	Direct Group Booking Advertising	3,000	2,710	-290	-10	3,500	790	29
5402.0	Convention Services	227,200	219,356	-7,844	-3	212,092	-7,264	-3
5402.1	Convention Services, Registrars, etc.	20,000	28,991	8,991	45	16,442	-12,549	-43
5402.5	Event Booking Incentives	50,000	40,000	-10,000	-20	40,000	0	0
5402.7	HP Market Authority	150,000	150,000	0	0	150,000	0	0
5402.8	Partner Programming	5,000	365	-4,635	-93	-	-365	-100
5402.9	Special Services/Assessments	2,200	0	-2,200	-100	-	0	0
5403.0	Entertainment	1,000	630	-370	-37	525	-105	-17
5404.0	Literature/Printing	5,500	8,300	2,800	51	29,200	20,900	252
5405.0	Memberships - Convention	7,470	6,165	-1,305	-17	7,665	1,500	3
5406.0	Postage - Convention	40	40	0	0	40	0	0
5407.0	Special Promotional Projects	95,000	83,700	-11,300	-12	98,720	15,020	18
5408.0	Subscription/Publications	150	280	130	87	275	-5	-2
5409.0	Travel - Convention	5,000	6,000	1,000	20	12,500	6,500	108
5410.0	Trade Shows - Convention	4,000	0	-4,000	-100	0	0	0
5411.0	Sponsorship Program	500	500	0	0	500	0	0
5412.0	Audiovisuals	7,130	13,250	6,120	86	13,025	-225	-2

<u>No.</u>	<u>ITEM</u>	<u>FY 22-23</u>	<u>FY 22-23</u>	<u>Change</u> <u>from</u> <u>Budget</u> <u>Amended 4.30.23</u>	<u>% Change from</u> <u>Budget</u> <u>Amended 4.30.23</u>	<u>FY 23-24</u>	<u>Amt Change</u> <u>from Amended</u> <u>FY 22-23</u>	<u>% Change from</u> <u>Amended 22-23</u>
		<u>Budget</u> <u>APPROVED</u>	<u>Budget</u> <u>Amended 4.30.23</u>	<u>from</u> <u>Budget</u> <u>Amended 4.30.23</u>	<u>% Change from</u> <u>Budget</u> <u>Amended 4.30.23</u>	<u>Budget</u> <u>DRAFT</u>	<u>Amt Change</u> <u>from Amended</u> <u>FY 22-23</u>	<u>% Change from</u> <u>Amended 22-23</u>
5413.0	Intern(s)	0	600	600	0	600	0	0
5414.0	Year Round Designer B2B	15,000	25,000	10,000	67	15,000	-10,000	-40
	DIRECT BOOKING PROMOTIONS EXPENSES TOTAL	370,990	366,531	-4,459	-1	387,992	21,461	6
	<u>TOURISM PROMOTION EXPENSES</u>							
5501.0	Advertising	65,036	71,861	6,825	10	92,800	20,939	29
5502.0	Audiovisuals	13,951	16,850	2,899	21	12,525	-4,325	-26
5503.0	Tourism - Literature/Printing	26,000	20,540	-5,460	-21	61,000	40,460	197
5504.0	Memberships/Subscriptions - Tourism	500	500	0	0	500	0	0
5505.0	Postage - Tourism	25,000	13,020	-11,980	-48	25,000	11,980	92
5506.0	Special Projects	69,850	71,665	1,815	3	62,400	-9,265	-13
5507.0	Travel/Entertainment	2,000	2,900	900	45	2,000	-900	-31
5508.0	Travel Shows	12,000	7,740	-4,260	-36	8,000	260	3
5509.0	Visitor Information Center	40,000	28,925	-11,075	-28	34,000	5,075	18
5510.0	Advocacy	38,000	38,000	0	0	38,000	0	0
5511.0	Marketing Tools	8,163	10,163	2,000	25	15,276	5,113	50
5512.0	Web	52,000	55,000	3,000	6	27,840	-27,160	-49
5513.0	Visitor Center Marketing	15,000	9,435	-5,565	-37	12,000	2,565	27
5514.0	Visitor Programming	26,000	22,300	-3,700	-14	4,000	-18,300	-82
5515.0	Tourism Research and Data	15,000	7,580	-7,420	-49	7,580	0	0
6004.0	Strategic Events/Citywide/Festivals/Spectator Events	0	33,830	33,830	0	273,460	239,630	708
	TOURISM PROMOTION EXPENSES TOTAL	408,500	410,309	1,809	0	676,381	266,072	65
	TOTAL EXPENSES BEFORE GRANT EXPENSES	1,703,250	1,707,524	4,274	0	2,235,820	528,296	31
	<u>GRANT EXPENSES</u>							
5800.1	Reserve Earmarked for Dest. Development Grants DRIVE HP Foundation	75,000	30,000	-45,000	-60	30,000	0	0

No.	ITEM	FY 22-23	FY 22-23		FY 23-24			
		<u>Budget</u> <u>APPROVED</u>	<u>Budget</u> <u>Amended 4.30.23</u>	<u>Change</u> <u>from</u> <u>Budgeted</u> <u>FY 22-23</u>	<u>% Change from</u> <u>Budgeted 22-23</u>	<u>Budget</u> <u>DRAFT</u>	<u>Amt Change</u> <u>from Amended</u> <u>FY 22-23</u>	<u>% Change from</u> <u>Amended 22-23</u>
	Reserve Earmarked for VHP Sponsorship	50,000	72,200	22,200	44	81,870	9,670	13
	Reserve Earmarked for FY 22-23 Grants Program ending 6.30	0	250,000	250,000	0	0	-250,000	-100
	Reserve Earmarked for DRIVE High Point Foundation		50,000					
	Reserve Earmarked for Oak Hollow Lake	29,750	29,750	0	0	0	-29,750	-100
	Reserve Earmarked for Moving Expenses	0	18,000	18,000	0	100,000	82,000	456
	Reserve Earmarked for Strategic Branding Project Phase I	25,000	35,000	10,000	40	50,000	15,000	0
5800.5	Reserve Earmarked for Autism Certification Grants (CAD)	75,000	47,976	-27,024	-36	5,000	-42,976	-90
TOTAL GRANT EXPENSES		254,750	532,926	278,176	109	266,870	-266,056	-50
TOTAL EXPENSES		1,958,000	2,240,450	282,450	14	2,502,690	262,240	12
Total Marketing Expense		1,034,240	1,309,766	275,526	27	1,331,243	21,477	2
Subtotal of Income over Expenses		0	0	0	0	0	0	0
Earmarked for Reserves		0	0	0	0	0	0	0
Total Earmarked for Reserves		0	0	0	0	0	0	0
Excess of Income over Expenses		0	0	0	0	0	0	0
40% DI	Administration	34%	28%			Administration	29%	
12% DI	Operation	14%	15%			Operation	18%	
48% DI	Marketing/Programming	52%	57%			Marketing/Programming	53%	

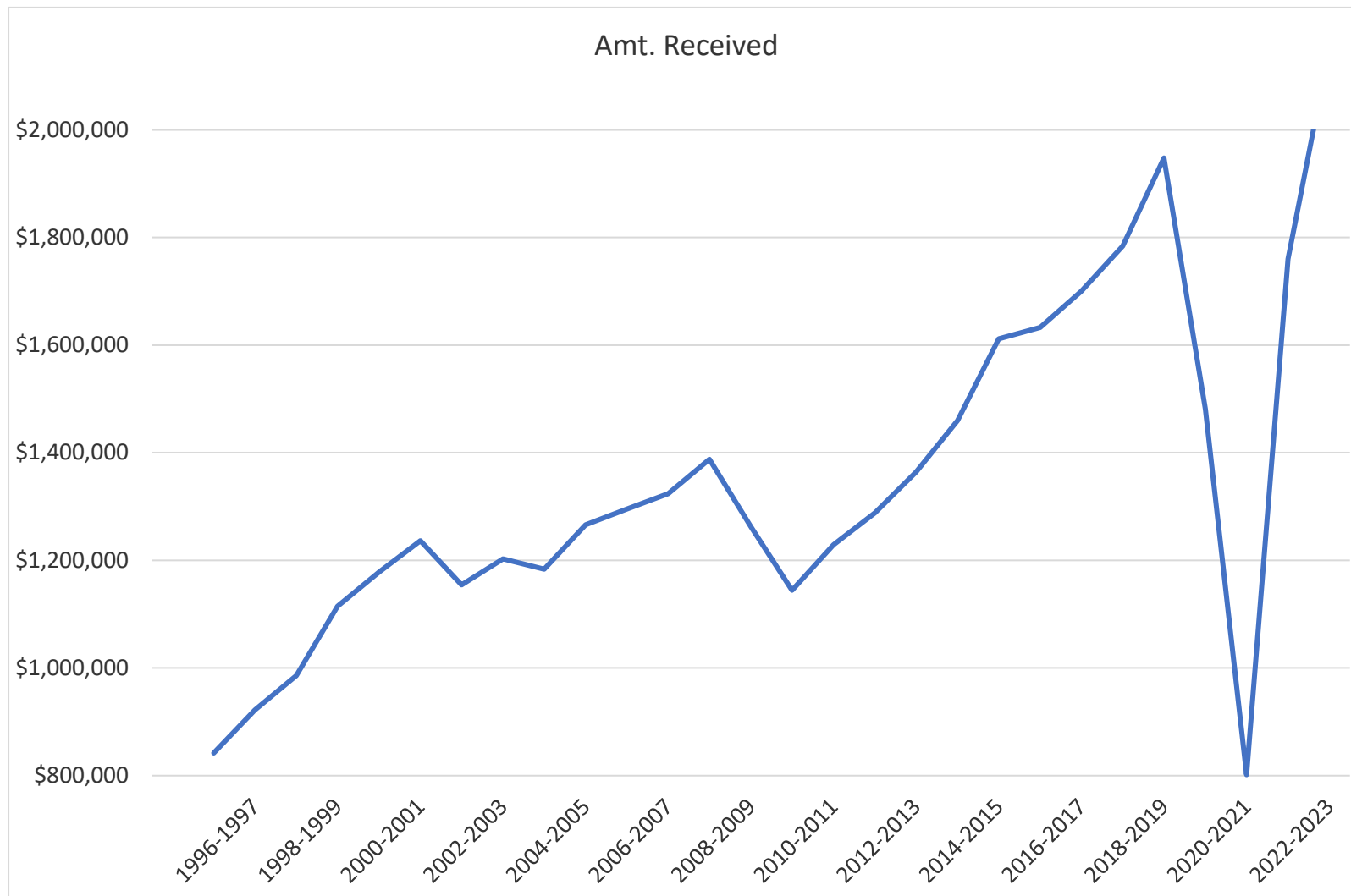
VISIT
HIGH POINT
BUDGET
PRESENTATION
FY 23-24



OCCUPANCY TAX OVERVIEW

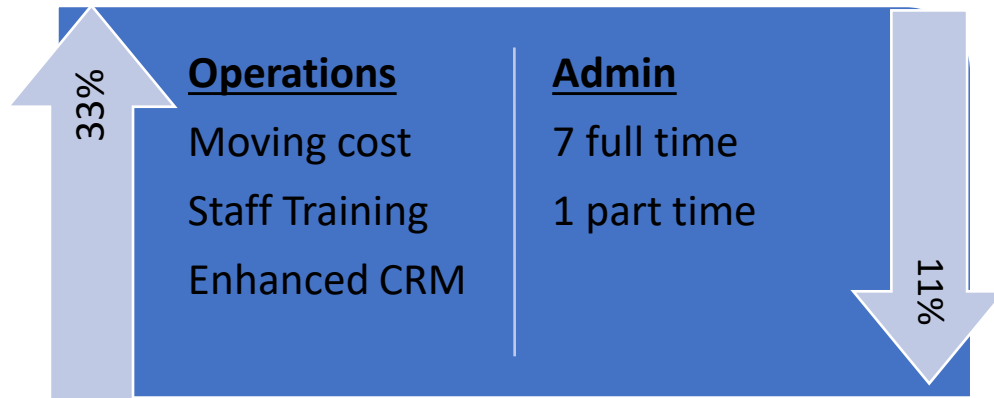
FISCAL YEAR 1995-1996 THROUGH 2022-2023

	<u>Amt. Received</u>	<u>Percent Change</u>
1995-1996	\$841,948	
1996-1997	\$921,966	10%
1997-1998	\$985,875	7%
1998-1999	\$1,114,350	13%
1999-2000	\$1,177,983	6%
2000-2001	\$1,236,237	5%
2001-2002	\$1,154,254	-7%
2002-2003	\$1,202,844	4%
2003-2004	\$1,183,343	-2%
2004-2005	\$1,265,800	7%
2005-2006	\$1,295,255	2%
2006-2007	\$1,323,815	2%
2007-2008	\$1,387,756	5%
2008-2009	\$1,262,331	-9%
2009-2010	\$1,144,395	-9%
2010-2011	\$1,229,044	7%
2011-2012	\$1,288,229	5%
2012-2013	\$1,364,008	6%
2013-2014	\$1,459,650	7%
2014-2015	\$1,611,560	10%
2015-2016	\$1,633,085	1%
2016-2017	\$1,700,538	4%
2017-2018	\$1,784,149	5%
2018-2019	\$1,947,861	9%
2019-2020	\$1,480,812	-24%
2020-2021	\$801,644	-46%
2021-2022	\$1,760,030	120%
2022-2023	\$2,148,480	22%



Visit High Point Amended Budget FY 22-23

<u>No.</u>	<u>ITEM</u>	<u>FY 22-23</u>	<u>FY 22-23</u>	<u>Amt Change</u> <u>from</u> <u>Budgeted</u> <u>FY 22-23</u>
		<u>Budget</u> <u>APPROVED</u>	<u>Budget Amended</u> <u>4.30.23</u>	
<u>INCOME</u>				
<u>OCCUPANCY TAX COLLECTION</u>				
4101.0	Transient Occupancy Tax	1,800,000	2,148,000	348,000



Visit High Point Amended Budget FY 22-23

Grant Cycle to implement before June 30th totaling up to \$250,000

Tourism Events

Tourism Strategic Planning

Sports Tourism

Autism
Certification/Programming



Visit High Point Amended Budget FY 22-23



Strategic Branding
Implementation

\$50k

\$50k

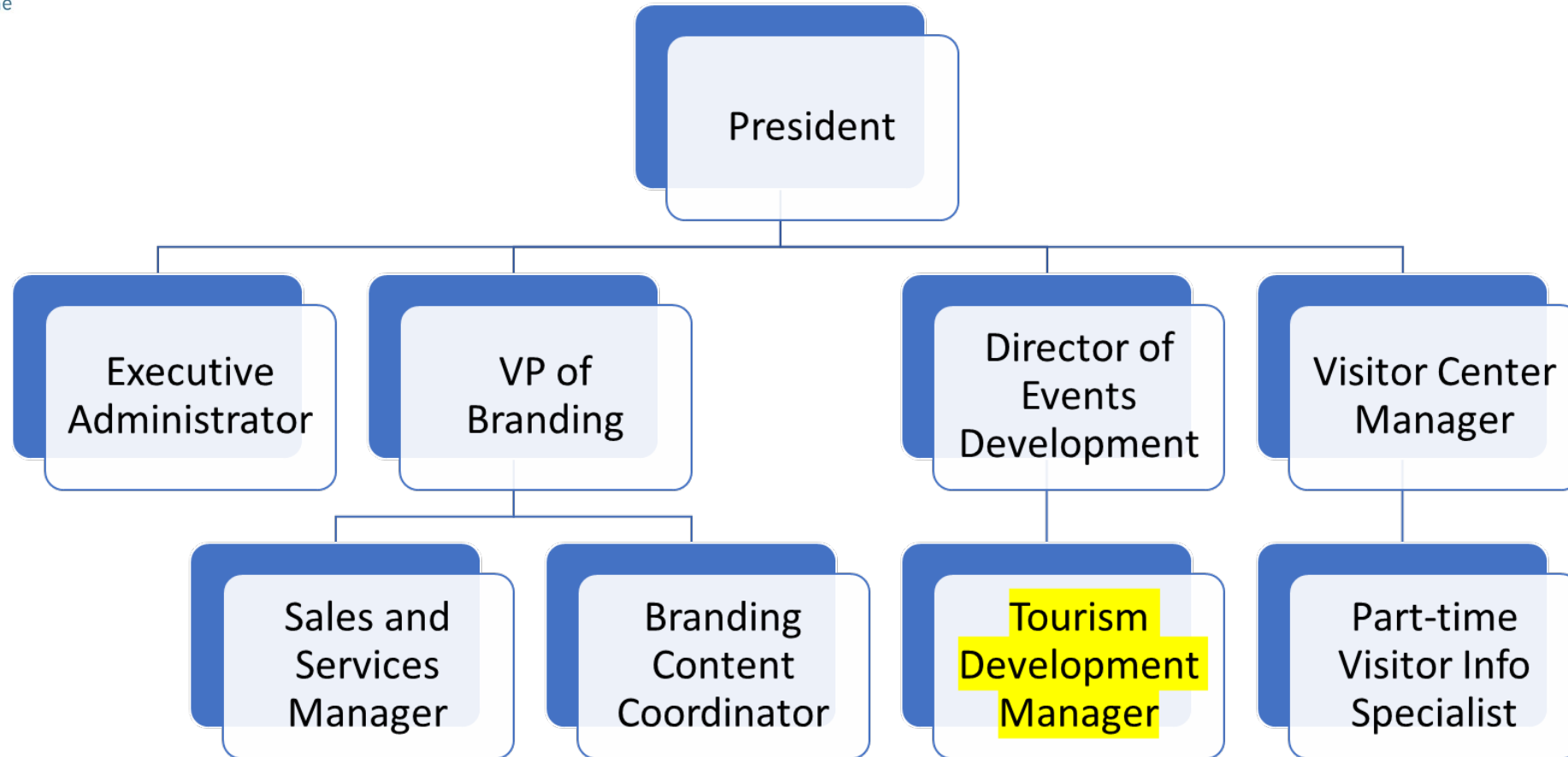


Visit High Point Budget FY 23-24

Occupancy Tax Revenue

<u>No.</u>	<u>ITEM</u>	<u>FY 22-23</u>			<u>FY 23-24</u>		
		<u>Budget Amended 4.30.23</u>	<u>Amt Change from Budgeted FY 22-23</u>	<u>% Change from Budgeted 22-23</u>	<u>Budget DRAFT</u>	<u>Amt Change from Amended FY 22-23</u>	<u>% Change from Amended 22- 23</u>
<u>INCOME</u>							
<u>OCCUPANCY TAX COLLECTION</u>							
4101.0	Transient Occupancy Tax	2,148,000	348,000	19	2,212,440	64,440	3

ORGANIZATIONAL STRATEGY



Visit High Point Budget FY 23-24

- Operational Expenses will increase 39% and makes up 18% of the budget
 - Will be moving at the end of the year with new lease rate for last six months of fiscal year
 - Anticipate more professional fees in conjunction with the move
 - More Janitorial Costs with move
 - More IT and Telephone Expenses with move
 - Travel Expenses have increased as two trips are planned through Destinations International
 - Enhancements to staff training towards CDME



Visit High Point Budget FY 23-24

Direct Booking Expenses increased 6%

- Event Booking Incentives
- Logo items (service giveaways)
- Partnership with HP Market Authority
- Partnership with HPxD



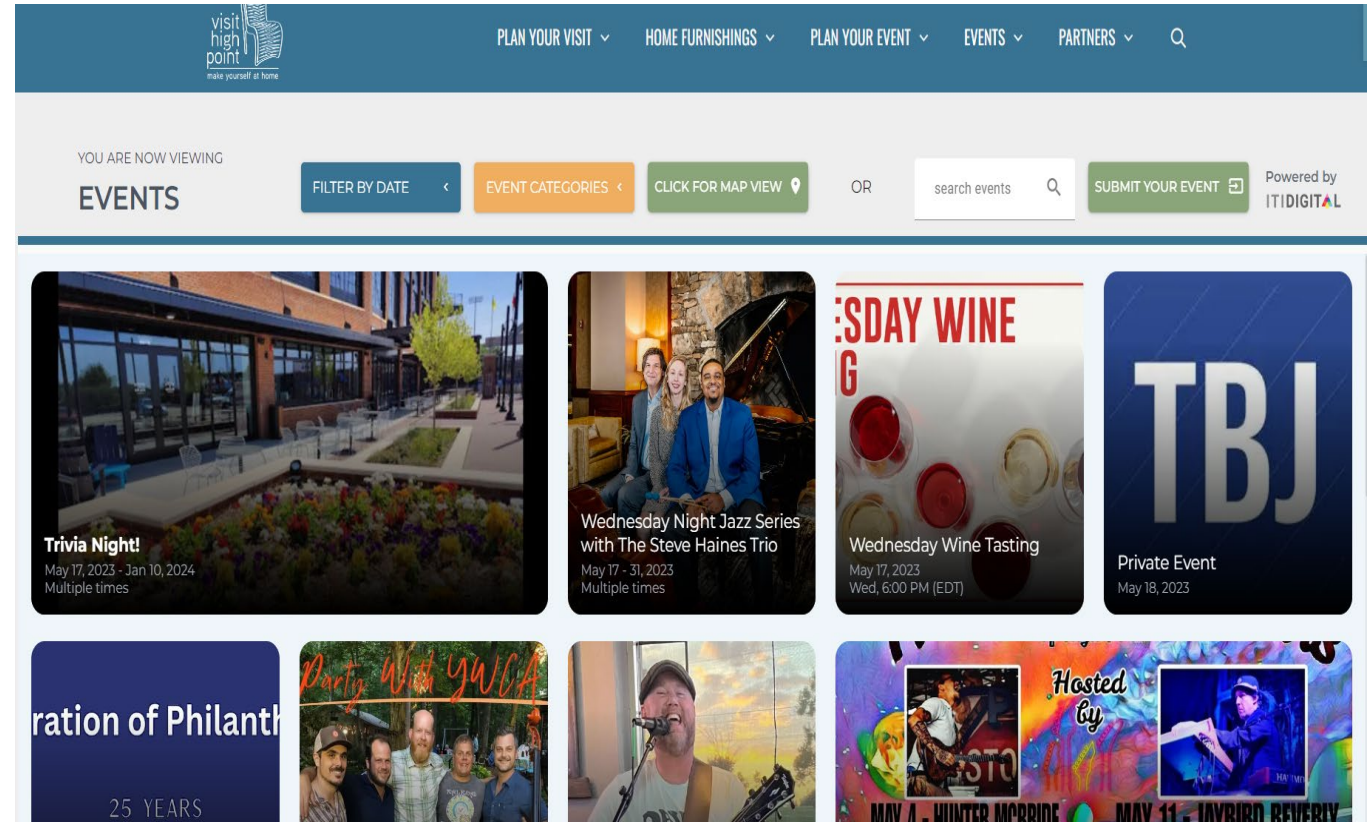


Visit High Point Budget FY 23-24

Tourism Promotion Expenses Increased by 65%

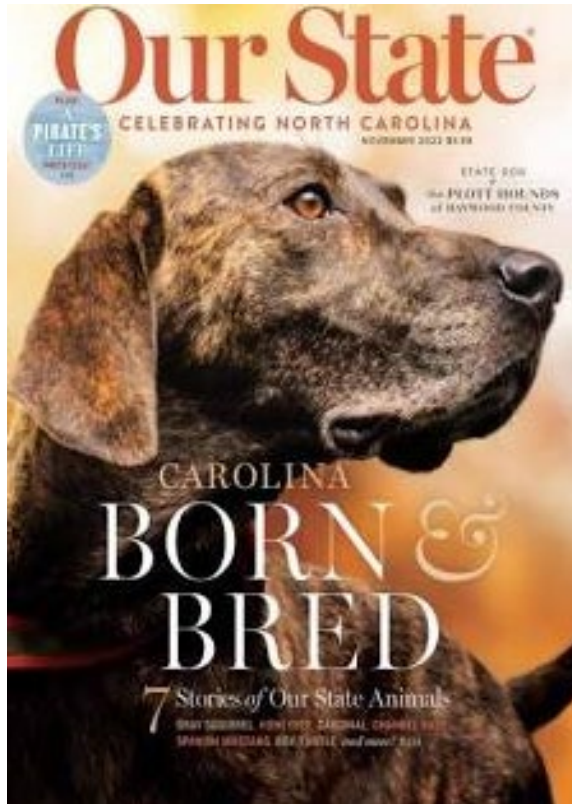
Earned Media, Paid Media, and Owned Media

- Enhanced Marketing Contract with Vendor
- Enhanced Contract for Photography and B-roll
- New Social Media Contract with Local Partner
- Continued Earned Media Contract with Vendor
- Event Calendar
- Newsletter Mgt
- Online Presence
 - Visit High Point
 - Live In High Point
 - Related Social Media
 - Facebook
 - LinkedIn
 - Instagram
 - Reels



Visit High Point Budget FY 23-24

- Tourism Promotion Expenses Increased by 65%
- Advertising
 - Promotions on PBS channel through Side by Side and Rootle
 - Our State Magazine for Spring and Fall
 - Business NC
 - Direct target of consumer furniture shopping in Mid-Atlantic and Southeastern US
 - Direct targets for Coltrane Festival Promotion
 - Advertising in the Relocation Guide
 - Advertising in the Newcomers Guide
 - USA Go Escapes Travel Guide
 - NC Travel Guide
 - Play Easy Website through Sports Event Magazine
 - Visit NC Co-Ops
 - Opportunities Certified Autism Destination Marketing
 - WFDD for Arts and Cultural related opportunities



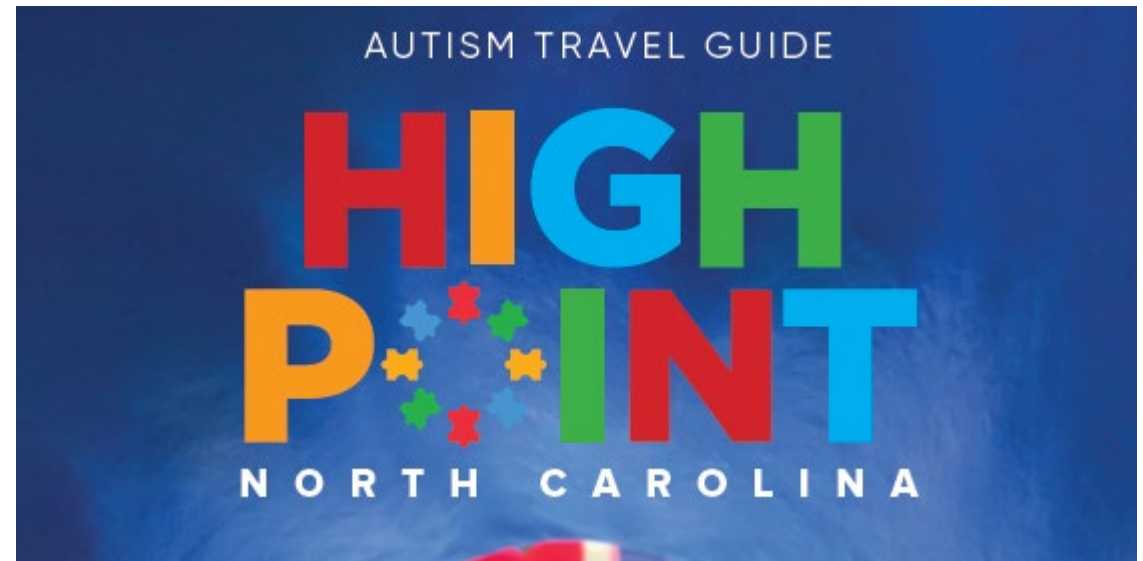


Visit High Point Budget FY 23-24

Tourism Promotion Expenses Increased by 65%

Printed Collateral

- Destination Guide
- Restaurant Tent Cards for Event Calendar Promos
- Home Furnishings and Design Guide
- African American Heritage Guide
- Downtown Rack Cards
- Autism Travel Guide
- Stationary



Visit High Point Budget FY 23-24

Tourism Promotion Expenses Increased by 65%

Scheduled VIP Tours and FAM Tours

- 3 VIP Tour for the Year
- 1 FAM for HR Professionals in partnership with HPVI
- 1 FAM Travel Writers (focus family friendly and autism)
- National Travel and Tourism Week
- Local Branding Summit
- Appreciation Days for Parks and Rec and Police Partners
- Participation in Ideal Living Home Show in Raleigh



Visit High Point Budget FY 23-24

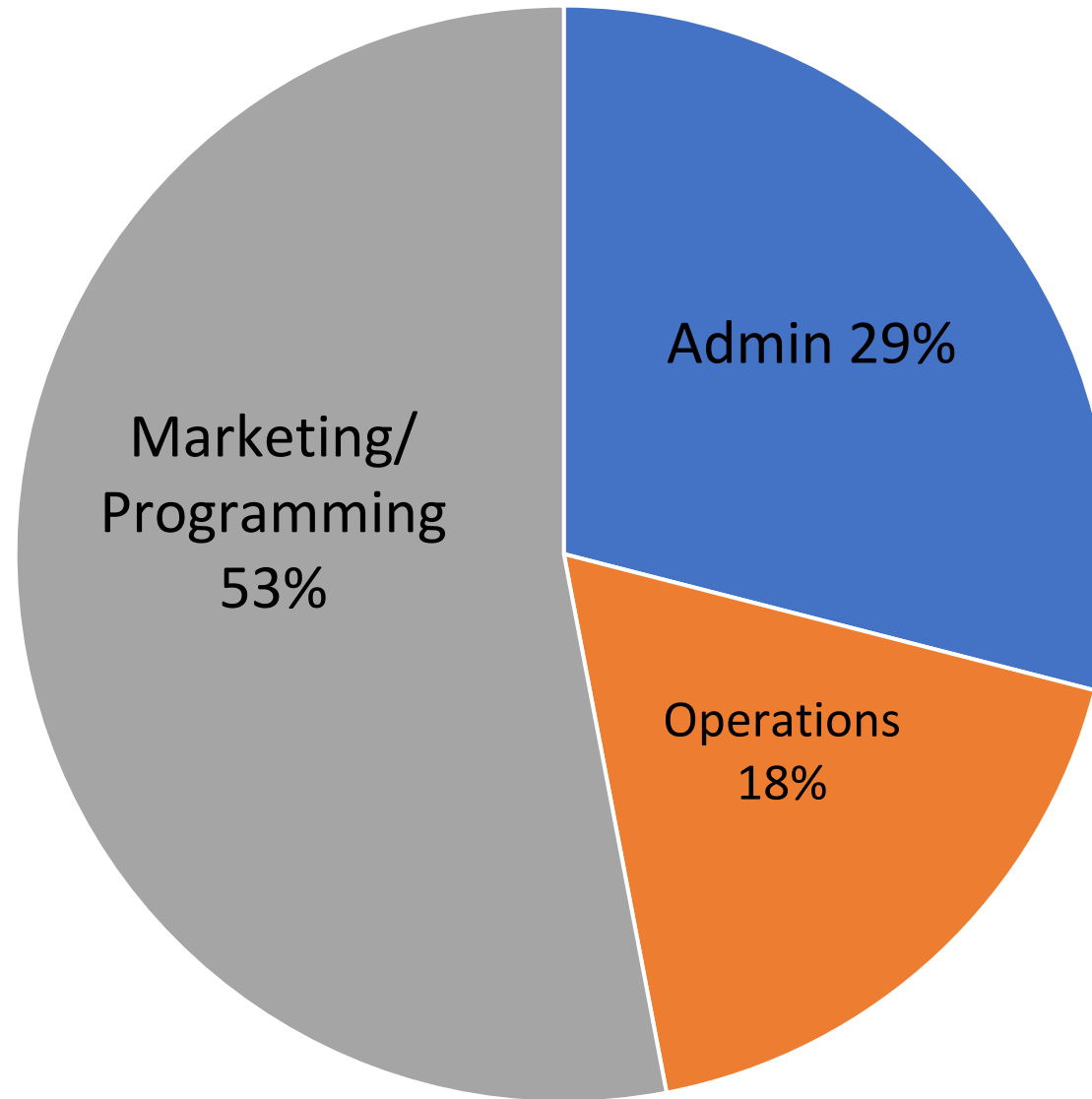
Tourism Promotion Expenses Increased by 65%

Event Promotion and Development

- Assistant with Festival Development and Mgt.
- Interactive Temporary Art Exhibits
- Winter Experience in Downtown
- Social Saturdays for 6 months
- Event Planning Tools
- Volunteer Management
- Capacity Mgt through paid interns
- Professional Development
- Coltrane Festival Support managed through VHP



Visit High Point Budget Allocation FY 23-24





City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-239

File ID: 2023-239

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 05/16/2023

File Name:

Final Action:

Title: Presentation and Update - Forward High Point
Staff from Forward High Point will present an update and information on the organization.

Notes:

Sponsors:

Enactment Date:

Attachments: Information - Budget - Forward High Point,
Presentation - Forward High Point

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



Title: Presentation and Update – Forward High Point

From: Stephen M. Hawryluk
Budget and Performance Manager

Meeting Date: May 18, 2023

Public Hearing: No

Advertising Date N/A

Advertised By: N/A

Attachments: None

PURPOSE:

Staff from Forward High Point will present an update and information on the organization.

BACKGROUND:

N/A

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

None

FHP 2023-2024 Proposed Budget





Objective

“The mission of Forward High Point is to transform Downtown High Point into an extraordinary and vibrant destination to live, work, study and play.”

Founded in July of 2016, Forward High Point is a Non-Profit Organization who's purpose and focus is redeveloping downtown beyond the Furniture Market, for the current and future residents and visitors of High Point. Following the [National Main Street model](#), using a four-point approach to revitalization (Organization, Design, Promotion & Economic Restructuring) Forward High Point is a PRO-ACTIVE agent for change, bringing exciting new opportunities to downtown.



				TOTAL	TOTAL	DIFF YTD
				BUDGET	BUDGET	BUDGET
				2023-2024	2022-2023	VS PREV
Income						
	City Appropriation			\$250,000.00	\$250,000.00	0
	County Appropriation			\$40,000.00	\$40,000.00	0
	Corporate Donations			\$0.00	\$0.00	0
	Memberships				\$1,000.00	(1,000)
	Interest Income			\$0.00	\$0.00	0



				TOTAL	TOTAL	DIFF YTD
				BUDGET	BUDGET	BUDGET
				2023-2024	2022-2023	VS PREV
Expense						0
	Staff Expenses					0
		Salaries & bonuses		\$130,000.00	\$123,000.00	7,000
		Payroll Tax Expense		\$15,000.00	\$15,000.00	0
		Payroll Services		\$2,400.00	\$2,400.00	0
		Retirement-401k		\$3,334.00	\$3,334.00	0
		Health/Dental Insurance		\$7,000.00	\$13,200.00	(6,200)
		Contract Labor/Interns		\$5,000.00	\$0.00	5,000
	Total Staff Expenses			\$162,734.00	\$156,934.00	5,800

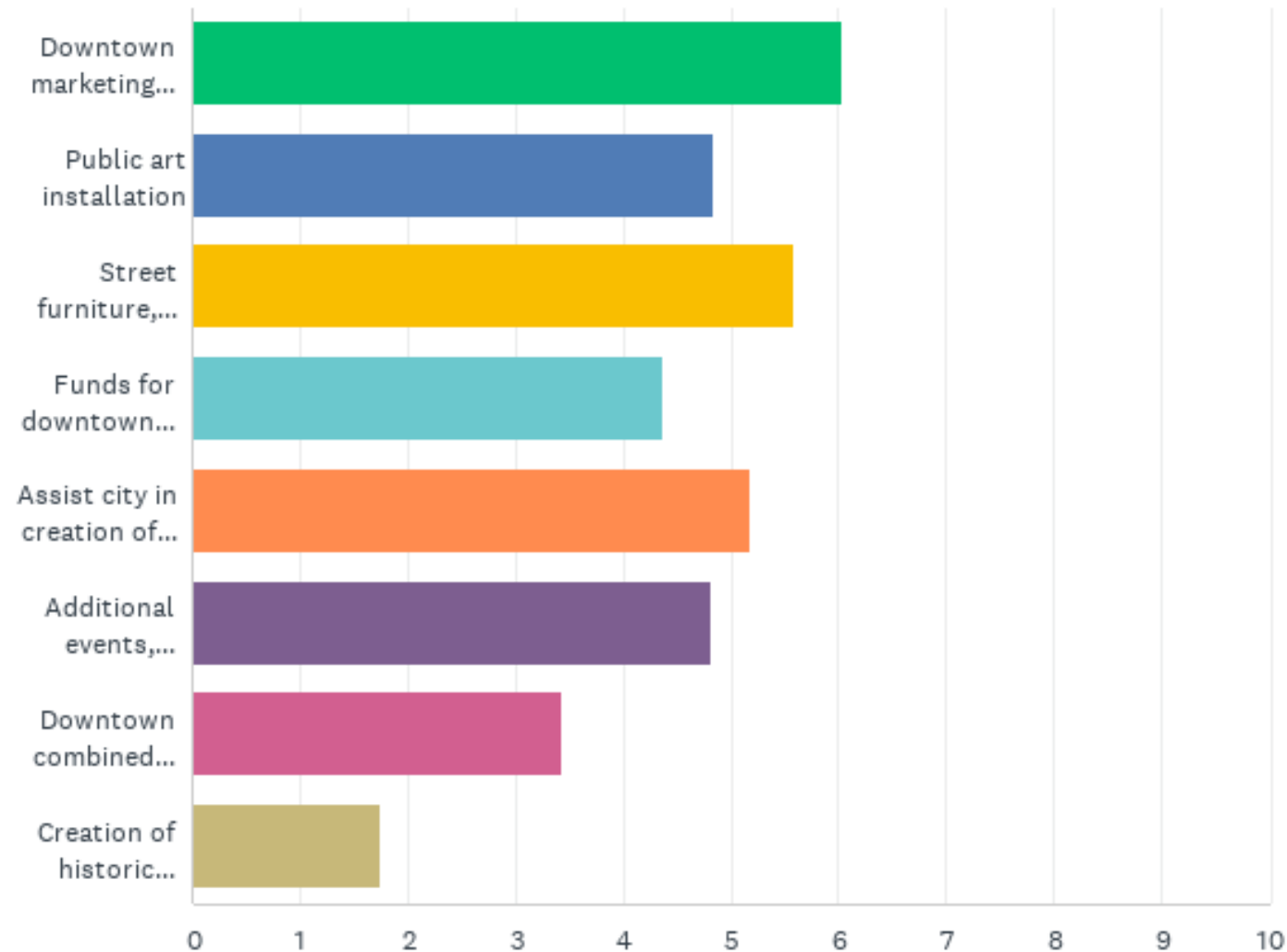


			TOTAL	TOTAL	DIFF YTD
			BUDGET	BUDGET	BUDGET
			2023-2024	2022-2023	VS PREV
	Office Operation				0
	Bank Fees		\$200.00	\$200.00	0
	Board Meeting Expense		\$1,000.00	\$500.00	500
	Office Supplies		\$3,000.00	\$3,000.00	0
	Office Equipment		\$5,000.00	\$5,000.00	0
	Postage/Shipping		\$200.00	\$200.00	0
	Copier/Printing		\$4,000.00	\$4,000.00	0
	Rent Expense		\$9,600.00	\$9,600.00	0
	Cell Phone Expense		\$600.00	\$1,200.00	(600)
	Telephone/Internet Exp		\$3,900.00	\$3,900.00	0
	Travel & Conferences		\$3,000.00	\$2,500.00	500
	Taxes & Licenses		\$0.00	\$0.00	0
	Accounting Fees		\$12,000.00	\$12,000.00	0
	Tech (Computer) Support/Sftwr		\$3,000.00	\$3,000.00	0
	Audit		\$8,000.00	\$8,000.00	0
	Dues/Subs/Publ		\$3,000.00	\$3,000.00	0
	Entertainment/Meals		\$1,000.00	\$500.00	500
	Insurances		\$3,500.00	\$3,500.00	0
	Legal Services		\$2,000.00	\$11,500.00	(9,500)
	Total Office Operation		\$63,000.00	\$71,600.00	(8,600)



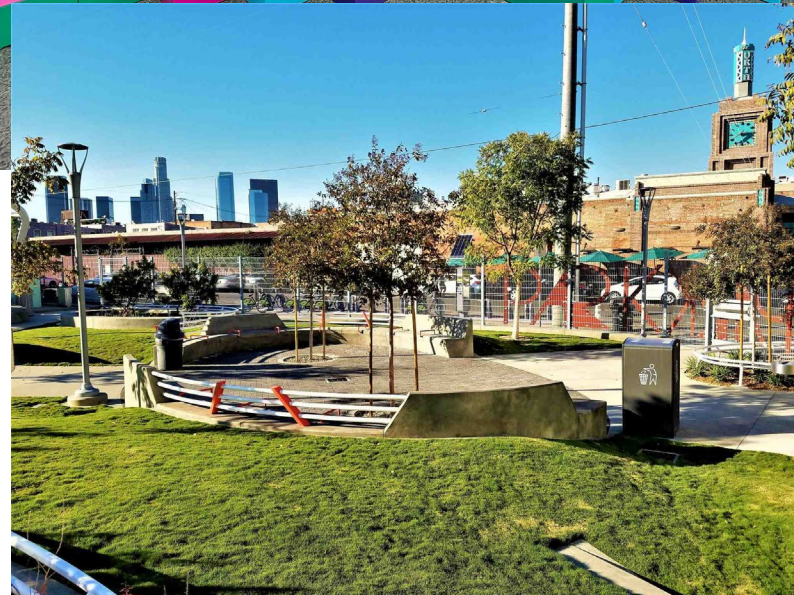
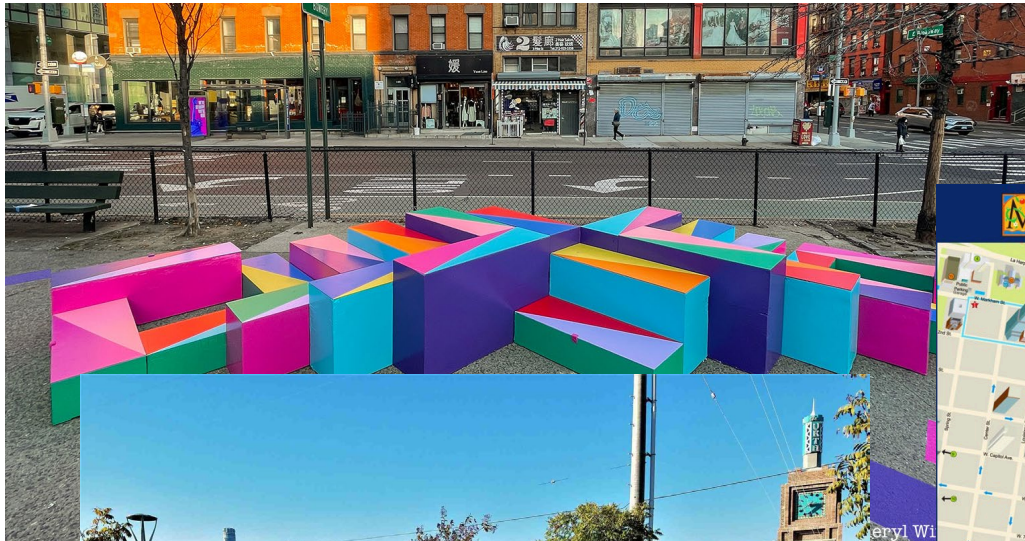
		TOTAL	TOTAL	DIFF YTD
		BUDGET	BUDGET	BUDGET
		2023-2024	2022-2023	VS PREV
Program Expenses				0
	Misc & Continigencies	\$0.00	\$0.00	0
	Organization	\$0.00	\$0.00	0
	Economic Devpt/Strategic Plan	\$0.00	\$60,000.00	(60,000)
	Social Media Mgt	\$12,000.00	\$12,000.00	0
	Website Maintenance & Upkeep	\$4,500.00	\$5,000.00	(500)
	Marketing	\$3,000.00	\$0.00	3,000
	Design & Physical Impvmt	\$5,000.00	\$0.00	5,000
	Project Opportunity Funds	\$39,766.00	\$0.00	39,766
Total Program Expense		\$64,266.00	\$77,000.00	(12,734)
Total Expenses		\$290,000.00	\$305,534.00	
Net Income		\$0.00	-\$14,534.00	14,534

Q2 What types of projects would you like to see?





Project Opportunity Funds





City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-238

File ID: 2023-238

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 05/16/2023

File Name:

Final Action:

Title: Presentation of Fiscal Year 2023-2024 Budget - Market Authority
Staff from the Market Authority will present information on the Fiscal Year 2023-24 budget.

Notes:

Sponsors:

Enactment Date:

Attachments: Information - Budget - Market Authority, Presentation
- Market Authority

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



Title: Presentation of FY 2023-24 Budget – Market Authority

From: Stephen M. Hawryluk
Budget and Performance Manager

Meeting Date: May 18, 2023

Public Hearing: No

Advertising Date N/A

Advertised By: N/A

Attachments: Market Authority Budget

PURPOSE:

Staff from the Market Authority will present information on the FY 2023-24 budget.

BACKGROUND:

As part of the annual budget process and in preparation of the pending adoption of the City of High Point's FY 2023-2024 Annual Budget, the City Council will hear a presentation regarding the Market Authority's FY 2023-2024 Annual Budget.

Following the presentation, this matter will be heard by the Finance Committee on Thursday, June 1st and the Finance Committee will forward a recommendation to be considered by the City Council for approval of the FY 2023-2024 Market Authority Budget/Contract at the City Council Meeting scheduled for Monday, June 5, 2023.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

None

High Point Market Authority - FY 2023-24

Revenue	Code	2022-23 Budget	2023-24 Draft Budget
High Point Area			
Showroom License	4001	\$ 1,700,000.00	\$ 1,700,000.00
Occupancy Tax (Guilford)	4002	\$ 400,000.00	\$ 550,000.00
Visit High Point (HPCVB)	4003	\$ 150,000.00	\$ 150,000.00
City of High Point	4004	\$ 1,000,000.00	\$ 1,000,000.00
Guilford County	4005	\$ 125,000.00	\$ 125,000.00
Total		\$ 3,375,000.00	\$ 3,525,000.00
State of North Carolina			
NCDOT	4011	\$ 1,700,000.00	\$ 1,700,000.00
NCDOC	4012	\$ 2,305,472.00	\$ 2,305,472.00
Total		\$ 4,005,472.00	\$ 4,005,472.00
Other			
On-Site Building Registration	4021	\$ -	\$ 185,000.00
Interest	4022	\$ 1,000.00	\$ 25,000.00
Miscellaneous	4023	\$ 15,000.00	\$ 10,000.00
Sponsorships	4024	\$ 445,000.00	\$ 400,000.00
HAM	4026	\$ -	
Registration	4027	\$ 250,000.00	\$ 400,000.00
COVID-19	4028	\$ 650,000.00	\$ 235,000.00
Gain/Loss from Sale of Fixed Asse	8001		\$ -
Total		\$ 1,361,000.00	\$ 1,255,000.00
Total Revenue		\$ 8,741,472.00	\$ 8,785,472.00



City of High Point Budget Review

HPMKT
High Point Market™

The Home of
Home Furnishings.

HPMA Areas of Focus

- Cultivating new buyer targets
- Ensuring a frictionless guest experience
- Long range technology improvements that are customer focused
- Nourishing the next generation of home furnishings professionals



Revenue

FY22-23 Budget \$8,741,472

FY22-23 Forecast \$9,283,472

Additional COVID allocation, Occupancy & Registration Fees

FY23-24 Budget \$8,785,472

Reduces COVID allocation



Revenue Analysis

Local 21%

State 48%

Industry 31%



Expenses

FY22-23 Budget \$8,741,472

FY22-23 Forecast \$9,001,997

FY23-24 Budget \$8,785,472



Expense Analysis

Expense	FY22-23 Budget	FY23-24 Budget
Administration	\$880,600	\$827,800
Transportation	\$1,971,100	\$2,051,800
Registration	\$834,600	\$1,076,800
Marketing	\$3,585,100	\$3,171,800
Guest Services	\$1,343,100	\$1,670,520

Expense Highlights

- Realignment of staff/resources based on areas of focus
- Increased rate of pay for over 200 temporary seasonal staff
- Invest in our data thereby market smarter
- Right size our scale!





Questions?



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-242

File ID: 2023-242

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 05/18/2023

File Name:

Final Action:

Title: Review Proposed FY 2023-2024 Annual Budget for the City of High Point
Staff will review the proposed FY 2023-2024 Annual Budget for the City of High Point

Notes:

Sponsors:

Enactment Date:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-240

File ID: 2023-240

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 05/16/2023

File Name:

Final Action:

Title: Closed Session - Attorney Client Privilege
City Council will go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

Notes:

Sponsors:

Enactment Date:

Attachments:

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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