



NCDOC Annual Report Summary

Fiscal Year 2023/2024

High Point Market is still being positioned and promoted by the High Point Market Authority as the world's top destination for home goods and heartbeat of the home furnishings industry. The furniture and design concepts that are generally shown first at High Point Market will have a significant impact on both our home's future and the future of the home furnishings sector and all associated industries. The High Point Market Authority continues to work to improve our visitor experience, broaden and maximize our marketing and branding initiatives, and make sure that High Point Market remains the top global home furnishings show and attracts the world's premier talent in the industry. This is essential in continuing to bring in over \$6 billion dollars in annual economic activity to our region.

During the fiscal year 2023/2024, NCDOC funding was used to fund initiatives for marketing, communications, registration and data processing programs, guest services, onsite promotions, marketing-related salaries and wages, and guest services. All of these invoices were in line with our annual and continuing strategic plans.

For the first quarter spending, the High Point Market Authority invested in advertising for the Fall 2023 Market, with buys encompassing many trade publications such as Luxe, Furniture Lighting Décor, New England Home, and Conde Nast. These industry trade magazines capture a large source of industry professionals' attention and give the High Point Market visibility and brand awareness when ads are placed in this important channel. Additionally, High Point Market Authority has been investing in digital advertising on these platforms, as it gives a higher ROI than traditional print advertising.

The first quarter also saw investment with our partner, Esteem Media. Esteem Media is reputable within the interior design community as an educational partner for interior designers and furthering their careers. High Point Market Authority and Esteem partner in offering the design influencers tour, as well as other tours that give first time interior designers to Market a good start and education on how to use High Point Market efficiently to gain the most from it. Esteem is a valuable partner to us, and these tours help increase retention of interior designers coming back to Market, as well as utilizing interior designer influencers to further the reach of the High Point Market brand to that important constituency.

The 2nd quarter saw the High Point Market Authority invest in updating signage and branding around Market with our printing and signage partner JKS. With an event the size of Market, consistent and ongoing updates to wayfinding and branding are needed to keep everything current and efficient in navigating the 13 city blocks of our enormous event.

In addition to spending with JKS, funds were used with the public relations firm, Media Matters, to help in our outreach to the local community and connecting them to High Point Market. One of the distinctions that sets us apart to our trade show competition is the fact that visitors to Market get a taste of southern hospitality. Doing outreach to our local community and keeping them with a favorable view of Market is important to our organization, as it keeps the local population willing to help and serve our guests and constituents when they are in town twice a year.

In the back half of the fiscal year, High Point Market Authority focused spending on Spring Market 2024, held in April. A big focus for this Market was on-site guest entertainment, and High Point Market Authority was able to sign on some significant names to entice visitors to come to Market.

Partnering with our creative agency Crobar, High Point Market Authority was able to bring in and promote large name celebrity interior designers this Market to speak at our keynote series. Joanna Gaines made an appearance on Saturday, followed by Bunny Williams and Martyn Lawrence Bullard, all recognizable and celebrity names that drew attention and attendance from the all-important interior design community to High Point Market.

The High Point Market Authority utilized funding to continue to update and upgrade our digital presence through the employment of website and app developers such as Jonathan Murphy and Loren Gjermanji in the 3rd and 4th quarters. To stay competitive with other shows within our industry, a highly efficient and functioning app and website is of utmost importance. It allows buyers at Market to map out their day, find exhibitors, and make the most of their time at Market, ensuring that they have a valuable experience and will return. In addition, High Point Market Authority partners with Marathon, who is our digital marketing agency, and we have been able to make significant strides in reaching new buyers and bringing them to Market with search engine and display marketing.

Finally, with the infrastructure funding, High Point Market Authority began work in the 3rd quarter and into the 4th quarter in upgrading the Market Transportation Terminal. The first thing many Market guests encounter when coming to High Point is the transportation terminal, as it is the hub for all vehicular traffic coming from airports and hotels into the city. Maintenance and cleaning work has been done on the terminal, some of which is the first since the inception of the terminal 20 years ago. Additionally, the first steps of technology improvements have commenced on the terminal, which will allow for greater integration with High Point Market's on-site transportation plan, event marketing, and content production strategy.

In addition to the transportation terminal work with the infrastructure funding, market beautification efforts began in earnest in the 3rd and 4th quarters. Years old graffiti has been removed from prominent Market areas, and High Point Market Authority has also enhanced on-street debris removal before and during Market to make High Point Market more appealing for guests in the city during their stay.

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.

Date	Quarter	Payee	Invoice	Total
9/28/23	1	AMPAC Forwarding	100048699	\$641.25
9/28/23	1	RR Donelley	993808095	\$10,472.18
9/24/23	1	Crobar Creative Leverage	8145	\$55,138.51
9/19/23	1	Artisic Apparel	2621	\$1,245.00
9/18/23	1	Salem One	111877	\$664.92
9/13/23	1	International Home Furnishings Representatives Association (IFRA)	6A8FB36C-0001	\$1,000.00
9/16/23	1	Marathon Consulting	20232719	\$32,130.00
9/6/23	1	Esteem Media	3303	\$27,500.00
8/31/23	1	Furniture Lighting & Decor	188117	\$2,000.00
8/31/23	1	Furniture Lighting & Decor	188109	\$1,200.00
6/15/23	1	Esteem Media	3302	\$22,500.00
9/15/23	1	Esteem Media	3304	\$27,500.00
9/5/23	1	Condé Nast	5076577	\$24,998.24
9/5/23	1	Akamai Technologies	23110019507	\$1,522.92
9/5/23	1	Furniture Today	1007147869	\$2,100.00
9/5/23	1	Accessories Resource Team	5628	\$250.00
9/1/23	1	The Media Matters	2023-124	\$6,000.00
9/1/23	1	Active Interest Media	MM481652	\$1,399.00
9/1/23	1	Brand Communications	1621	\$3,672.50
8/31/23	1	Palm Beach Media Group	6689-M	\$4,090.00
8/28/23	1	BridgeTower Media	1007143989	\$1,409.00
8/31/23	1	AMPAC Forwarding	100048485	\$641.25
8/29/23	1	Crobar Creative Leverage	8106	\$55,138.51
8/21/23	1	Salem One	111405	\$12,738.81
8/22/23	1	Chairish	201402926	\$3,500.00
8/18/23	1	Luxe Interiors + Design		\$8,685.00
8/20/23	1	Luxe Interiors + Design	177310	\$12,250.00
8/14/23	1	Salem One	111183	\$314.12
8/17/23	1	Accessories Resource Team	5615	\$2,500.00
8/12/23	1	Marathon Consulting	20232355	\$176.00
8/12/23	1	Marathon Consulting	20232354	\$12,450.00
8/11/23	1	High Point Discovered	108	\$2,500.00
8/10/23	1	Furniture Lighting & Decor	187891	\$2,000.00
7/31/23	1	Furniture Lighting & Decor	187838	\$1,200.00
8/7/23	1	Milieu	203688	\$5,031.00
7/31/23	1	Salem One	110822	\$1,888.02
8/2/23	1	Akamai Technologies	23110017152	\$1,522.92
8/2/23	1	RR Donelley	590031014	\$9,480.77
8/1/23	1	The Media Matters	2023-112	\$6,000.00
8/1/23	1	Brand Communications	1618	\$3,672.50
7/28/23	1	AMPAC Forwarding	100048253	\$641.25
7/26/23	1	Crobar Creative Leverage	8030	\$55,138.51
7/24/23	1	Porchlight Book Company	67515	\$4,758.49
7/20/23	1	Salem One	110770	\$651.26
7/24/23	1	JKS	E-6756	\$32,791.50
7/20/23	1	Spark Strategic Ideas	8680	\$3,607.50
7/7/23	1	Salem One	110421	\$635.25
7/6/23	1	Fashion Snoops	10481	\$8,000.00
7/6/23	1	Salem One	MP-20230706	\$3,166.73
7/5/23	1	Akamai Technologies	23110014802	\$1,522.92
7/1/23	1	The Media Matters	2023-99	\$6,000.00
8/31/23	1	Luxe Interiors + Design	157965	\$750.00
8/31/23	1	Luxe Interiors + Design	157964	\$750.00
8/31/23	1	Luxe Interiors + Design	157963	\$2,000.00
7/31/23	1	Luxe Interiors + Design	156627	\$2,000.00
8/31/23	1	New England Home	18118	\$2,750.00
9/5/23	1	HCGMedia	1554	\$2,500.00
9/1/23	1	Home Furnishings Business	7551	\$2,250.00
9/18/23	1	Magazine Antiques Media	2539	\$1,000.00
9/18/23	1	Magazine Antiques Media	2540	\$1,000.00

9/29/23	1	Luxe Interiors + Design	158025	\$750.00
9/29/23	1	Luxe Interiors + Design	158026	\$750.00
9/29/23	1	Luxe Interiors + Design	158024	\$2,000.00
9/30/23	1	Furniture Lighting & Decor	188671	\$2,000.00
9/30/23	1	Furniture Lighting & Decor	188662	\$1,200.00
9/30/23	1	Acculink	570749	\$497.49
9/1/23	1	New England Home	18344	\$700.00
9/28/23	1	Salem One	112137	\$51.77
9/30/23	1	Palm Beach Media Group	6890-M	\$1,590.00
9/28/23	1	BridgeTower Media	1007164460	\$3,460.00
9/27/23	1	JC Williams Entertainment	9272023	\$133,100.00
7/28/23	1	Black Interior Designer's Network	F4D77AFC0003	\$25,000.00
7/1/23	1	Design Edge	Houston - High Point Market Authority	\$25,000.00
12/28/23	2	AMPAC Forwarding	100049557	\$969.00
12/20/23	2	High Point Arts Council	139	\$500.00
12/19/23	2	Crobar Creative Leverage	8286	\$55,138.51
12/13/23	2	Milieu	203794	\$7,600.00
12/1/23	2	The Media Matters	2023-174	\$6,000.00
12/1/23	2	Brand Communications	1633	\$3,672.50
11/30/23	2	AMPAC Forwarding	100049286	\$641.25
11/27/23	2	Crobar Creative Leverage	8269	\$54,604.76
11/25/23	2	Esteem Media	3324	\$27,500.00
10/11/23	2	Recurrent Ventures	INV-18672	\$40,000.00
10/16/23	2	Nelson Greenhouses	819379	\$1,985.55
11/9/23	2	Penguin Random House	96553481	\$6,405.00
10/24/23	2	Homestyles Media	2023ci-268	\$2,800.00
10/27/23	2	Salem One	112774	\$668.92
11/2/23	2	Accessories Resource Team	5682	\$4,000.00
10/31/23	2	Salem One	112957	\$147.01
11/1/23	2	Brand Communications	1631	\$3,672.50
11/1/23	2	The Media Matters	2023-163	\$90.95
10/31/23	2	AMPAC Forwarding	100049022	\$558.00
10/30/23	2	BridgeTower Media	1007186960	\$1,730.00
10/27/23	2	Salem One	112779	\$88.17
10/16/23	2	Salem One	112386	\$2,950.97
10/30/23	2	Crobar Creative Leverage	8219	\$55,138.51
10/13/23	2	Pepper Moon Catering	27384	\$2,725.25
10/14/23	2	Pepper Moon Catering	27385	\$3,941.60
10/18/23	2	Pepper Moon Catering	27576	\$341.68
10/18/23	2	Pepper Moon Catering	27388	\$1,508.90
10/17/23	2	Pepper Moon Catering	27387	\$2,725.25
10/16/23	2	Pepper Moon Catering	27386	\$3,477.11
10/15/23	2	Pepper Moon Catering	27389	\$3,941.60
10/9/23	2	Coca-Cola	37960195032	\$1,657.25
10/13/23	2	Blythe Leonard	32710	\$2,862.25
10/19/23	2	ABL	INV-000001	\$6,420.00
10/16/23	2	Salem One	112407	\$93.68
10/19/23	2	Hot Young Designers Club	10005	\$1,000.00
10/1/23	2	Home Furnishings Business	7572	\$1,500.00
10/14/23	2	Marathon Consulting	20233046	\$32,313.00
10/17/23	2	Condé Nast	5078488	\$5,000.00
10/13/23	2	Salem One	112400	\$744.18
10/13/23	2	Salem One	112404	\$1,003.65
10/6/23	2	Associated Posters	20056290	\$3,290.25
10/13/23	2	AMPAC Forwarding	100048899	\$550.00
10/11/23	2	Associated Posters	20056157	\$1,005.80
10/10/23	2	AMPAC Forwarding	100048828	\$717.75
10/6/23	2	SpeedPro	INV-24766	\$1,060.19
10/4/23	2	HCGMedia	1581	\$2,500.00
10/2/23	2	The Media Matters	2023-141	\$6,000.00
10/1/23	2	Brand Communications	1627	\$3,672.50

10/24/23	2	JKS	2343030B	\$2,348.50
10/24/23	2	JKS	2343029B	\$2,668.75
10/24/23	2	JKS	2343028B	\$8,006.51
10/24/23	2	JKS	2343027B	\$17,119.50
10/24/23	2	JKS	2342777B	\$18,268.93
10/2/23	2	JKS	2343030A	\$1,067.50
10/2/23	2	JKS	2343029A	\$1,387.75
10/2/23	2	JKS	2343028A	\$4,163.52
10/2/23	2	JKS	2343027A	\$6,871.50
10/12/23	2	Carbonx Development	2	\$8,000.00
11/1/23	2	City Transfer	186208	\$50,179.75
11/2/23	2	Travel Quest	10182023	\$20,831.24
10/14/23	2	Pepper Moon Catering	27502	\$10,988.63
10/15/23	2	Pepper Moon Catering	27532	\$15,871.67
10/16/23	2	Pepper Moon Catering	27420	\$9,912.22
11/20/23	2	DuVäl Design	300164	\$33,230.00
10/11/23	2	Contemporary Landscapes	346731	\$4,099.74
11/10/23	2	High Point Theatre	2769-65-2532	\$16,128.50
11/1/23	2	City Transfer	186207	\$4,020.00
10/5/23	2	FastSigns	I-100641	\$2,547.69
10/13/23	2	The Carolina Signsmith	2023-10-0026	\$5,452.79
10/20/23	2	Jeffrey Oves	18	\$5,267.77
12/4/23	2	Akamai Technologies	23110026574	\$1,522.92
11/3/23	2	Akamai Technologies	23110024201	\$1,522.92
10/4/23	2	Akamai Technologies	23110021794	\$1,522.92
11/21/23	2	Showcare	INV10-00000152	\$10,687.00
1/2/24	3	Modern Luxury	5355563_1	\$3,682.00
1/1/24	3	Brand Communications, Inc	1636	\$3,672.50
1/3/24	3	Akamai Technologies	24110000412	\$1,522.92
1/12/24	3	AIA Solutions	BAM3046639	\$13,502.83
1/3/24	3	CE Print Solutions	84519443	\$3,583.43
1/3/24	3	CE Print Solutions	84519494	\$406.72
1/20/24	3	Luxe Interiors + Design	177310	\$12,250.00
1/18/24	3	Salem One	MP-20240118	\$29,751.60
1/22/24	3	Fiberlok	9140156567	\$7,191.50
1/26/24	3	AIA Solutions	BAM3048686	\$6,458.44
1/24/24	3	Bandit Print House	1803	\$34,915.00
1/29/24	3	RR Donnelley	261447824	\$9,391.54
1/30/24	3	Crobar Creative Leverage	8316	\$55,138.51
1/31/24	3	Ampac Forwarding	100049845	\$969.00
1/1/24	3	Loren Gjermani PF		\$13,500.00
2/1/24	3	Brand Communications, Inc	1638	\$3,672.50
1/31/24	3	BridgeTower Media	1007247331	\$7,025.00
1/31/24	3	Palm Beach Media Group	61723-R	\$595.00
1/31/24	3	Palm Beach Media Group	61722-R	\$500.00
2/1/24	3	New England Home Magazine	19105	\$2,572.50
1/1/24	3	New England Home Magazine	18956	\$1,286.25
2/5/24	3	HCGMedia	1667	\$2,500.00
2/5/24	3	Business High Point	44675	\$500.00
1/29/24	3	Salem One	114705	\$1,261.69
1/30/24	3	Salem One	114706	\$1,698.75
1/29/24	3	Salem One	114700	\$479.30
2/5/24	3	Condé Nast	5084611	\$15,000.00
2/7/24	3	Ampac Forwarding	100049911	\$746.00
1/31/24	3	Luxe Interiors + Design	160502	\$10,000.00
1/31/24	3	Luxe Interiors + Design	160514	\$2,500.00
2/14/24	3	Chairish	201403060	\$4,500.00
2/15/24	3	AIA Solutions	BAM3054736	\$10,395.00
2/23/24	3	Furniture Lighting & Decor	190395	\$4,000.00
2/24/24	3	Marathon Consulting	20240491	\$300.00
2/24/24	3	Marathon Consulting	20240490	\$16,270.00

2/28/24	3	Ampac Forwarding	100050120	\$969.00
2/20/24	3	Salem One	115217	\$3,559.75
2/28/24	3	Crobar Creative Leverage	8379	\$55,138.51
2/29/24	3	BridgeTower Media	1007268516	\$2,700.00
3/1/24	3	Brand Communications, Inc	1644	\$3,672.50
3/1/24	3	HCGMedia	1678	\$11,000.00
2/29/24	3	Palm Beach Media Group	8027-M	\$3,085.00
2/1/24	3	Loren Gjermeni PF		\$13,500.00
3/4/24	3	Akamai Technologies	2411005182	\$1,522.92
1/1/24	3	JC Williams Entertainment	112024	\$200,000.00
3/5/24	3	Conde Nast	5086342	\$20,000.00
3/1/24	3	New England Home Magazine	19300	\$1,286.25
2/29/24	3	Luxe Interiors + Design	161570	\$2,500.00
3/6/24	3	Furniture Lighting & Decor	190440	\$2,000.00
3/9/24	3	Marathon Consulting	20240723	\$41,500.00
1/1/24	3	Jonathan Murphy	HPM-2023-011	\$8,750.00
2/1/24	3	Jonathan Murphy	HPM-2023-012	\$8,750.00
3/1/24	3	Jonathan Murphy	HPM-2023--013	\$8,750.00
1/17/24	3	DAVID PAUL GRIGG	24-Jan	\$528.00
1/29/24	3	CITY OF HIGH POINT	Account Number: 156251	\$1,270.00
2/2/24	3	CAROLINA PRESSURE WASHING, LLC	49 - Final Payment	\$28,000.00
2/2/24	3	MODSTREET	95	\$37,560.00
2/5/24	3	DAVID PAUL GRIGG	Invoice for January 2024	\$872.00
2/8/24	3	FASTSIGNS	I-101888	\$342.14
2/14/24	3	CAROLINA PRESSURE WASHING, LLC	52	\$6,420.00
2/23/24	3	JEFFREY OVES	21	\$962.98
3/3/24	3	DAVID PAUL GRIGG	Infrastructure - Feb 2024	\$1,584.00
3/13/24	3	DAVIS SIGN COMPANY	71538	\$255,405.77
3/28/24	3	PIEDMONT FENCE, LLC	33845	\$16,163.00
3/28/24	3	PIEDMONT FENCE, LLC	33846	\$32,327.00
3/29/24	3	ULINE	15616983	\$8,610.37
4/2/24	4	FULL CIRCLE PAINTING, LLC	High Point Courtyard	\$21,900.00
4/2/24	4	ULINE	16840824	\$741.71
4/3/24	4	DAVID PAUL GRIGG	Infrastructure - March 2024	\$640.00
4/3/24	4	LOWES	40324	\$59.57
4/3/24	4	AMAZON	40324	\$355.41
4/4/24	4	CAROLINA PRESSURE WASHING, LLC	Invoice #26	\$695.50
4/14/24	4	SERVICEMASTER BUILDING CARE	129296	\$30,530.00
4/18/24	4	SERVICEMASTER BUILDING CARE	129334	\$2,562.00
4/22/24	4	JEFFREY OVES	22	\$920.66
4/23/24	4	DAVID PAUL GRIGG	04-23-2024-1	\$264.00
4/25/24	4	SERVICEMASTER BUILDING CARE	129421	\$750.00
5/16/24	4	PIEDMONT FENCE, LLC	33971	\$1,948.00
6/3/24	4	DAVID PAUL GRIGG	6/3/24	\$1,240.00
6/19/24	4	DAVIS SIGN COMPANY	71644	\$255,405.77
5/7/24	4	ML Bullard	1070	\$769.18
4/2/24	4	ML Bullard	1069	\$2,500.00
4/16/24	4	Salem One	116640	\$2,600.00
4/2/24	4	AIA Solutions	BAM3070751	\$2,687.20
4/11/24	4	Contemporary Landscapes	26555	\$2,759.49
4/16/24	4	Pepper Moon Catering	29990	\$2,905.79
4/25/24	4	I.T. Worx Inc	39183	\$3,200.00
6/1/24	4	Brand Communications Inc.	1655	\$3,672.50
5/11/24	4	Brand Communications Inc.	1651	\$3,672.50
4/1/24	4	Brand Communications Inc.	1647	\$3,672.50
4/14/24	4	Pepper Moon Catering	29988	\$4,181.18
4/26/24	4	BridgeTower Media	1007308898	\$14,075.00
4/5/24	4	Condé Nast	50886338	\$15,000.00
4/9/24	4	JKS	2443472B	\$22,019.28
6/1/24	4	Design Leadership Network	1748	\$23,750.00
5/31/24	4	Esteem Media	3462	\$27,500.00

4/18/24	4	Esteem Media	3353	\$27,500.00
4/6/24	4	Marathon Consulting	20241063	\$32,850.00
4/19/24	4	Party Reflections	236573-4	\$33,898.20
4/25/24	4	City Transfer and Storage	188250	\$49,780.75
4/22/24	4	Crobar Creative Leverage	8453	\$54,498.01
5/29/24	4	Crobar Creative Leverage	8506	\$55,138.51
5/13/24	4	Showcare	INV10-00000226	\$68,683.91
4/1/24	4	JC Williams Entertainment	412024	\$200,000.00
FY23-24	4	Salaries & Wages	N/A	\$100,000.00
				\$3,463,530.59