

## Program Activities and Accomplishments Report

Grantee Name:	High Point International Home Furnishing Market Authority Corporation
Grantee Tax ID #:	562264074
Program Name:	High Point Market 2010-2011
Grantee's Fiscal Year End: (mmddyy)	June 30, 2011
Date of This Report:	August 23, 2011
Preparer of This Report NCID:	HIGHPOINTMARKET

In compliance with the requirements of G.S. 143C-6-23, *Use of State Funds by Non-State Entities*, the following is a description of activities and accomplishments undertaken by our organization using the provided state funding: Complete this report for each different program funded.

1. What were the original goals and expectations for the activity supported by this grant?

Grant funds are used to support marketing programs to promote and increase attendance at the High Point Market and retain current attendance.

If applicable, how have those goals and expectations been revised or refined during the course of the project?

We continually review, revise, and update marketing plans from market to market and year to year depending on economic and industry factors. Our main differentiator is our breadth of product and new product introductions twice yearly. We capitalize on our core offerings and target and identify new constituencies with new campaign messaging.

What has the activity accomplished with these grant funds? Please include specific information including facts and statistics to support conclusions and judgments about the activity's impact

The metrics we have in place measure individuals and organizations that are new to High Point Market in the following categories: total buyer, international buyer, designers, and former buyers. Although total attendance remains relatively flat, attendance in new buyers to High Point and designers continue to increase.

If the activity is a continuing one, briefly summarize future plans and funding prospects

We continue to review marketing programs and procedures in lieu of ongoing funding cuts. We have been successful in cutting our direct mail costs and replacing them with electronic forms of correspondence. Although the marketing and promotion can be reduced it will limit the impact and retention of our communications

programs and branding of the Market. We are evaluating adding more sponsorships for a new revenue stream.