



HIGH POINT MARKET AUTHORITY

164 South Main Street, Suite 700
High Point, NC 27260

P: 336.869.1000

F: 336.869.6999

highpointmarket.org

August 23, 2019

Madison Lahey
Kristine Leggett
Katherine Tamer
Fiscal Research Division
Madison.lahey@ncleg.net
Kristine.Leggett@ncleg.net
Katherine.Tamer@ncleg.net

Dear Ms Lahey, Ms. Leggett and Ms. Tamer,

Please find the fiscal year 2018-2019 annual report for High Point Market Authority attached. I have attached High Point Market's FY 2017--2018 audit as our FY 2018-2019 audit is still in progress with an estimated completion date of 10/15/19. I will forward a copy for your files when received.

Thank you for the past and present support of High Point Market Authority. The funds received are crucial to our budget and enables us to continue to grow, strengthen and promote High Point Market, the State of North Carolina's largest economic impactor. This report certifies that State financial assistance received or held was used for the purposes for which it is awarded.

If you have any questions, please don't hesitate to contact me at tammy@highpointmarket.org or 336.888.3222.

Sincerely,

Tammy C. Nagem
Chief Operating Officer

High Point International Furnishings Market Authority (d/b/a High Point Market Authority)

FY2018-19 High Point Market Activities, Objectives and Accomplishments; Itemized Expenditures & Funding Sources

Citation of Law or Resolution: Session Law 2017-57

Section Number: Session 15A.2(a)

Receiving entities:

The Joint Oversight Committee on ANER
Chairs of the Senate Appropriations Committee on ANER
NC Department of Commerce Fiscal Management Division

Chairs of the House Appropriations on AGNER
Fiscal Research Division

Submitting entity: High Point Market Authority



HPMKT

HIGH POINT MARKET

Founded in 1909 in High Point, NC, the High Point Market was formed to provide the region's furniture makers and retailers with a convenient venue to conduct business. Today, the home furnishings industry is far different from the small, regionalized sector of the economy it was over 100 years ago – and High Point Market has grown right along with it, becoming the largest, most well-known, and most important furnishings industry trade show in the world. With 12 million square feet of showroom space, the market has a \$6.73 billion annual impact on the state of North Carolina. Here are some leading facts about the High Point Market.

ECONOMIC IMPACT OF THE HIGH POINT MARKET

The funding that we receive from the state of North Carolina is an investment that yields an incredible return for the state itself, as evidenced by the recent findings of the Duke University Study, released in January 2019:

- It is North Carolina's biggest economic event and represents 1.3% of the total gross state product (GSP) with an annual impact of over \$6.73 billion. This includes \$616 million in tax revenue across all levels of government, \$202 million of that at the state and local levels.
- \$2.9 million investment (funding from NCDOT and NCDOC) generates an ROI of more than \$40 million in state tax dollars, through sales tax from hotels, restaurants, goods and services used by our 150,000 visitors each year.
- The High Point Market also utilizes the support of the local city and county governments, as well as showroom tax from the approximately 2,000 exhibitors. The City of High Point contributes \$1 million annually, Guilford County contributes \$75,000 annually, and Market exhibitors have also contributed \$1.5 million each year through a self-taxing stream.
- The Market supports a total of 42,427 jobs across all the industry sectors stimulated. Of the 25,014 direct jobs created by Market related activities, the largest share accrues to manufacturing and related sectors (i.e. distribution, accessories).

The 2019 study represented a \$1.34 million increase in annual economic impact from the 2013 study. The study focused only on economic impactors directly connected to High Point Market, not the home furnishings industry as a whole. The study area is defined as all counties within the 75-mile radius from downtown High Point, which included 22 counties in North Carolina and 8 counties in Virginia.

HIGH POINT MARKET BY THE NUMBERS

- Market brings approximately 150,000 people from over 100 countries to High Point every year, all of whom contribute to the local economy through hotels, car rentals, restaurants, retail stores, taxis, home rentals, caterers, musicians, and more.
- This single event has the largest concentration of international visitors of any event in the state in a one-week period.
- The Market district includes 180 buildings and 12 million square feet of showroom space.

- There are approximately 2,000 exhibitors, showcasing tens of thousands of products every April and October.
- The High Point Market has been a stable force in North Carolina for 110 years and is truly the world's home for home furnishings.

THE MARKET AUTHORITY'S ROLE

The High Point Market Authority is the official sponsor and organizer of High Point Market and represents all Market constituents. The Market Authority oversees:

- Transportation – Including over 330,000 rides annually for participating guests, using over 70 vehicles and providing service to 5 cities, 4 counties, and 3 airports (GSO, RDU, CLT). Half of all Market guests who fly arrive in Raleigh or Charlotte. Transportation has gone from the Market's number one complaint to one of its biggest assets.
- Registration – The Market Authority handles registration for all Market attendees, including buyers, exhibitors, press and industry members from over 100 countries, as well as students from universities across the East Coast. Market averages 75,000 registrants each April and October.
- Website – The Market Authority runs the official Market website, www.highpointmarket.org, which provides online registration, accommodation reservations, exhibitor listings, event calendar, social media tools, and more. The website is continually being updated and improved, and includes microsites for exhibitors and the press. Traffic on the site has continued to grow; during peak months, the website will receive hundreds of thousands of unique pageviews.
- Marketing – The Market Authority promotes the Market to the world through advertising, direct mail, email, press releases, social media, telemarketing, and video. During Market, the Market Authority also runs the media center, MediaLink, which is visited by an average of 500 members of the press from print, broadcast and online sources, as well as the International Buyers Center, a business center for our international visitors. We also have partnered with the North Carolina Department of Tourism to develop programs that promote North Carolina as a tourism destination to business travelers who wish to extend their stay before and after Market.
- Onsite Services – High Point Market Authority provides info booths throughout the downtown High Point area to assist Market attendees with any questions and to distribute marketing materials such as printed guides and maps. Over 18,000 Market attendees were helped with this program this year. We also added a pop-up in spring 2018 called "The Point" to serve as more in-depth access point for Market information as well as networking and educational programming.
- Staff – Nine year-round staff members, plus 200+ part-time, temporary workers during Market. Market facilities include information booths, The Point pop-up, center stage area, seminars, food & beverage, International Buyers Center and MediaLink. These are all leased structures. No State funds are used for Market Authority staff or payroll.

FISCAL YEAR 2018-2019 PROGRAMS AND ACCOMPLISHMENTS

All of North Carolina Department of Commerce Funding is used to promote and market the High Point Market. The following is a summary of the marketing program activities, objectives, and accomplishments of the High Point Market in FY 2018-2019.

MARKETING GOALS AND OBJECTIVES

- Solidify the High Point Market brand. The High Point Market brand is well-known internationally. In fact, our marketing outreach has strengthened the brand to such an extent that the top 98 out of 100 keyword searches for the market include the words "High Point."
- Increase attendance. The primary goal of the High Point Market Authority is to attract more buyers. To achieve that:

High Point Market Authority continues to adapt its communication strategy and update the channels and outlets used. Our website is now mobile-friendly and new updates are continually being made to our app. Our email communications continue to be refined with targeted messages. We are present and active on all the leading social media channels, interacting with our community and reaching new contacts, as well as developing channel-specific content to be the most effective. The High Point Market app continues to be a useful tool for those planning ahead or needing to access info quickly on the go.

We have implemented a matrix-style rating system to track attendance behaviors of individual buyers, which we are using to target messaging and outreach. Since this system allows us to monitor consistency and frequency of attendance, we are able to know which profiles are attending consistently, which profiles need the extra encouragement, and which profiles are in danger of becoming disengaged. This also allows us to set specific goals in terms of improving the ratings of the profiles in our database.

Tours led by well-known industry experts and partners have proven to be a popular and effective tool for new buyer recruitment and buyer retention. Therefore, we have continued to seek opportunities for this type of programming, implementing several different types of new buyer tours, promoting at-Market tours sponsored by building owners or industry partners, and supporting buyer tours developed by industry associations.

Our current target population includes prospects who have come to Market in the past but have not returned for several Market cycles as well as the small-medium size retailer whose presence has been diminished due to the current economic climate. Our targeting includes geo-specific prospects that are able to drive to Market while also continuing to target retailers and designers from the West Coast, the North East, South Central and Southwest states. Internationally we are targeting designers and buyers in China, South and Latin America, Russia, and Canada.

Expanded partnerships with other industry associations have given us better marketing lists and updated information about our key buyers, as well as new retailers and designers entering the Market.

NCDRC REPORT SUMMARY					
FY 2018-2019					
DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
Quarter 1					
7/1/2018 - 9/30/2018					
7/31/18	87242	Emisare	\$ 5,437.50	1	Marketing Planning & Communications
7/31/18	87243	Emisare	\$ 42,611.00	1	Advertising Print/Digital/email/Agency fees Creative
7/31/18	87244	Emisare	\$ 3,690.00	1	Campaign Management & Coordination F18
7/31/18	87245	Emisare	\$ 16,048.14	1	E-mail Marketing F18
7/31/18	87246	Emisare	\$ 13,875.00	1	Web Updates F18
7/31/18	87248	Emisare	\$ 7,875.00	1	Website/Data/Analytics
7/31/18	87249	Emisare	\$ 802.50	1	List Management & Mailing F18
7/31/18	87250	Emisare	\$ 750.00	1	Social Media Updates F18
7/31/18	87259	Emisare	\$ 500.00	1	New Product Program Twitter Chat F 18
7/31/18	87262	Emisare	\$ 1,475.00	1	Campaign Data Analysis & Reporting F18
7/31/18	87263	Emisare	\$ 2,875.00	1	Hospitality Outreach
7/31/18	87265	Emisare	\$ 612.50	1	Showcare Integration F18
7/31/18	87266	Emisare	\$ 10,421.47	1	Creative Development F18
7/31/18	87267	Emisare	\$ 1,245.08	1	Ad Campaign Expenses F18
7/31/18	87268	Emisare	\$ 2,871.87	1	DM to Award Show Honorees
7/31/18	87269	Emisare	\$ 15,406.62	1	DM Registration Cards F18
7/31/18	87270	Emisare	\$ 1,554.89	1	DM Press Post Card F18
7/31/18	87271	Emisare	\$ 576.45	1	Video Strategy Video Updates F18
7/31/18	87272	Emisare	\$ 849.25	1	Spring 2018 Style Report Printing F18
7/31/18	87273	Emisare	\$ 1,286.34	1	Style Spotters Program Web & Cards F18
8/31/18	87280	Emisare	\$ 23,730.00	1	Media Domestic F18
8/31/18	87281	Emisare	\$ 4,361.25	1	Campaign Management & Coordination F18
8/31/18	87282	Emisare	\$ 15,837.50	1	Email Marketing F18
8/31/18	87283	Emisare	\$ 13,612.75	1	Web Updates F18
8/31/18	87284	Emisare	\$ 3,750.00	1	Web Updates F18 Data/Analytics
8/31/18	87285	Emisare	\$ 7,812.50	1	Website/Data/Analytics
8/31/18	87290	Emisare	\$ 1,101.25	1	Exhibitor Web Banner Program F18
8/31/18	87291	Emisare	\$ 1,450.00	1	Data Modeling F18
8/31/18	87292	Emisare	\$ 1,312.50	1	Design Blogger Tour & Hub Page F18
8/31/18	87293	Emisare	\$ 2,350.00	1	Partnership Program Admin F18

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
8/31/18	87295	Emisare	\$ 3,412.50	1	Digital, Social, Retargeter Display Ads F18
8/31/18	87296	Emisare	\$ 1,200.00	1	Telemarketing Attendance F18
8/31/18	87298	Emisare	\$ 1,475.00	1	Campaign Data Analytics & Reporting F18
8/31/18	87300	Emisare	\$ 2,919.02	1	Hospitality Outreach F18
8/31/18	87304	Emisare	\$ 10,007.81	1	Creative Development F18 Agency Creative Fees
8/31/18	87306	Emisare	\$ 1,539.99	1	Business Cards F18 Press Kit Pocket Folder F18
8/31/18	87308	Emisare	\$ 5,432.24	1	Market Field Guides with Map F18
8/31/18	87309	Emisare	\$ 2,241.75	1	DM Registration Caerds F18
8/31/18	87311	Emisare	\$ 1,861.38	1	Rep Brochure
8/31/18	87313	Emisare	\$ 2,104.31	1	Style Spotters Program Web & Cards F18
8/31/18	87314	Emisare	\$ 1,945.52	1	Stars Under the Stars Cards and Banner F18
8/31/18	87315	Emisare	\$ 1,293.01	1	Misc at Market Signs F18
8/31/18	87316	Emisare	\$ 1,477.15	1	Export Directory Ads
8/31/18	87317	Emisare	\$ 3,114.05	1	HPMKT City of HP Banners F18
8/31/18	87286	Emisare	\$ 802.50	1	List Management & Mailing F18
8/31/18	87287	Emisare	\$ 750.00	1	Social Media Updates F18
8/31/18	87288	Emisare	\$ 812.50	1	Mobile App Development F18
8/31/18	87289	Emisare	\$ 950.00	1	Boomtrain Implementation & Testing F18
8/31/18	87294	Emisare	\$ 812.50	1	New Products Program Twitter chat F18
8/31/18	87299	Emisare	\$ 375.00	1	Market Tours Promotional Program F18
8/31/18	87301	Emisare	\$ 587.50	1	Feathr Implementation
8/31/18	87302	Emisare	\$ 612.50	1	Showcare Integration F18
8/31/18	87303	Emisare	\$ 375.00	1	Service Mark for HPMKT Logo
8/31/18	87305	Emisare	\$ 304.48	1	Ad Campaign Expenses F18
8/31/18	87307	Emisare	\$ 974.09	1	DM to Award Show Honorees
8/31/18	87310	Emisare	\$ 280.22	1	Video Strategy Video Updates F18
8/31/18	87312	Emisare	\$ 732.50	1	Transportation Services Graphics F18
9/30/18	87331	Emisare	\$ 4,750.00	1	Marketing Planning & Communications F18
9/30/18	87332	Emisare	\$ 4,668.75	1	Media-Domestic F18
9/30/18	87333	Emisare	\$ 4,250.00	1	Campaign Management & Coordination F18
9/30/18	87334	Emisare	\$ 14,358.60	1	Email Marketing F18
9/30/18	87335	Emisare	\$ 13,195.50	1	Web Updates F18
9/30/18	87336	Emisare	\$ 2,675.00	1	Web Updates F18
9/30/18	87337	Emisare	\$ 4,312.50	1	Website/Data/Analytics
9/30/18	87338	Emisare	\$ 802.50	1	List Management & Mailing F18
9/30/18	87339	Emisare	\$ 750.00	1	Social Media Updates F18

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
9/30/18	87340	Emisare	\$ 812.50	1	Mobile App Development F18
9/30/18	87341	Emisare	\$ 750.00	1	Boostrain Implementation & Testing F18
9/30/18	87342	Emisare	\$ 1,401.25	1	Exhibitor Web Banner Program F18
9/30/18	87343	Emisare	\$ 1,450.00	1	Data Modeling F18
9/30/18	87344	Emisare	\$ 718.50	1	Hospitality Guide Directory & Signs F18
9/30/18	87345	Emisare	\$ 612.50	1	Design Blogger Tour & Hub Page F18
9/30/18	87346	Emisare	\$ 2,350.00	1	Partnership Program Admin F18
9/30/18	87347	Emisare	\$ 207.50	1	New Products Program Twitter Chat F18
9/30/18	87348	Emisare	\$ 1,250.00	1	Digital, Social, Retargeter Display Ads F18
9/30/18	87349	Emisare	\$ 1,200.00	1	Telemarketing Attendance F18
9/30/18	87350	Emisare	\$ 262.50	1	Telemarketing Registration F18
9/30/18	87351	Emisare	\$ 1,475.00	1	Campaign Data Analysis & Reporting F18
9/30/18	87352	Emisare	\$ 3,360.00	1	Hospitality Outreach F18
9/30/18	87353	Emisare	\$ 587.50	1	Feather Implementation
9/30/18	87354	Emisare	\$ 612.50	1	Showcare Integration F18
9/30/18	87355	Emisare	\$ 500.00	1	Service Mark for HPMKT Logo
9/30/18	87356	Emisare	\$ 2,028.25	1	Creative Development F18
9/30/18	87357	Emisare	\$ 854.82	1	Ad Campaign Expenses F18
9/30/18	87358	Emisare	\$ 943.18	1	IBC Card F18
9/30/18	87359	Emisare	\$ 1,433.12	1	DM Award Show Honorees F18
9/30/18	87360	Emisare	\$ 1,014.08	1	DVS/Keynote Card F18
9/30/18	87361	Emisare	\$ 26,426.01	1	Market Field Guide with Map F18
9/30/18	87362	Emisare	\$ 3,937.71	1	MYMarket App Promotion F18
9/30/18	87363	Emisare	\$ 1,547.65	1	Airport Marketing F18
9/30/18	87364	Emisare	\$ 15,598.84	1	Video Strategy Video Updates F18
9/30/18	87365	Emisare	\$ 846.84	1	Save The Date Card
9/30/18	87366	Emisare	\$ 8,551.11	1	Hospitality Guide Directory & Signs F18
9/30/18	87367	Emisare	\$ 2,890.83	1	Commerce Street Banners F18
9/30/18	87368	Emisare	\$ 624.49	1	Transportation Services Graphics F18
9/30/18	87369	Emisare	\$ 537.75	1	Style Spotters Program Web & Cards F18
9/30/18	87370	Emisare	\$ 8,059.65	1	Stars Under the Stars Cards and Banner F18
9/30/18	87371	Emisare	\$ 2,696.71	1	Misc at Market Signs F18
9/30/18	87372	Emisare	\$ 1,327.70	1	Export Directory Ads
9/30/18	87373	Emisare	\$ 1,006.50	1	Food Location Cards F18
9/30/18	87374	Emisare	\$ 390.97	1	HPMKT City of HP Banners F18
9/30/18	87318	Emisare	\$ 18,745.16	1	MediaLink Development Design & Graphics F18

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
10/31/18	87410	Emisare	\$ 4,263.33	2	Creative Development S19
10/31/18	87411	Emisare	\$ 833.98	2	Ad Campaign Expenses F18
10/31/18	87412	Emisare	\$ 246.08	2	Ad Campaign Expenses F18
10/31/18	87414	Emisare	\$ 628.20	2	DM to Award Show Honorees
10/31/18	87415	Emisare	\$ 304.24	2	Market Date Cards S19
10/31/18	87416	Emisare	\$ 236.18	2	Video Strategy Video Updates F18
10/31/18	87417	Emisare	\$ 405.65	2	Save the Date Card
10/31/18	87418	Emisare	\$ 947.41	2	Marketing Overview & Budget Analysis F18
10/31/18	87419	Emisare	\$ 1,179.54	2	Style Spotters Program Web & Cards F18
10/31/18	87420	Emisare	\$ 14,449.95	2	Photography S19 Campaign Shot During F18
11/2/18	87379	Emisare	\$ 2,692.47	2	Oct/Nov/Dec/18 Web Hosting & Related
11/30/18	87430	Emisare	\$ 5,450.00	2	Marketing Planning & Communications S19
11/30/18	87432	Emisare	\$ 1,660.00	2	Campaign Management & Coordination F18
11/30/18	87433	Emisare	\$ 3,727.50	2	Campaign Management & Coordination S19
11/30/18	87434	Emisare	\$ 16,875.00	2	Email Marketing S19
11/30/18	87435	Emisare	\$ 3,990.75	2	Web Updates F18
11/30/18	87436	Emisare	\$ 14,387.50	2	Web Updates S19
11/30/18	87437	Emisare	\$ 3,270.00	2	Web Updates S19
11/30/18	87438	Emisare	\$ 2,450.00	2	Web Updates S19
11/30/18	87439	Emisare	\$ 967.50	2	List Management & Mailing Lists S19
11/30/18	87440	Emisare	\$ 750.00	2	Social Media Updates S19
11/30/18	87441	Emisare	\$ 500.00	2	Mobile App Development S19
11/30/18	87442	Emisare	\$ 812.50	2	Boostrain Implementation & Testing S19
11/30/18	87443	Emisare	\$ 688.75	2	Exhibitor Web Banner Program S19
11/30/18	87444	Emisare	\$ 1,987.50	2	Design Blogger Tour & Hub Page S19
11/30/18	87445	Emisare	\$ 1,020.00	2	Design Blogger Tour & Hub Page S19
11/30/18	87446	Emisare	\$ 2,350.00	2	Partnership Program Admin S19
11/30/18	87447	Emisare	\$ 683.75	2	New Products Program S19
11/30/18	87448	Emisare	\$ 1,500.00	2	Digital, Social, Retargeter Display Ads S19
11/30/18	87449	Emisare	\$ 4,102.50	2	Style Report Spring/Fall 18
11/30/18	87450	Emisare	\$ 1,537.50	2	Campaign Data Analysis & Reporting S19
11/30/18	87451	Emisare	\$ 8,339.84	2	Creative Development S19
11/30/18	87452	Emisare	\$ 278.66	2	Ad Campaign Expenses S19
11/30/18	87453	Emisare	\$ 2,694.69	2	Passes Enclosed Envelopes S19
11/30/18	87454	Emisare	\$ 1,147.12	2	Market Date Cards S19
11/30/18	87455	Emisare	\$ 4,075.18	2	DM Registration Cards S19
11/30/18	87456	Emisare	\$ 348.27	2	Video Strategy Video Updates S19

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
11/30/18	87457	Emisare	\$ 213.50	2	Marketing Overview & Budget Analysis F18
11/30/18	87458	Emisare	\$ 296.23	2	Style Spotters Program Web & Cards S19
11/30/18	87431	Emisare	\$ 7,970.00	2	Media Domestic S19
12/31/18	87470	Emisare	\$ 3,137.50	2	Marketing Planning & Communications S19
12/31/18	87471	Emisare	\$ 29,986.00	2	Media Domestic S19
12/31/18	87472	Emisare	\$ 3,120.00	2	Campaign Management & Coordination S19
12/31/18	87473	Emisare	\$ 16,160.90	2	Email Marketing S19
12/31/18	87474	Emisare	\$ 9,587.50	2	Web Updates S19
12/31/18	87475	Emisare	\$ 2,500.00	2	Web Updates S19
12/31/18	87476	Emisare	\$ 1,500.00	2	Web Updates S19
12/31/18	87477	Emisare	\$ 1,250.00	2	Web Updates S19
12/31/18	87478	Emisare	\$ 967.50	2	List Management & Mailing Lists S19
12/31/18	87479	Emisare	\$ 750.00	2	Social Media Updates S19
12/31/18	87480	Emisare	\$ 500.00	2	Mobile App Development S19
12/31/18	87481	Emisare	\$ 812.50	2	Boostrain Implementation & Testing S19
12/31/18	87482	Emisare	\$ 1,450.00	2	Data Modeling S19
12/31/18	87483	Emisare	\$ 1,923.38	2	Exhibitor Outreach Program S19
12/31/18	87484	Emisare	\$ 5,303.26	2	DM 01 International Buyer Mailing S19
12/31/18	87485	Emisare	\$ 4,417.03	2	DM 01 International Prospects Mailing S19
12/31/18	87486	Emisare	\$ 402.50	2	Design Blogger Tour & Hub Page S19
12/31/18	87487	Emisare	\$ 2,350.00	2	Partnership Program Admin S19
12/31/18	87488	Emisare	\$ 2,302.50	2	New Products Program S19
12/31/18	87489	Emisare	\$ 2,500.00	2	Digital Social, Retargeter, Display Ads S19
12/31/18	87490	Emisare	\$ 2,403.75	2	Style Report Spring/Fall 18
12/31/18	87491	Emisare	\$ 1,387.50	2	Campaign Data Analysis & Reporting S19
12/31/18	87492	Emisare	\$ 7,683.75	2	Hospitality Outreach F18
12/31/18	87493	Emisare	\$ 937.50	2	Data Pulls for HPMKT Economic Impact Study
12/31/18	87494	Emisare	\$ 187.50	2	Service Mark for HPMKT Logo S19
12/31/18	87495	Emisare	\$ 7,272.34	2	Creative Development S19
12/31/18	87496	Emisare	\$ 624.70	2	Ad Campaign Expenses S19
12/31/18	87497	Emisare	\$ 7,334.86	2	Market Pass Edits & Printing S19
12/31/18	87498	Emisare	\$ 3,420.00	2	Exhibitor Outreach Program S19
12/31/18	87499	Emisare	\$ 559.80	2	Hospitality Promo Card Reprints S19
12/31/18	87500	Emisare	\$ 3,112.27	2	DM Registration Cards S19
12/31/18	87501	Emisare	\$ 748.58	2	Video Strategy Video Updates S19
12/31/18	87502	Emisare	\$ 406.83	2	Press Kit Packing Slip Form S19
10/1/18	1232	Brand Communications	\$ 3,675.00	2	Retainer Fee for PR Initiatives
11/1/18	1238	Brand Communications	\$ 3,675.00	2	Retainer Fee for PR Initiatives
12/1/18	1251	Brand Communications	\$ 3,675.00	2	Retainer Fee for PR Initiatives
10/1/18	12880D	Skookum	\$ 1,500.00	2	Monthly Support
10/31/18	13032	Skookum	\$ 3,187.50	2	Retained Support fro HPMKT
11/1/18	12881D	Skookum	\$ 1,500.00	2	Monthly Support

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
10/18/18	01640	Elements Studio	\$ 1,361.06	2	Fall 2018 Medialink Slideshow
10/23/18	01643	Elements Studio	\$ 1,408.03	2	Fall 2018 Keynote Speaker Video
10/23/18	01642	Elements Studio	\$ 3,108.56	2	Fall 2018 Faces of HP Market Video
10/23/18	01641	Elements Studio	\$ 3,723.44	2	HPMKT Fall Style Spotter Video
11/28/18	01658	Elements Studio	\$ 1,408.03	2	Fall 2018 Keynote Speaker Video
11/16/18	01672	Elements Studio	\$ 3,108.56	2	Fall 2018 Faces of HP Market Video
12/20/18	01692	Elements Studio	\$ 3,723.44	2	HPMKT Fall Style Spotter Video
Total Second Quarter			\$ 376,002.79		
TOTAL FIRST AND SECOND QUARTERS			\$ 877,775.64		
Third Quarter					
January 1, 2019 - March 30, 2019					
2/20/19	E2019001	Sharpe Pursuits	\$ 1,724.01	3	Set up services for Meeting
3/6/19	3619	JC Williams Entertainment	\$ 77,250.00	3	Entertainment for April Market (deposit)
1/1/19	1119	JC Williams Entertainment	\$ 82,000.00	3	Entertainment for April Market
3/1/19	1280	Brand Communications	\$ 3,675.00	3	Retainer fee for PR initiatives
2/1/19	1268	Brand Communications	\$ 3,675.00	3	Retainer fee for PR initiatives
1/1/19	1260	Brand Communications	\$ 3,675.00	3	Retainer fee for PR initiatives
2/13/19	872	Strategic Partners Solutions	\$ 6,250.00	3	1/2 Consulting Fee for Press Conference and Reception MGT
1/23/19	864	Strategic Partners Solutions	\$ 6,250.00	3	1/2 Consulting Fee for Press Conference and Reception MGT
3/22/19	1756	Elements Studio	\$ 1,665.83	3	HPMKT Faces of Market Videos Spring 2019 (deposit)
3/22/19	1757	Elements Studio	\$ 5,077.56	3	HPMKT Stylespotters Videos Spring 2019 (deposit)
3/22/19	1758	Elements Studio	\$ 2,392.27	3	HPMKT Keynote Speaker Videos Spring 2019 (deposit)
3/22/19	1759	Elements Studio	\$ 611.14	3	HPMKT Medialink Loop Spring 2019 (deposit)
3/14/19	1041	ASID	\$ 15,000.00	3	High Point Market Sponsorship Spring 2019
1/31/19	87516	Emisare	\$ 3,262.50	3	Marketing Planning & Communications Spring 2019
1/31/19	87517	Emisare	\$ 22,442.50	3	Media Domestic Advertising-Print/Digital/Email Spring 2019
1/31/19	87518	Emisare	\$ 3,252.25	3	Campaign Management & Coordination Spring 2019
1/31/19	87519	Emisare	\$ 12,972.14	3	Email Marketing Spring 2019
1/31/19	87520	Emisare	\$ 8,433.75	3	Web Updates Spring 2019
1/31/19	87521	Emisare	\$ 1,875.00	3	Web Updates Spring 2019
1/31/19	87533	Emisare	\$ 8,600.44	3	DM Registration- Dom stocking and non-stocking Spring 2019
1/31/19	87534	Emisare	\$ 14,161.86	3	DM Registration- Dom stocking and non-stocking Spring 2019
1/31/19	87536	Emisare	\$ 2,350.00	3	Partnership Program Admin Spring 2019

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
1/31/19	87537	Emisare	\$ 2,097.50	3	New Products Program Spring 2019
1/31/19	87538	Emisare	\$ 1,776.25	3	Digital, Social, Retargeter Display Ads Spring 2019
1/31/19	87546	Emisare	\$ 3,989.85	3	DM to Award Show Honorees Spring 2019/Fall 2019
1/31/19	87547	Emisare	\$ 2,177.70	3	Market Field Guide with Maps Spring 2019
1/31/19	87548	Emisare	\$ 13,385.02	3	DM Registration Cards Spring 2019
1/31/19	87549	Emisare	\$ 1,725.51	3	DM Press Card Spring 2019
1/31/19	87551	Emisare	\$ 5,756.40	3	NC Legislative Affairs Project & Bldg Email Spring 2019
1/31/19	87552	Emisare	\$ 2,086.74	3	Design Bloggers Conference Flyer/card & Brochure S19
2/28/19	87560	Emisare	\$ 3,525.00	3	Marketing Planning & Communications Spring 2019
2/28/19	87561	Emisare	\$ 8,020.00	3	Media-Domestic Spring 2019
2/28/19	87562	Emisare	\$ 3,375.00	3	Campaign Management & Coordination Spring 2019
2/28/19	87563	Emisare	\$ 13,602.56	3	Email Marketing Spring 2019
2/28/19	87564	Emisare	\$ 8,975.00	3	Web Updates Spring 2019
2/28/19	87565	Emisare	\$ 1,150.00	3	Web Updates Spring 2019
2/28/19	87566	Emisare	\$ 2,150.00	3	Web Updates Spring 2019
2/28/19	87569	Emisare	\$ 5,405.00	3	Social Media Updates Spring 2019
2/28/19	87576	Emisare	\$ 2,350.00	3	Partnership Program Admin Spring 2019
2/28/19	87577	Emisare	\$ 2,556.25	3	New Products Program Spring 2019
2/28/19	87578	Emisare	\$ 2,505.00	3	Digital, Social, Retargeter Display Ads Spring 2019
2/28/19	87580	Emisare	\$ 1,375.00	3	Campaign Data Analysis & Reporting Spring 2019
2/28/19	87582	Emisare	\$ 2,668.75	3	Creative Development Spring 2019
2/28/19	87584	Emisare	\$ 1,354.89	3	Ad Campaign Expenses Spring 2019
2/28/19	87586	Emisare	\$ 1,020.57	3	IBC Card Spring 2019
2/28/19	87588	Emisare	\$ 23,613.26	3	Market Field Guide with Maps Spring 2019
2/28/19	87592	Emisare	\$ 1,988.22	3	Transportation Services Graphics Spring 2019
2/28/19	87594	Emisare	\$ 1,846.78	3	NC Legislative Affairs Project & Bldg Email Spring 2019
2/28/19	87595	Emisare	\$ 3,235.82	3	Stars Under Stars Cards - Banner Spring 2019
3/31/19	87614	Emisare	\$ 3,470.00	3	Media Domestic Spring 2019
3/31/19	87616	Emisare	\$ 15,958.78	3	Email Marketing Spring 2019
3/31/19	87617	Emisare	\$ 9,200.00	3	Web Updates Spring 2019
			\$ -		
Total Third Quarter			\$ 438,937.10		
Fourth Quarter					
April 1, 2019 - June 30, 2019					
6/24/19	62419	JC Williams Entertainment	\$ 77,500.00	4	Entertainment for Fall 2019 (deposit)

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
6/17/19	13432	Skookum	\$ 100,000.00	4	Wayfinder App Updates and new features
4/1/19	13289D	Skookum	\$ 4,500.00	4	30 hours of product support
5/13/19	34420	Showcare	\$ 19,228.00	4	Voicemail Returns List
5/13/19	34418	Showcare	\$ 18,289.50	4	Services rendered for registration management
6/1/19	1309	Brand Communications	\$ 3,675.00	4	Retainer fee for PR Initiatives
5/1/19	1299	Brand Communications	\$ 3,675.00	4	Retainer fee for PR Initiatives
4/1/19	1290	Brand Communications	\$ 3,675.00	4	Retainer fee for PR Initiatives
4/30/19	87665	Emisare	\$ 4,937.50	4	Marketing Planning & Communications Spring 2019
4/30/19	87667	Emisare	\$ 4,512.50	4	Campaign Management & Coordination Fall 2019
4/30/19	87668	Emisare	\$ 23,412.12	4	Email Marketing Spring 2019
4/30/19	87669	Emisare	\$ 13,812.50	4	Web Updates spring 2019
4/30/19	87697	Emisare	\$ 24,465.00	4	Media Domestic Fall 2019
5/31/19	87710	Emisare	\$ 3,832.50	4	Marketing Planning & Communications Spring 2019
5/31/19	87712	Emisare	\$ 3,540.25	4	Campaign Management & Coordination Spring 2019
5/31/19	87713	Emisare	\$ 8,937.37	4	Email Marketing Spring 2019
5/31/19	87747	Emisare	\$ 3,172.47	4	Jul/Aug/Sep 2019 Web Hosting & Related
5/31/19	87748	Emisare	\$ 4,003.13	4	Creative Development & New Tagline Development Fall 2019
5/31/19	87750	Emisare	\$ 7,299.03	4	Video Strategy Updates F19
6/30/19	87771	Emisare	\$ 2,350.00	4	Partnership Program Admin S19
6/30/19	87775	Emisare	\$ 4,541.25	4	Marketing Planning & Communications Fall 2019
6/30/19	87776	Emisare	\$ 4,470.00	4	Media Domestic Fall 2019
6/30/19	87777	Emisare	\$ 2,370.00	4	Campaign Management & Coordination Fall 2019
6/30/19	87778	Emisare	\$ 8,812.50	4	Email Marketing Fall 2019
6/30/19	87779	Emisare	\$ 9,862.50	4	Web Updates Fall 2019
6/30/19	87780	Emisare	\$ 3,500.00	4	Web Updates Fall 2019
6/30/19	87781	Emisare	\$ 3,875.00	4	Web Updates Fall 2019
6/30/19	87786	Emisare	\$ 5,551.23	4	DM 01 International Buyer Mailing F19
6/30/19	87787	Emisare	\$ 4,882.07	4	DM 01 International Prospects Mailing F19
6/30/19	87792	Emisare	\$ 1,325.00	4	Future of Home Program Dev & Conf Sponsorship F19
6/30/19	87793	Emisare	\$ 10,556.24	4	Creative Development & New Tagline Development Fall 2019
4/30/19	87701	Emisare	\$ 4,343.61	4	Passes Enclosed Envelopes Fall 2019
6/30/19	87791	Emisare	\$ 4,540.00	4	Hospitality Outreach F19
6/30/19	87795	Emisare	\$ 7,614.11	4	Market Pass Edits & Printing F19
6/30/19	87796	Emisare	\$ 2,783.62	4	DM to award show honorees F19/S20
6/30/19	87799	Emisare	\$ 2,606.57	4	Hospitality Greenbook Mailer, Directory & Signs F19
6/30/19	87797	Emisare	\$ 5,825.82	4	DM Registration Cards F19

DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
5/31/19	87737	Emisare	\$ 5,875.00	4	Web updates F19
5/31/19	87745	Emisare	\$ 2,950.00	4	Hospitality Outreach F19
5/31/19	87736	Emisare	\$ 3,875.00	4	Email Marketing F19
5/31/19	87734	Emisare	\$ 3,470.00	4	Media Domestic Fall 2019
4/30/19	87674	Emisare	\$ 312.61	4	Social Media updates S19
			\$ -		
Total 4th Quarter Expenditures			\$ 438,759.00		
Total 3rd and 4th Quarter Expenditures			\$ 877,696.10		
TOTAL FISCAL YEAR EXPENDITURES			\$ 1,755,471.74		