



## FOR IMMEDIATE RELEASE

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### **HIGH POINT CVB ADOPTS RESOLUTION IN SUPPORT OF CITY OF HIGH POINT BOND PROJECT**

*The project designates \$50 million for enhancements for Parks and Recreation, roads and affordable housing*

**HIGH POINT, N.C. (OCTOBER 16, 2019)** — The High Point Convention & Visitors Bureau (HPCVB) Board of Directors voted on a resolution in support of the City of High Point’s proposed bond referendum entailing enhancements for parks and recreation, roads and affordable housing. The High Point City Bond Project will be on the November 5th ballot and will include a total of \$50 million for earmarked projects.

The High Point City Bond Project addresses immediate phase 1 needs in the High Point Parks and Recreation Master Plan, including construction of a new center for active adults and enhancements to City Lake Park such as a lazy river, splash pad, climbable spray structure, dual water slides and additional greenway improvements. These enhancements will help make the park a marketable attraction for families and outdoor/recreation enthusiasts.

Phase 1 of the master plan also focuses on implementing and supporting amenities needed to recruit the growing population of active senior adults who can live, volunteer, play and contribute to High Point’s growing economy.

“High Point Parks and Recreation is a strong destination development partner and we are happy to support a plan that caters to our business demographics as well as supports our community and the current needs of our citizens,” CVB President Melody Burnett said. “We believe this is a positive step forward in our shared long-term growth strategies to help build High Point as a year-round destination.”

Other designations for the bond referendum include \$22 million in road projects and \$6.5 million for affordable housing.

“Allocating funds towards road projects and affordable housing will not only address immediate needs within our city, it will also provide long-term benefits by improving High Point’s ability to attract new residents and businesses to advance our overall growing economy,” Burnett added.

The financial flexibility is spread out over time and requires no tax rate increases.

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#### **About the High Point Convention & Visitors Bureau:**

The High Point Convention & Visitors Bureau is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The Convention & Visitors Bureau 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 Convention & Visitors Bureau 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 Convention & Visitors Bureau. The

Regional Visitors Center is located at 1634 N. Main St., Suite 102, Suite 102 High Point, N.C. For more information, visit [highpoint.org](http://highpoint.org).