



## FOR IMMEDIATE RELEASE

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### **First Action on Destination Strategic Plan is to Add a Floating Dock and Buoys at Oak Hollow Lake**

HIGH POINT, N.C. (AUGUST 21, 2019)—The High Point Convention & Visitors Bureau’s board of directors acted on a recommendation from its finance committee on Wednesday to earmark funds at the end of FY 18-19 to take first action on a destination strategic plan recommendation. The plan calls on High Point to focus on niche sports markets such as rowing regattas.

High Point has hosted rowing events that have secured more than 850 overnight visitors who are staying in local hotels. The Convention & Visitors Bureau’s events/sports committee realized that some additional enhancements are needed at Oak Hollow Lake to put the facility in a prime position to be more competitive to secure more national events. The board voted to approve \$98,000 for a floating dock and buoys that are needed for competitive tournament play.

“Sports tourism is an economic driver and this plan delivers a road map to go after niche markets that are not already saturated in the marketplace,” said City of High Point Director, Parks & Recreation Lee Tillery. “We have had some success with rowing events in our community and with some enhancements to Oak Hollow lake, we should be in prime position to be a competitive destination for more tournaments in the near future.”

The board also approved earmarked funds of \$262,973 to be used towards future grant funding projects that coincide with the destination strategic plan projects. The High Point Convention & Visitors Bureau Foundation board will manage the grants program and use performance metrics recommended by JLL to help aid the funding priorities.

#### **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).

