

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Joint Legislative Update	
FROM: Tasha Logan Ford, City Manager	MEETING DATE: February 19, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Visit High Point Agenda	

PURPOSE:

To provide an update on the 2024 High Point Legislative Agenda.

BACKGROUND:

The City of High Point collaborated with Business High Point, the High Point Market Authority, Visit High Point, and the Congdon Family Foundation to develop a Legislative Agenda. The mission of this agenda is to harness collective support for key projects that will further leverage High Point's upward momentum.

BUDGET IMPACT: N/A

RECOMMENDATION / ACTIONS REQUESTED: Information update only.



2024 High Point Legislative Agenda

Collaborative Partners



Our Why?

The mission of this agenda is to harness collective support for key projects that will further leverage High Point's upward momentum.

We believe investment in the below items will accelerate opportunities around economic development, infrastructure, permitting, and housing.



Lexington Avenue Gateway Feasibility Study: No amount listed

The first step to get this Gateway back on the state TIP will be for a feasibility study to be completed to assess the road frontage needs and the housing that it may affect. We believe this road is vital to city access, improved access from downtown High Point to Piedmont Triad International Airport. In 2016, BHP covered the cost of the environmental study which has been completed for this Gateway project. We aspire for this corridor to be a greater infrastructure support and community development.



High Point Athletic Complex Improvement \$4.5 Million

High Point Athletic Complex is High Point's largest sports complex at over 68 acres. In alignment with the City's Parks and Rec Master Plan, turf and lighting updates and improvement are critical. This is a turnkey estimate and includes all professional surveys, earthwork, excavation, turf, supplies, striping, along with field maintenance equipment and training. The fields would be located on the lower end of current Miracle League fields, replacing two existing turf fields.

The Athletic Field Lighting would support aforementioned installation of synthetic turf fields and increases playing time and allows for more year-round use. This project will have a tremendous impact on High Point sports tourism; increasing our ability to compete regionally for tournaments, drive greater demand for hotel lodging and continue to support current active local sports clubs.



High Point Housing Pilot Program: \$2-3 Million

With a current housing shortage in High Point, we request funding to launch a pilot program aimed to address this key tenant of community infrastructure for critical future growth. A comprehensive approach to housing that aligns with the city's comprehensive plan to create density, affordability, supports quality of life as well as workforce recruitment and retention.

This pilot program will take proactive steps to undergird current resources, target innovative best practices while positively impacting the diverse group of stakeholders that make up a thriving housing market (homebuyer, developer, real estate professionals, etc.) To include:

- Launching a revolving fund for residential developer incentives
- Implementing downpayment assistance program for homebuyers
- Creating workforce-related housing options
- Investigating potential landbanking opportunities, and
- Carrying of construction costs

Thank you to our legislative delegation for your constant support of High Point and commitment to advance our community needs in Raleigh. The above projects totaling \$7-8M will have a massive ROI that will create jobs, enhance resources, and develop key infrastructure. We aim to ensure High Point is proactive to meet the needs of our current and future citizens, prospective visitors, as well as our existing and future businesses .

Thank You!!