



FOR IMMEDIATE RELEASE

1634 North Main Street, Suite 102
High Point, N.C. 27262



1634 North Main Street
High Point, N.C. 27262

CONTACT:

Melody Burnett

mburnett@highpoint.org
336.884.5255

Patrick Chapin

patrick@bhpchamber.org
336.882.5000

**HIGH POINT CONVENTION & VISITORS BUREAU AND BUSINESS HIGH POINT -
CHAMBER OF COMMERCE JOIN EFFORTS TO SUPPORT LOCAL BUSINESSES AMIDST
COVID-19**

HIGH POINT, N.C., March 30, 2020 –The High Point Convention & Visitors Bureau (HPCVB) and Business High Point - Chamber of Commerce (BHP Chamber) have partnered to strategize local promotional campaigns to support High Point businesses during the global pandemic, COVID-19.

“This is a hard hit for the tourism industry. We have paused external marketing efforts to out-of-town visitors to focus jointly with Patrick and his team at the Chamber to make sure that our area businesses can sustain this challenging time as our community practices social distancing and sheltering.” says Melody Burnett, president of the High Point Convention & Visitors Bureau.

Collectively, both organizations have compiled tools to assist local businesses and have created promotions through local and social media to create awareness and drive traffic to those who are still operating. “Our Chamber represents over 900 local businesses and we are here to help them, and all businesses, as much as we can, in any way we can, during these unprecedented times,” shares Patrick Chapin, BHP Chamber President & CEO.

Some of those efforts include, creating and managing a database of home-grown and chain restaurants that are offering alternative services, creating two Facebook Groups; High Point Food Mob, highlighting restaurants offering alternative services such as takeout, curbside and delivery options and High Point Biz Mob, a page to highlight local High Point businesses to encourage support. There are more than 4,300 members on both pages combined. An infographic breaking down the ins and outs of the two types of loans – EIDLs and PPP – offered through the CARES Act has been created and shared with small business owners and non-profit leaders. In addition to all of this, both entities have run ads in local media and created fun games on social media to encourage engagement in the local community.

-More-

Locals can also find a listing of faith-based organizations offering virtual services on the Visit High Point Facebook Page or at highpoint.org. “I am encouraged by the way our community has rallied around our small businesses. High Pointers have discovered some new local favorites that will be supported for years to come,” says Burnett.

#

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.

About BHP Chamber

Business High Point – Chamber of Commerce initiates, inspires and accelerates the kind of change that propels its members to success and its community to prominence. This mission is accomplished through the three areas of focus: Chamber of Commerce, Strategic Initiatives, and Transformational Change. Established in 2015, Business High Point – Chamber of Commerce is the merged entity of the High Point Chamber of Commerce and the High Point Partners. To learn more about BHP Chamber please visit www.bhpchamber.org. To discover how BHP Chamber can help your business, please contact Iris Boswell, membership director, at Iris@bhpchamber.org.

#