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CITY OF HIGH POINT AND HIGH POINT CONVENTION & VISITORS BUREAU AMEND POLICY

HIGH POINT, N.C. (February 4, 2019) – The High Point City Council has voted 8-0 to amend the previous policy adopted on July 5, 2018 regarding allocation of occupancy tax. The amendment includes that the High Point City Council will make no additional direct allocation of occupancy tax funds beyond the current policy of allocating \$250,000 to the BB&T Point Multi-Use Stadium debt. Furthermore, Council will contract exclusively with the High Point Convention and Visitors Bureau for tourism services. The High Point CVB Board acknowledges this amended policy to solidify the partnership with the City to continue to work together to strengthen the future of tourism for High Point.

“Our City Council recognizes the contributions of the High Point Convention and Visitors Bureau to the promotion of tourism in our city, and in particular our ongoing downtown revitalization, and looks forward to continued cooperation between the City and CVB as we move forward. Teamwork is key to transformation of our city and a brighter future for all our citizens,” said Wagner.

“We appreciate the City of High Point staff and Mayor Wagner for recognizing the crucial role of the Convention and Visitors Bureau plays in developing and supporting High Point as a year-round destination city. We will continue to support transformational change that coincides with the City’s goals to make High Point a more visitor-friendly, year-round destination. The new tourism assets developed downtown will give us more ammunition to attract outside visitors and convention groups to High Point, therefore, increasing the economic impact in our city. The board and staff of the Convention and Visitors Bureau stands ready to work in tandem with City officials and all community leaders as a unified force to make High Point a highly desired destination for visitors, as well as a city that residents will be proud to promote,” said Leah Price, Chair of the High Point Convention & Visitors Bureau.

The agreement goes into effect immediately and illustrates the careful consideration from leaders of both organizations to proceed with tourism and development in the most responsible and efficient way possible.

Media inquiries for the City of High Point can be directed to Communications and Public Engagement Director Jeron Hollis, 336.883.8507 or jeron.hollis@highpointnc.gov, and for the High Point Convention & Visitors Bureau to Director of Operations & Finance Melody Burnett, 336.884.5255 or mburnett@highpoint.org.



About the High Point Convention & Visitors Bureau: The High Point Convention & Visitors Bureau (HPCVB) is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The HPCVB works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the HPCVB is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund the HPCVB. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit www.highpoint.org.

The City of High Point aims to serve as the catalyst for bringing together the community's human, economic and civic resources for the purpose of creating the single most livable, safe and prosperous community in America. For more information on the City, visit www.highpointnc.gov.

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