

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Dawn Sweitzer Properties LLC (HQ & The Gallery)	
<b>FROM:</b> Sandy Dunbeck, Director High Point Economic Development	<b>MEETING DATE:</b> October 2, 2023
<b>PUBLIC HEARING:</b> Yes	<b>ADVERTISED DATE/BY:</b> September 22, 2023
<b>ATTACHMENTS:</b> Legal notice that appeared in The High Point Enterprise	

**PURPOSE:** The High Point City Council is asked to consider a request from Dawn Sweitzer Properties LLC, for authorization of performance-based incentives for a project at 2429 W. English Rd. in High Point, NC in the amount of \$75,000.

**BACKGROUND:** HQ & the Gallery will be a new event space in High Point designed and owned by local designer, Dawn Sweitzer. The venue on W. English Rd. will host weddings, business events, parties, and performances. Guests can enjoy the main building, HQ, featuring a full bar, pit lounge and VIP loft. Guests may also utilize the smaller building, the Gallery, which can be used for ceremonies, panel events and exhibitions.

The company proposes to invest at least \$225,000 in real property improvements including but not limited to plumbing (including installation of bathrooms and sinks), electrical, installing an HVAC system, a metal roof, and lighting fixtures. Additionally, the company proposes to build a greenhouse, an overhang from The Gallery, and a second entrance/exit.

**BUDGET IMPACT:** The source of those monies would be the City's Economic Development Incentive Fund, which is funded by general and electric revenues.

### **RECOMMENDATION/ACTION REQUESTED:**

The High Point Economic Development staff recommends that City Council:

- authorize performance-based incentives for the project in the amount of \$75,000.
- authorize the City Manager to execute a performance agreement with the company containing benchmarks for the company to achieve and a schedule for the payment of such financial incentives.



Pursuant to N.C. General Statute 158-7.1, notice is hereby given that a public hearing will be held by the High Point City Council on Monday, October 2, 2023, at 5:30 p.m. in the Council Chambers, High Point Municipal Building, 211 S. Hamilton Street, High Point, NC, for the purpose of receiving public input on a funding request for local incentives. A company proposes to expand at 2429 W. English Rd. in High Point, NC and invest \$225,000 in real property improvements. High Point City Council will consider building upfit incentives of up to \$75,000 for the project. The source of funding would be the Economic Development Incentive Fund, which is funded by general and electric revenues. The City would be authorized to provide this financial assistance upon the company's investment in real property and job creation – pursuant to an incentive performance agreement containing benchmarks and a schedule for the payment of such financial assistance. For further information, please call 336-883-3116.

**Sept. 22, 2023**