

April 9, 2020



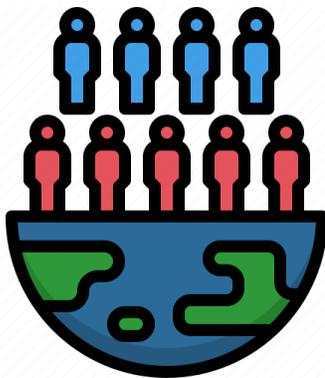
CONVENTION & VISITORS BUREAU

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Dear Partners,

Today, April 9th, Governor Roy Cooper signed an executive order that will implement stricter social distancing policies at retail stores and nursing homes, and will input additional measures to make the unemployment process faster. Retail stores will limit the number of customers in the store to 20% of the stated fire capacity, along with other precautionary measures. To learn more about the new orders put in place, you can view the full Executive Order [here](#).



City of High Point Announces 2020 Population Estimate

The City of High Point Planning and Development Department has completed its annual population estimate for the city. As of April 1, 2020 the city's estimated population is 115,526. Please use this number in all High Point City demographics for your reporting or organizational content. [Click here](#) to view the City's Population Report Estimates.



Travel Forecast for the Next Six Months

As we approach Week 5 in combating the spread of COVID-19, we realize that it will take time for our hospitality partners to recover from the immediate economic losses and future projected decreases to come in the next six months. As you formulate new and immediate strategies, consider a review of this report from our trusted partners at [U.S. Travel Association](#). These findings reflect travel sentiment that was polled on March 27th. Other partners in our industry have echoed these findings as we project the spending habits of our visitors to High Point, Triad, and NC. The takeaway, is to expect travelers to depend fully on getting the governmental “go-ahead” before they consider any travel plans in the next six months. As bad as we want to socialize and historically depend on our word of mouth referrals, safety and health will be top priority. Expect to see more localized travel of visitors taking short-distanced getaway by car for short weekends. We will be reaching out to you in the coming weeks to formulate staycation and value packages for our visitors and locals to keep our small businesses and non-profits sustainable.



HPCVB Requesting Feedback From Partners

Our hospitality industry has taken a huge hit while responding to the COVID-19 pandemic. Whether you are an accommodation, restaurant, retail, attraction, or community partner; you all have experienced unforeseen challenges and are crafting new plans of action for the present and future. Last week, we sent out a survey to receive feedback from our community partners on how we can better help and support your business during this trying time. If you have not yet responded, or did not receive the survey, please use this [link](#) to complete by Tuesday, April 14th.



Local Organizations Still Need Support

Below, please find a listing of local organizations that need support, including supplies, monetary donations, food and volunteers.

[Wake Forest Baptist Health](#) – High Point Medical Center - supplies and monetary support to sustain capacity in response to COVID-19.
[United Way of Greater High Point](#) – supplies and monetary support in response to their [UWGHP Emergency Relief Fund](#) and [UWGHP Backpack Program](#) that provides nutritious, kid-friendly, pre-packaged foods for students in High Point, Archdale and Trinity.

[Open Door Ministries](#) – supplies and monetary support to sustain their food pantry operations

[The Guilford Education Alliance](#) – monetary support to refurbish 10,000 laptops to Guilford County students who need technology while homeschooling.

[YWCA of High Point](#) - supplies and monetary support for their baby basics closets specifically in need of diapers sizes 1-6.

There are so many High Point non-profit agencies and faith based organizations that are organizing COVID-19 response campaigns. These are just a few that we are aware of at this time. Please [email us](#) with specific links to other impactful campaigns in our High Point area for future community outreach efforts.



Local Churches Offerings Virtual Easter Sunday Services

The HPCVB has compiled a list of churches offering virtual Easter Sunday Services in High Point. Please click [here](#) to find a complete listing.



Visit HPCVB Website for Helpful Resources

The HPCVB continues to maintain a resource page located at highpoint.org. Click on "Read the latest COVID-19 Updates" from the homepage for helpful resources or access it directly [here](#).

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