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VISIT HIGH POINT MAKES FISCAL YEAR END INVESTMENTS

Grant Awards for Tourism Projects total \$250,000

HIGH POINT, N.C., July 11, 2023 — Visit High Point announces the recipients of their end of year Tourism Grants Program. Fifteen projects were awarded, and the recipients have been approved to receive a total of \$250,000 that was dispersed at the end of the fiscal year ending June 30th. The program is a conduit to drive more visitors to High Point, ultimately staying overnight in area accommodations and generating tax revenue through the local hospitality sector. Funded projects complement Visit High Point’s mission to position High Point as a destination that visitors will enjoy and that locals will want to promote.

The organization surpassed funding projections at the end of June 30th by 25% over the previous year. Since Visit High Point met their fund balance goals, the board saw an immediate opportunity to re-invest in local tourism initiatives with a focus on four areas including tourism event development, sensory programming for visitors on the autism spectrum, sports tourism, and tourism strategic planning. Guidelines were crafted to drive short-term opportunities that would merit instant enhancement to the visitor economy in the next 12 months. “We were encouraged by the quality of applications as High Point has overall strategies to focus on art and design events and aesthetics; more live entertainment to gain consumer traffic in the urban core; sustaining our brand promise as a Certified Autism Destination; and enhancing sports tourism through more multi-day events,” said Melody Burnett, president of Visit High Point. “This was also the first time that we assisted industry partner non-profits to obtain funding for overall strategic planning in tourism development. Our city is on a forward trajectory of positive transformation that includes a shift in many community non-profits. It’s important that they plan for new goals that fit today’s vision for High Point as a year-round destination.”

Funding was awarded for three live music and festival projects, three strategic planning initiatives, four home furnishing and design events, one research and development study for outdoor recreation, one sports tourism event, and three grants for sensory experiences for visitors on the autism spectrum. The next opportunity for grants funding will be January of 2024 through the DRIVE High Point Foundation. This 501 c 3 investment arm focuses on foundational

and long-term projects that target direct strategies outlined in High Point's 10-year destination strategic plan for tourism.

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About Visit High Point

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the Home Furnishings Capital of the World™ and the home of a world-class university to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit www.visithighpoint.com.

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