

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

CITY OF
high point.



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA

GTCC GUILFORD TECHNICAL
COMMUNITY COLLEGE

guilford
WORKS

 **BUSINESS**
HIGH POINT
CHAMBER OF COMMERCE

GREENS HIGH
BORO POINT

NC CAROLINA
CORE
YOUR NEXT BIG MOVE

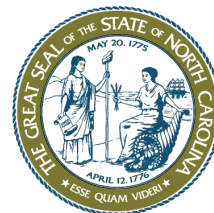
FORWARD
HIGH POINT
INC.



HP
MKT

The Home of
Home Furnishings.
HighPointMarket.org


ELECTRICITIES
of NORTH CAROLINA, INC.
The energy behind public power



NORTH CAROLINA
DEPARTMENT of
COMMERCE

visit
high
point
make yourself at home

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





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point.
economic
development.

Questions?

www.highpointedc.com

