



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Manager's Briefing

Cyril Jefferson, Mayor

*Michael Holmes, Mayor Pro Tempore (Ward 6),
Britt W. Moore (At Large), Amanda Cook (At Large), Vickie M.
McKiver (Ward 1), Tyrone Johnson (Ward 2), Monica L. Peters
(Ward 3), Dr. Patrick Harman (Ward 4), and Tim Andrew (Ward
5)*

Monday, August 19, 2024

4:00 PM

3rd Floor Conference Room

CALL TO ORDER

PRESENTATION OF ITEMS

1. [2024-335](#) Economic Development Department Overview
Staff will provide an overview of the Economic Development Department.
Attachments: [HPED Departmental Overview](#)

3. [2024-336](#) Information Regarding Evaluation Criteria for the Annual Non-Profit Organization Application and Funding Process
Staff will present evaluation criteria that could be utilized during the review of applications for the annual non-profit organization funding process.
Attachments: [Evaluation Criteria - Annual Non-Profit Application Process](#)

ADJOURNMENT



City of High Point

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Master

File Number: 2024-335

File ID: 2024-335

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Manager's Briefing

File Created: 08/15/2024

File Name:

Final Action:

Title: Economic Development Department Overview
Staff will provide an overview of the Economic Development Department.

Notes:

Sponsors:

Enactment Date:

Attachments: HPED Departmental Overview

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name:

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



TITLE: Department Presentation – Economic Development	
FROM: Peter Bishop, Director High Point Economic Development	MEETING DATE: August 19, 2024
PUBLIC HEARING: No	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Economic Development Department Presentation	

PURPOSE: Staff will provide an overview of the Economic Development Department.

BACKGROUND: Informational presentation on the staff, activities and focus areas of the department.

BUDGET IMPACT: None

RECOMMENDATION/ACTION REQUESTED: None



City Council Department Overview Presentation

Peter Bishop

Director, High Point Economic Development





HPED TEAM



Peter Bishop
Director



Brantley Craft
Project Manager



Penny Westgard
Administration

• HIGH POINT ECONOMIC • DEVELOPMENT

- City of High Point Department
 - Established in 1977
 - Annual budget of \$530,000
- Strong partnerships to achieve mission
 - Guilford County Economic Development Alliance
 - Piedmont Triad Partnership – Carolina Core
 - Business High Point, HP MKT, Visit High Point, Forward High Point
 - Workforce & Talent via GuilfordWORKS, GTCC, High Point University



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



The Home of
Home Furnishings.
HighPointMarket.org



NORTH CAROLINA
DEPARTMENT of
COMMERCE



CITY COUNCIL PRIORITIES

- Continue Growth Support in Catalyst Areas
 - Truist Point Stadium area & SW High Point
 - Constant contact with businesses, developers, property owners
 - Vertical Construction & Redevelopment
- Existing Industry Support
 - Intentional efforts to see businesses, discuss needs, connect
 - Leverage High Point's strengths and position for growth
- Enhance City's Profile as a World Class Arts & Design Community
- Improve Housing Quality & Quantity



CORE FUNCTIONS

- Business Recruitment
 - Market High Point to industries seeking to locate a new facility
 - Attend trade shows, summits and site selection consultant events
 - Sponsor area events
 - Support small businesses & entrepreneurs through resource connection, site selection, concierge services
- Business Retention & Expansion
 - Meet regularly with High Point based industry
 - Assist industries with expansion, employee training, hiring
 - Focus on workforce development, resource sharing, expansion projects
- Marketing & Communications
 - Press releases
 - Annual Report & Meeting
 - Social Media
 - E-Newsletter

LOCAL TOOLS

- Job Creation & Investment Grant
 - Competitive
 - Tiered support based on project location
- Building Up-Fit Grant
 - Max \$75,000
- Façade Grant
 - Targets strip retail centers
 - Awards are a function of lineal feet of façade improvement
- Downtown & E. Green rent reimbursement
 - Competitive
 - Location Specific

RECRUITMENT PROCESS

- Lead Generation & Recruitment
 - Existing industry expansion
 - New business recruitment – all sizes!
- Identifying Real Estate
 - Collaborate with CRE professionals, City Staff
 - Ensure property meets requirements now and in future
- Providing Data & Programs
 - Client-specific workforce, logistics, cluster analysis
 - Eligibility for financial programs, incentives and labor
- Making the Sale
 - Site Tours, Community Tours, Presentations
 - Connecting the company and client to the community



A FULL PIPELINE

- 41 active projects deciding on a potential High Point location
- Exciting recent announcements in manufacturing, services, retail, furniture
- Averaging 6 site visits per month since January 2024
- Site selection consultants and real estate developers have discovered High Point – interest is very high!

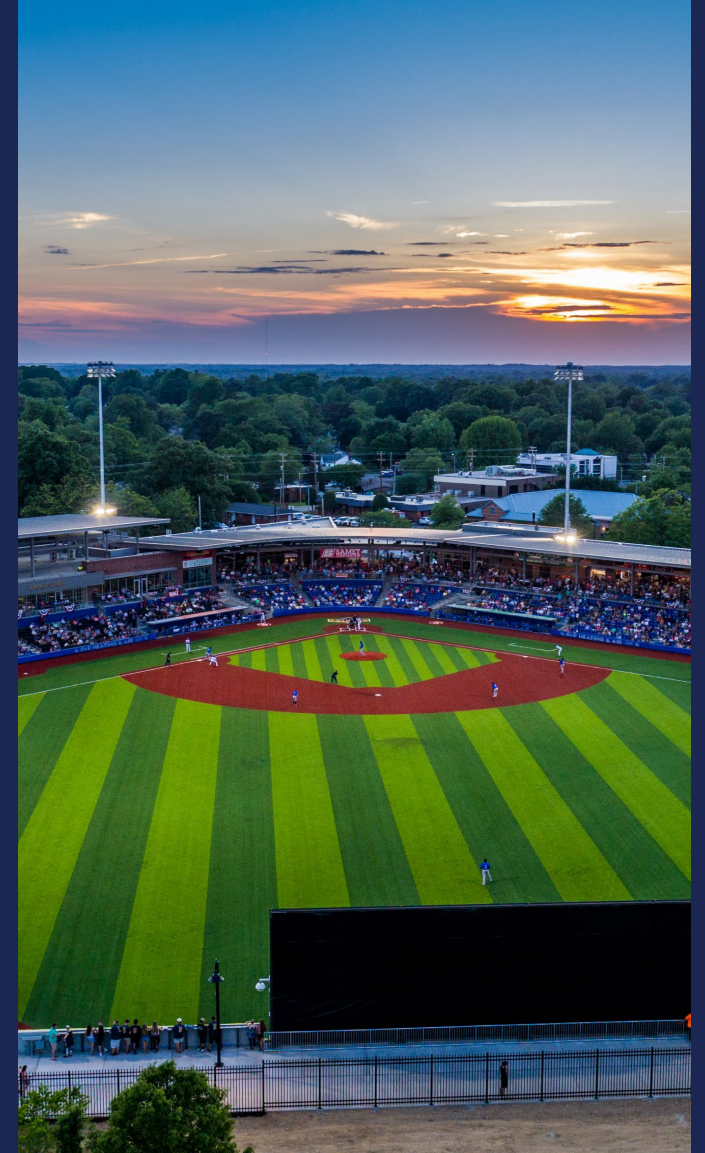
HPED ON THE ROAD





Questions?

www.highpointedc.com





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Final Action:

Title: Information Regarding Evaluation Criteria for the Annual Non-Profit Organization Application and Funding Process
Staff will present evaluation criteria that could be utilized during the review of applications for the annual non-profit organization funding process.

Notes:

Sponsors:

Enactment Date:

Attachments: Evaluation Criteria - Annual Non-Profit Application Process

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



TITLE: Evaluation Criteria – Annual Non-Profit Organization Application and Funding Process	
FROM: Stephen Hawryluk, Budget and Performance Director	MEETING DATE: August 19, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Evaluation Criteria	

PURPOSE: To present evaluation criteria that could be utilized during the review of applications for the annual non-profit organization funding process.

BACKGROUND: City staff have prepared the attached initial draft of a proposed set of evaluation criteria that could be utilized during the review of applications for annual non-profit organization funding. The City Attorney will also address the public purpose requirements for nonprofit funding.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: No action recommended or requested at this time. This item is for information and discussion.

CITY OF HIGH POINT ANNUAL NON-PROFIT APPLICATION SCORING CRITERIA

Scoring will be on a scale of 1 to 5 with a maximum total score of 30. Each criterion of the six criteria is weighted equally. Recommended projects and funding amounts will be based on project scores as well as balance within the overall portfolio, taking factors into consideration such as project focus and population served.

Proposal Evaluation Criterion	Incomplete 1 Point	Insufficient 2 Points	Adequate 3 Points	Good 4 Points	Excellent 5 Points
1 Project Need: Project meets an essential community need and aligns with the City's strategic plan.	Little to no information regarding the importance of the project to the community at large and does not align with the City's strategic plan.	Presents limited information about the need for this project and has weak alignment to the City's strategic plan.	Presents basic information demonstrating community need and alignment to strategic plan.	Presents qualitative/quantitative justification for levels of community need and aligns to the strategic plan.	Presents significant need with a compelling argument and multiple qualitative/quantitative data points for justification. Project aligns with City Council's strategic priorities.
2 Project Plan: Project includes clear, reasonable actions that are likely to meet the need.	Project explanation is unclear and lacks mention of a specific goal or how the project will work.	Project is not thoroughly or clearly explained or is missing key information about implementation.	Project structure is clear and is aligned with the goals of the grant funds, but is missing details about delivery process, activities, and/or milestones.	Project structure is clear, including delivery process and implementation plans, and is aligned with the goals of the grant funds.	Project is very well designed with specific activities and milestones, based on proven delivery process(es) and model(s), includes implementation steps, and is well aligned with the goals of the grant funds.

Proposal Evaluation Criterion	Incomplete 1 Point	Insufficient 2 Points	Adequate 3 Points	Good 4 Points	Excellent 5 Points
3 Demographics: Project's target population are City residents and service/program location within the City.	Project does not serve City residents and is not provided within the City.	Project's target population consists of less than 50% City residents.	Project's target population is 50-70% City residents.	Project's target population is 70-90% City residents.	Project's target population is greater than 90% City residents and service is provided within the City.
4 Capacity: Ability to complete the proposed project as characterized by the alignment of the organization's mission.	Organization does not appear to have the structure, capability, or partnerships needed to complete the project or the project does not align with the mission.	Organization has not sufficiently demonstrated the structure, capability, or partnerships needed to complete the project.	Proposed project scope and scale appears to be reasonably within organizational capacity to complete.	Organization demonstrates the structure, capability, and/or partnerships needed to complete the project.	Organization strongly demonstrates the structure, capability, and/or partnerships need to complete the project.
5 Budget: Includes a clear, reasonable, and efficient budget for the project.	Project budget is incomplete, unrealistic, and/or expenditures and revenues do not align.	Budget lacks sufficient detail, is unclear, or includes items that do not seem reasonable.	Budget appears complete, clear, and realistic, however, there are questions on some items.	Budget is complete with explanatory notes, clear, reasonable, and matched to the community need and project plan.	Budget is complete with explanatory notes, clear, detailed, realistic, comprehensive, efficient, and clearly aligned with the project plan.
6 Results: Project includes quantifiable results and plan for measuring success.	Little to no description of results or ways to measure performance of the project.	Descriptions of what will be achieved by the project is unclear and/or lacks explanation about performance measurements.	Proposed results are adequately described, aligned to the goals of the grant and project plan, but more information is needed about performance measurement.	Proposed results are well described, aligned to the goals of the grant and project plan, and there is a clear plan for measuring the project.	Proposed results are clearly described and likely to have a high impact in alignment with goals of the grant funds, including specific measures and methods for effectively measuring results of the project.