



## **NCDOC Annual Report Summary**

### **Fiscal Year 2024/2025**

As the High Point Market Authority continuously aims to expand the State's single largest economic event, the majority of expenditures in FY24-25 were directed toward buyer recruitment and buyer experience initiatives, as well as expanding our registration system and High Point Market app capabilities. The costs for the entire fiscal year reflected our yearly and ongoing strategic initiatives, which include public relations, marketing, registration and app services, onsite entertainment, and in-person activations.

A major area of focus for expenditures in FY24-25 was the development of an in-house registration system as well as furthering the capabilities and user friendliness of the High Point Market App. Developers such as Jordan Hejka, Boumedia, Loren Gjermeni, Muhammed Khan, and Jonathan Murphy were enlisted to build an internal High Point Market registration system, as previously an outside vendor was used. Additionally, these developers have continued to build out the High Point Market App's functionality, as High Point Market Authority seeks to have the best App among our competitors, hopefully providing a competitive advantage into the future.

A new initiative that was very successful in FY24-25 for High Point Market was the creation of a "Market at Market," which showcased local High Point vendors to the world in a high prominence/trafficked area. THS Creative assisted the High Point Market Authority in creating these vendor booths, and these local businesses were pleased with the foot traffic and sales they received. We will continue this initiative in future Markets, which connects our local community businesses to global buyers.

A focus on educational programming was a key feature for High Point Market Authority. The Authority utilized American Program Bureau to bring in famed Shark Tank star, Daymond John, whose entrepreneurial talent and fashion sense appealed to and resulted in a big draw for our interior designer buyers that attended our show. Another guest experience initiative has been our usage of High Point Theatre and Travel Quest, Inc, that we utilize to transform the High Point Theatre into a media venue with our Keynote speaker series as well as a press area for all journalists who come to Market to cover the event. The Keynote speaker series has brought in many high-profile industry celebrities such as Joanna Gaines and Bobby Berk and helps keep driving interest and attendance for our event.

Fashion Snoops, a strategy consultancy and trend agency, is being employed moving forward to help High Point Market Authority identify the shifts in the industry landscape moving forward so that we can properly strategize and align our work to continue successful recruitment of buyers into the future.

High Point Market Authority continued its investment into advertising as well as media partnerships in FY24-25 year with placement of advertising with industry publications and media such as Conde Nast, Recurrent Ventures, Luxe, Mileu, Furniture Today, and Designer Home Tours. Placement in these well-respected industry media entities helps keep brand awareness of High Point Market elevated and lends credibility to our efforts as the leading trade show in the industry. Additionally, High Point Market Authority continued partnership with Esteem Media, who lead different tours of Market, enhancing our guest's experience, as well as furthering our reach on social media.

High Point Market Authority continued to enlist Brand Communications, Inc., as our public relations agency of record. Our PR efforts came into high focus during this time as national media outlets converged on the Spring High Point Market with the news around tariffs being top of mind. Our work with Brand Communications has elevated the High Point Market Authority as a trusted source of information in the industry, and we have also capitalized on that status to land numerous appearances on podcasts within the industry, which helps promote attendance at Market.

The marketing agency, Crobar, is still being maintained as our agency of record for the High Point Market Authority. Crobar continues to perform well, understanding all the ins and outs of such a unique event as High Point Market and how to market to all our targeted constituencies. Crobar has proven very adept creatively, and the Market Authority is happy with how the agency has taken direction in elevating the brand aesthetic. Crobar is also a great partner in managing all our media buying.

High Point Market Authority continued to elevate guest experience with our Center Stage activations on our highly trafficked days of Saturday and Sunday. Party reflections was used to create a specialized section for guest entertainment which hosts various sponsors, and JC Williams Entertainment group was used as our vendor who procured musical acts to give High Point Market guests a premium concert experience on both weekend nights. These activations help set High Point Market apart from our competitive trade shows, which do not provide these types of captivating events to enhance their trip/experience.

Market District Infrastructure work continued in FY24-25. The work initiated in the Market Transportation Terminal was finalized with the completion of technology improvements to allow greater integration with the Market's on-site transportation plan, event marketing, and content production strategy. The new digital displays will enhance the 20-year-old structure by allowing us to communicate more effectively to individuals in the Transportation Terminal.

In other areas of the Market District, High Point Market Authority invested in beautification of the downtown Market district through graffiti removal, on-street debris clean-up, and hanging baskets, which are all critical to enhancing and providing the best guest experience possible.

Finally, the work of burying utilities in the southern portion of the Market district is progressing as the design for the project has been completed which details the underground utilities, street scaping and sidewalk plans, and new mast arms for intersections.

Looking forward, the High Point Market Authority is excited to continue the work of growing the world's largest home furnishings trade show and continuing to bring billions of dollars to the region as North Carolina's largest economic event.

The High Point Market Authority certifies that the amounts are accurate, and the expenditures have been made in compliance with all legal requirements.

# HPMA NCDoc INVOICES FY 24-25

Date	Quarter	Payee	Invoice	Total
09/27/24	1	Crobar	8670	\$55,138.51
07/24/24	1	Crobar	8583	\$55,138.51
08/28/24	1	Crobar	8645	\$55,138.51
7/1/24	1	Compusystems	25D04-001	\$20,000.00
7/2/24	1	Esteem Media	3469	\$5,000.00
7/9/24	1	Design Edge		\$25,000.00
7/1/24	1	Cision US Inc	INVUS6011782746	\$16,491.99
07/15/24	1	Furniture World	2561	\$2,500.00
07/10/24	1	<b>Muddy Creek Motorsports</b>	5841	\$5,750.00
7/1/24	1	Work the Brand	1664	\$3,672.50
8/8/24	1	<b>JKS</b>	2443922	\$8,619.32
8/12/24	1	Designer Home Tours	2022-129	\$5,000.00
7/8/24	1	CEP Print Solutions	88708735	\$4,684.83
8/9/24	1	Salem One	64025	\$4,243.45
8/28/24	1	Furniture Lighting & Decor	192605	\$4,000.00
9/1/24	1	<b>Muddy Creek Motorsports</b>	5903	\$2,000.00
8/31/24	1	Furniture Lighting & Decor	1007393425	\$4,300.00
8/31/24	1	Marathon Consulting	20242801	\$13,800.00
8/30/24	1	Sidwell's Cafe & Catering		\$3,821.13
8/31/24	1	HAT	1007393505	\$2,387.50
8/31/24	1	Designer's Today	1007393492	\$3,587.50
8/21/24	1	Salem One	119545	\$3,994.50
8/31/24	1	Luxe Interiors +Design	165196	\$2,500.00
8/31/24	1	Furniture Lighting & Decor	192638	\$2,500.00
9/5/24	1	HCGMedia	1819	\$6,000.00
9/5/24	1	Salem One	PA-65225	\$16,823.13
9/6/24	1	Salem One	PA-65224	\$9,411.44
9/10/24	1	Conde nast	5100093	\$10,000.00
9/10/24	1	Recurrent	INV-20765	\$13,200.00
9/12/24	1	Salem One	65224	\$7,756.14
9/13/24	1	Salem One	65225	\$11,829.12

9/1/24	1	Work the Brand	1667	\$3,672.50
9/27/24	1	Furniture World	2599	\$3,600.00
9/28/24	1	HAT	1007411990	\$2,387.50
7/31/24	1	Kleertech	130526	\$10,773.44
9/30/24	1	Marathon Consulting	20243078	\$59,800.00
9/30/24	1	Marathon Consulting	20243079	\$450.00
7/30/24	1	Event Management Group	875032	\$7,000.00
7/1/24	1	Loren Gjermeni PF		\$8,437.50
8/1/24	1	Loren Gjermeni PF		\$8,437.50
9/1/24	1	Loren Gjermeni PF		\$8,437.50
8/31/24	1	Boumedia LTD	HPM-2024-008	\$9,025.00
9/30/24	1	Boumedia LTD	HPM-2024-009	\$9,025.00
7/31/24	1	Boumedia LTD	HPM-2024-007	\$9,025.00
7/31/24	1	Jonathan Murphy	HPM-2024-018	\$8,750.00
8/31/24	1	Jonathan Murphy	HPM-2024-019	\$8,750.00
8/31/24	1	Jonathan Murphy	HPM-2024-020	\$8,750.00
7/31/24	1	Jordan Hejka	1018	\$6,250.00
8/31/24	1	Jordan Hejka	1019	\$6,250.00
9/30/24	1	Jordan Hejka	1020	\$6,250.00
9/27/24	1	Luxe Interiors +Design	184294	\$2,500.00
9/27/24	1	Luxe Interiors +Design	184295	\$5,000.00
9/29/24	1	<b>Pepper Moon Catering</b>		\$19,922.56
8/1/24	1	Muhamad Ajaz Khan	1	\$3,500.00
9/2/24	1	Muhamad Ajaz Khan	2	\$3,500.00
9/28/24	1	Designers Today	1007411989	\$2,387.50
9/30/24	1	Furniture Lighting & Decor	193087	\$2,500.00
9/30/24	1	Designers Today	1007413424	\$1,200.00
9/30/24	1	Palm Beach Media Group	2022	\$1,985.00
7/28/24	1	Klaviyo Inc	OE280796-0030	\$2,070.00
8/10/24	1	Meta	APZTA8U2K2	\$900.00
8/28/24	1	Klaviyo Inc	OE280796-0031	\$2,070.00
8/20/24	1	Event Espresso Catering	73	\$1,840.25
9/28/24	1	Klaviyo Inc	OE280796-0032	\$2,070.00
9/29/24	1	Meta	JEHT3C42K2	\$900.00

8/30/24	1	Cool Cliq Photo Booth	910112412	\$1,000.00
9/24/24	1	Velocity	33181	\$16,543.50
8/13/24	1	Davis Sign Company	71685	\$255,405.77
9/3/24	1	David Paul Grigg	09/09/24	\$1,168.00
9/19/24	1	Building Automation Services	1845	\$17,473.40
9/30/24	1	Servicemaster Building Care	129953	\$5,000.00
12/1/24	2	<b>Brand Communications, Inc.</b>	1682	\$3,672.50
11/21/24	2	Crobar Creative Leverage	8749	\$55,138.51
11/11/24	2	ART Conference	5851	\$2,500.00
11/8/24	2	I.T. Worx Inc	40706	\$3,375.00
11/4/24	2	ABL	INV-000001	\$6,245.00
11/1/24	2	<b>Brand Communications, Inc.</b>	1678	\$3,672.50
11/1/24	2	Esteem Media	3535	\$27,500.00
10/23/24	2	Crobar Creative Leverage	8702	\$55,138.51
10/10/24	2	Condé Nast	5103298	\$5,000.00
10/10/24	2	Condé Nast	5103294	\$10,000.00
10/9/24	2	Recurrent Ventures Inc	INV-21068	\$7,500.00
10/1/24	2	<b>Brand Communications, Inc.</b>	1673	\$3,672.50
10/1/24	2	Designer Home Tours	2022-131	\$4,750.00
10/11/24	2	<b>JC Williams Entertainment</b>	10112024	\$140,000.00
10/31/24	2	Party Reflections	245247-4	\$48,877.05
11/4/24	2	Party Reflections	255956-4	\$5,908.54
11/15/24	2	City Transfer and Storage	190	\$51,259.10
10/31/24	2	Brock Contract Services	44987-1	\$8,350.00
10/31/24	2	Sonship Inc	2479	\$6,250.00
12/2/24	2	Eventkrowd	HPM-2024-002	\$60,000.00
11/7/24	2	Eventkrowd	HPM-2024-001	\$10,000.00
10/30/24	2	Boumedia LTD	HPM-2024-010	\$9,025.00
11/30/24	2	Boumedia LTD	HPM-2024-011	\$9,025.00
12/30/24	2	Boumedia LTD	HPM-2024-12	\$9,025.00
10/1/24	2	Jordan Hejka	1021	\$6,875.00
11/1/24	2	Jordan Hejka	1022	\$6,875.00
12/1/24	2	Jordan Hejka	1023	\$6,926.29
10/1/24	2	Loren Gjermani PF	Oct 24	\$8,437.50

11/1/24	2	Loren Gjermeni PF	Nov 24	\$8,437.50
10/1/24	2	Muhamad Ajaz Khan	4	\$3,500.00
11/1/24	2	Muhamad Ajaz Khan	5	\$3,500.00
12/1/24	2	Muhamad Ajaz Khan	6	\$3,500.00
10/31/24	2	Jonathan Murphy	HPM-2024-21	\$8,750.00
11/30/24	2	Jonathan Murphy	HPM-2024-022	\$8,750.00
12/31/24	2	Jonathan Murphy	HPM-2025-023	\$8,750.00
11/13/24	2	Vanderveen Photographers, Inc	2340	\$13,100.00
8/30/24	2	The International Home Furnishing Representatives Association	1239	\$3,500.00
11/15/24	2	Travel Quest Inc	10262024	\$21,738.66
11/11/24	2	Travel Quest Inc	102624	\$6,090.00
12/4/24	2	High Point Theatre	2769-65-65-4516	\$18,549.00
11/15/24	2	WithIt	25-92	\$5,000.00
10/21/24	2	<b>FASTSIGNS</b>	I-103960	\$13,187.64
10/1/24	2	WebstauranteStore	102310493	\$596.69
10/1/24	2	Polymade	S020692	\$5,268.00
10/1/24	2	Uline	24838193	\$942.16
10/1/24	2	Amazon	114-0751333-2513864	\$105.40
10/8/24	2	Building Automation Services	INV-1872	\$17,473.39
10/10/24	2	Fastsigns	I-104600	\$217.22
10/10/24	2	Jeffrey Oves	100	\$430.00
10/15/24	2	David Paul Grigg	9/2/2024	\$708.68
10/15/24	2	American Home Furnishings Hall of Fame	10/16/2024	\$1,067.50
10/28/24	2	Servicemaster Building Care	130088	\$43,472.00
10/31/24	2	Price Landscaping LLC	11/4/24	\$990.00
11/4/24	2	Just Priceless	November 2024	\$14,190.00
11/4/24	2	David Paul Grigg	October 2024	\$784.00
11/4/24	2	David Paul Grigg	October 2024-3	\$389.33
11/7/24	2	H2O Labor Saver	10-22083	\$13,323.11
11/7/24	2	H2O Labor Saver	10-22084	\$6,895.93
11/14/24	2	Uline	184557426	\$472.87
11/14/24	2	Uline	27405145	\$503.18
11/20/24	2	Jeffrey Oves	Special Projects - Fall 2024	\$747.16

12/4/24	2	Uline	JGW AMEX NOV 24	-\$170.80
3/21/25	3	<b>JC Williams Entertainment Group</b>	3212025	\$155,000.00
1/1/25	3	<b>JC Williams Entertainment Group</b>	112025	\$155,000.00
1/9/25	3	Crobar Creative Leverage	8778	\$54,498.01
1/28/25	3	Crobar Creative Leverage	8831	\$55,138.51
2/28/25	3	Crobar Creative Leverage	8886	\$55,138.51
1/2/25	3	Esteem Media	3541	\$27,500.00
3/21/25	3	Esteem Media	3550	\$27,500.00
1/6/25	3	Esteem Media	3542	\$5,000.00
2/28/25	3	Marathon Consulting	20250645	\$27,300.00
1/31/25	3	Marathon Consulting	20250310	\$6,800.00
1/1/25	3	WorkTheBrand	1686	\$3,672.50
2/1/25	3	WorkTheBrand	1689	\$3,672.50
3/1/25	3	WorkTheBrand	1692	\$3,672.50
3/24/25	3	Condé Nast	5120588	\$15,937.42
3/13/25	3	Condé Nast	5119453	\$14,062.58
2/4/25	3	Incollect Magazine	730355	\$5,000.00
2/14/25	3	Recurrent Ventures Inc	INV-22097	\$6,000.00
1/16/25	3	Milieu	204047	\$4,500.00
1/23/25	3	Fashion Snoops Inc	11623	\$5,000.00
1/24/25	3	Designer Home Tours	2022-138	\$4,750.00
1/31/25	3	Furniture Today	1007491411	\$5,500.00
2/28/25	3	HCGMedia	1956	\$5,500.00
1/8/25	3	Furniture World	00002679	\$4,800.00
2/28/25	3	Luxe Interiors + Design	168443	\$2,200.00
2/28/25	3	Luxe Interiors + Design	168444	\$2,200.00
2/28/25	3	Luxe Interiors + Design	168445	\$2,200.00
4/4/2025	4	JKS	2544557A	\$8,733.62
4/1/25	4	Jordan Hejka	1027	\$6,875.00
3/24/25	3	JC Williams Entertainment Group	3242025	\$170,000.00
3/14/25	3	American Program Bureau	86980-2-0	\$37,500.00
1/1/25	3	MUDDY CREEK MOTORSPORTS	6021	\$200.00
1/2/25	3	DAVIS SIGN COMPANY	71817	\$257,007.02
1/3/25	3	DAVID PAUL GRIGG	10325	\$1,096.00

1/16/25	3	MI-BOX	35092	\$197.48
1/29/25	3	A Cleaner World	12925	\$110.00
1/30/25	3	Sunbelt	697784	\$1,320.18
2/1/25	3	MUDDY CREEK MOTORSPORTS	6068	\$200.00
2/1/25	3	MUDDY CREEK MOTORSPORTS	6092	\$200.00
2/4/25	3	H2O LABOR SAVER	10-22196	\$6,103.66
2/16/25	3	MI-BOX	35554	\$197.48
2/17/25	3	AUDIO & LIGHT, INC	41275	\$260.85
2/21/25	3	COOPER CARRY, INC.	195627	\$2,000.00
2/27/25	3	Uline	29833836	\$2,111.43
3/4/25	3	DAVID PAUL GRIGG	30425	\$1,472.00
3/16/25	3	MI-BOX	36046	\$197.48
3/18/25	3	SERVICEMASTER BUILDING CARE	130606	\$5,000.00
3/20/25	3	DAVID PAUL GRIGG	32025	\$50.00
3/31/25	3	COOPER CARRY, INC.	196005	\$11,088.00
4/21/2025	4	Crobar Creative Leverage	8944	\$55,138.51
4/30/2025	4	Marathon Consulting	20251343	\$13,500.00
6/1/25	4	Jordan Hejka	1029	\$6,875.00
5/1/25	4	Jordan Hejka	1028	\$6,875.00
4/8/2025	4	RR Donnelley	193210330	\$11,027.28
5/5/2025	4	Party Reflections	261362-4	\$44,305.26
5/6/2025	4	JKS	2544557B	\$11,208.67
5/14/2025	4	City Transfer and Storage	192351	\$50,476.50
5/28/2025	4	Crobar Creative Leverage	8989	\$56,793.14
6/12/2025	4	Fashion Snoops	11870	\$15,000.00
6/25/2025	4	Salem One Inc.	MP-20250625	\$19,097.70
6/25/2025	4	Crobar Creative Leverage	9021	\$56,793.14
6/1/25	4	Brand Communications, Inc	1709	3672.5
5/125	4	Brand Communications, Inc	1701	3672.5
4/1/25	4	Brand Communications, Inc	1698	3672.5
5/5/2025	4	THS Creative	49911	\$27,455.11
4/30/25	4	Boumedia, LTD	HPM-2025-004	\$9,025.00
5/26/25	4	Boumedia, LTD	HPM-2025-005	\$9,025.00
3/1/25	3	Muhamad Ajaz Khan	9	\$3,500.00

4/1/25	4	Muhamad Ajaz Khan	10	\$3,500.00
5/1/25	4	Muhamad Ajaz Khan	11	\$3,500.00
6/1/25	4	Muhamad Ajaz Khan	12	\$3,500.00
4/30/25	4	Jonathan Murphy	HPM-2025-027	\$9,025.00
5/31/25	4	Jonathan Murphy	HPM-2025-028	\$7,584.41
4/1/25	4	DAVID PAUL GRIGG	40125	\$806.74
4/1/25	4	DAVID PAUL GRIGG	40125	\$118.13
4/1/25	4	MUDDY CREEK MOTORSPORTS	6140	\$400.00
4/4/25	4	Amazon	113-4824858-1243407	\$55.46
4/6/25	4	FASTSIGNS	250-106255	\$233.94
4/7/25	4	WebstaurantStore	109645625	\$139.08
4/9/25	4	SERVICEMASTER BUILDING CARE	130816	\$43,472.00
4/11/25	4	COOPER CARRY, INC.	196289	\$114.24
4/14/25	4	JUST PRICELESS	41425	\$1,680.00
4/16/25	4	MI-BOX	36547	\$197.48
4/18/25	4	Uline	191822195	\$142.46
5/1/25	4	MUDDY CREEK MOTORSPORTS	6170	\$200.00
5/1/25	4	MUDDY CREEK MOTORSPORTS	6172	\$5,567.84
5/1/25	4	PRICE LANDSCAPING LLC	52654	\$3,457.40
5/5/25	4	DAVID PAUL GRIGG	50525	\$816.00
5/7/25	4	JKS	2544522	\$19,200.00
5/14/25	4	JUST PRICELESS	51425	\$13,500.00
5/16/25	4	MI-BOX	37054	\$197.48
6/1/25	4	MUDDY CREEK MOTORSPORTS	6197	\$200.00
6/16/25	4	MI-BOX	37566	\$197.48
6/30/25	4	DAVID PAUL GRIGG	63025	\$900.00
				<b>\$3,423,332.30</b>