

CITY OF HIGH POINT

AGENDA ITEM



Title: Washington Street Enhancement Project

From: Thanena Wilson, Interim Director, Community Development & Housing

Meeting Date: June 7, 2022

Advertising Date: N/A

Public Hearing: N/A

Advertised By: N/A

Attachments: N/A

PURPOSE:

D-UP Inc located in the Washington Street Historic District is presenting its Washington Street Enhancement Project that has a message to restore the hope of the community with a focus on community revitalization and community enrichment. D-UP plans to invest millions into the expansion of its current programming on Washington Street for a state-of-the-art STEM/gymnasium complex and arts facility. D-UP is requesting the conveyance of two High Point City properties for public purpose, to further support its expansion goal, to be a catalyst in the revitalization of historic Washington Street, and site for Blackbox Theater.

BACKGROUND:

D-UP's mission is to provide comprehensive wraparound services for children, adults, and families by promoting health, education, and life readiness; with the goal of maximizing individual life experiences and increasing the economic self-sufficiency of families thus thriving.

D-UP Inc., represented by co-founders Jakki and Corvin Davis is a grassroots fitness and education organization established in 2007 and incorporated as a 501 (c) (3) nonprofit in 2010. D-UP mainly serves community members in the 27260-zip code, which studies show is one of the most vulnerable communities in High Point. In our early days basketball was utilized as a platform to promote physical activity and healthy nutrition to combat childhood obesity; however additional needs were identified. Our programs evolved and were implemented when D-UP moved to Washington Street in 2011 in partnership with Hayden Harman Foundation.

D-UP has doubled the number of families served and expanded its scope to meet the needs of the community with numerous partnerships and collaborations since the June 2019 ribbon cutting of its Enrichment facility located at 613 Washington Street. Seventeen programs are now operating from four buildings on Washington Street with tutoring, nutrition, gardening, cooking, basketball, dance, music, sewing, screen printing, pottery, photography, scouting, art, social emotional wellness, employee development, and skills.

BUDGET IMPACT:

There will be no impact to the budget as D-UP Inc is not requesting public funds for this project. There are sufficient funds in the current FY21-22 budget to cover the cost to convey the subject properties.

RECOMMENDATION / ACTION REQUESTED:

Community Development and Housing staff supports revitalization of the historic Washington Street neighborhood and believe the proposed efforts will enhance the area. We request that the Community Development Committee favorably recommends taking to City Council for approval the conveyance of 621 and 627 Washington Street for the public purpose outlined.



Washington Street Enhancement Project

**“A Community Revitalization and
Community Enrichment Focus”**

June 7, 2022
D-UP Inc.

D-UP Is.....



ACTIVE IMPACTFUL FUN MOTIVATED
CONSTANTLY ON THE MOVE
AMAZING CARING SWAGG ENERGIZING AFRO-CENTRIC
FOOD NUTRITION COMPASSION FELLOWSHIP
HOPE GROWTH TRANSFORMATIVE CHANGE AGENTS
COMMITTED INITIATIVE AUTHENTIC
DETERMINED INVESTED
COURAGE VISIONARY STRENGTH INNOVATIVE COLLABORATIVE

Overview

- ▶ The Washington Street Enhancement Project will be a catalyst in the revitalization of historic Washington Street and further support D-UP expansion goal.
- ▶ The strategic partnership with the City of High Point supports the revitalization efforts that was identified in the Core City Plan adopted by High Point City Council in 2007.
- ▶ The partnership guarantees the intentional and timely development of key properties in a top priority redevelopment area: the Washington Street Historic District.
- ▶ D-UP purchased 500 Washington Street December 2021 owned by Tom Van Dessel to be the key gateway building to the district that is attractive and thriving with positive energy and community programming, and the future site for STEM, GYM, and Arts Complex.
- ▶ D-UP is requesting the conveyance of two High Point City properties specifically 621 and 627 Washington Street for public purpose.
- ▶ The properties will be the future site for Blackbox Theater.
- ▶ D-UP plans to invest at least \$13M into the expansion of its current programming on Washington Street for state-of-the-art STEM, gymnasium complex, and arts facility.



Washington Street Map

- Highlighted in YELLOW are properties already owned by D-UP, Inc. 512 Washington Street and 613 Washington Street.
- Highlighted in purple is the property D-UP recently purchased from Tom Van Dessel 500 Washington Street.
- Highlighted in RED are the properties owned by the City of High Point, 621 & 627 Washington Street D-UP is requesting to be conveyed.

D-UP Inc.

- ▶ D-UP Inc. is a grassroots fitness and education organization established in 2007 by co-founders Jakki and Corvin Davis.
- ▶ D-UP was incorporated as a 501 (c) (3) nonprofit in 2010 and started operating on Washington Street in 2011 in partnership with the Hayden-Harman Foundation.
- ▶ Initially basketball was the primary platform to promote physical activity, health, and character; however, programs evolved to meet needs when D-UP moved to Washington Street.
- ▶ The move to Washington Street gave a new purpose and empowerment not only for youth but for families.
- ▶ D-UP's vision is for a safe and nurturing environment that fosters courage, hope, belief, and pride to live healthier lifestyles.
- ▶ D-UP's mission is to provide comprehensive wraparound services for children, adults, and families by promoting health, education, and life readiness; with the goal of maximizing individual life experiences and increasing the economic self-sufficiency of families thus thriving.

Collaborations

Alpha Arts Club

American Heart Association

Big Brothers Big Sisters

Boy Scouts of America

Burns Hill Neighborhood Association

City of High Point

COMMUNITIES IN SCHOOL of HIGH POINT

Community Writing Center

Congdon Family Foundation

Art Alliance Greensboro

Foundation For A Healthy High Point

Girl Scouts

Go Far

Greater High Point Food Alliance

Growing High Point/Growdega

GUILFORD COUNTY FAMILY JUSTICE CENTER

Guilford County Resource and Referral Center

Guilford County Schools

Guilford Education Alliance

Hayden Harman Foundation

High Point Baldwin's Chapel SDA Church

High Point Community Foundation

High Point Farmers Market

High Point Rockers

High Point School Partnership

FORGE Greensboro

HPU Center for Community Engagement

Mega Mission Ministries

Djembe

HPU Club Field Hockey

HPU Exercise Science Club

HPU Fred Wilson School of Pharmacy

HPU Sigma Nu Fraternity

HPU Zeta Tau Alpha Sorority

Mundo Bella Photography

NC Cooperative Extension

New Beginnings Full Gospel Ministries

Operation Excel

Royal Expressions School of Dance

Salvation Army of High Point

Say Yes Guilford

Second Harvest Food Bank

Sew On High Point

The Oakview Citizens' Council

The Poetry Project

The Three M's

United Way of Greater High Point

Washington Street Neighborhood

Association

Welfare Reform Liaison Project

West Inn Ministries

Yoga with Devin

YWCA High Point

High Point Collaborative

Resilience High Point

Our Village

**"The Future Of Our Community
Takes All Of Us WORKING TOGETHER!"**

WHAT D-UP MEANS TO ME

► Charles Laughlin

► “Before I even became an employee at D-UP, I was a D-UP parent. I needed a place where my son Charles could go to and be accepted for him. I needed a place to send Charles where his self-esteem was raised, he made friends, and yet still had routine and discipline. D-UP did that. Not only did Charles have a safe space, but he also had a place where he could talk to a counselor and work on his mental health. Charles is now 20 years old and works as a training manager at Taco Bell. He has not only graduated high school, but he went to Job Corps where he obtained certifications in Microsoft and Human Resources. He uses these certifications in his mother's start up business. I'm very grateful for the role that D-UP has played in Charles life by giving him love, acceptance, and when needed a gentle and caring nudge to continue a positive path.”

written by: Tisha Nicholson



WHAT D-UP MEANS TO ME

Makiyah Johnson

"D-UP is a community program that I can clearly see was the right choice for me since I was 8 years old. A program for all the kids that needed help physically, emotionally, mentally, and spiritually. This couple taught me how to be a graceful and respectful young lady in various ways. They told me to not only do something to benefit myself but to do something for others. Not only did this organization change the way our community see each other...it changed my life, my sisters' lives, and the youthful joyful lives of other kids. Without this organization, our community would not be whole. I am sincerely thankful that D-UP gave me a chance of opportunity and growth and special connections. Thank you Corvin and Jakki Davis for changing my life."

Written by: Makiyah Johnson



Vision

- ▶ Develop a Strategic Partnership with City of High Point
- ▶ Transform Washington Street into a thriving and distinctive district
- ▶ Expand and Compliment the Downtown Catalyst Project and other current initiatives in the district
- ▶ Pay homage to the history of Washington Street & celebrate John Coltrane (cultural immersion)
- ▶ Deepen Collaborations and Build strategically focused places that support creative effort, community enrichment, and community involvement, especially for our youth (social connections)

Washington Street Enhancement Project

Message: Restore The Hope

Focus: Community Revitalization
and Community Enrichment

Purpose: Build a Community
Complex and Blackbox Theater

Strategy: Community Giving

Why do we
NEED this
Project?

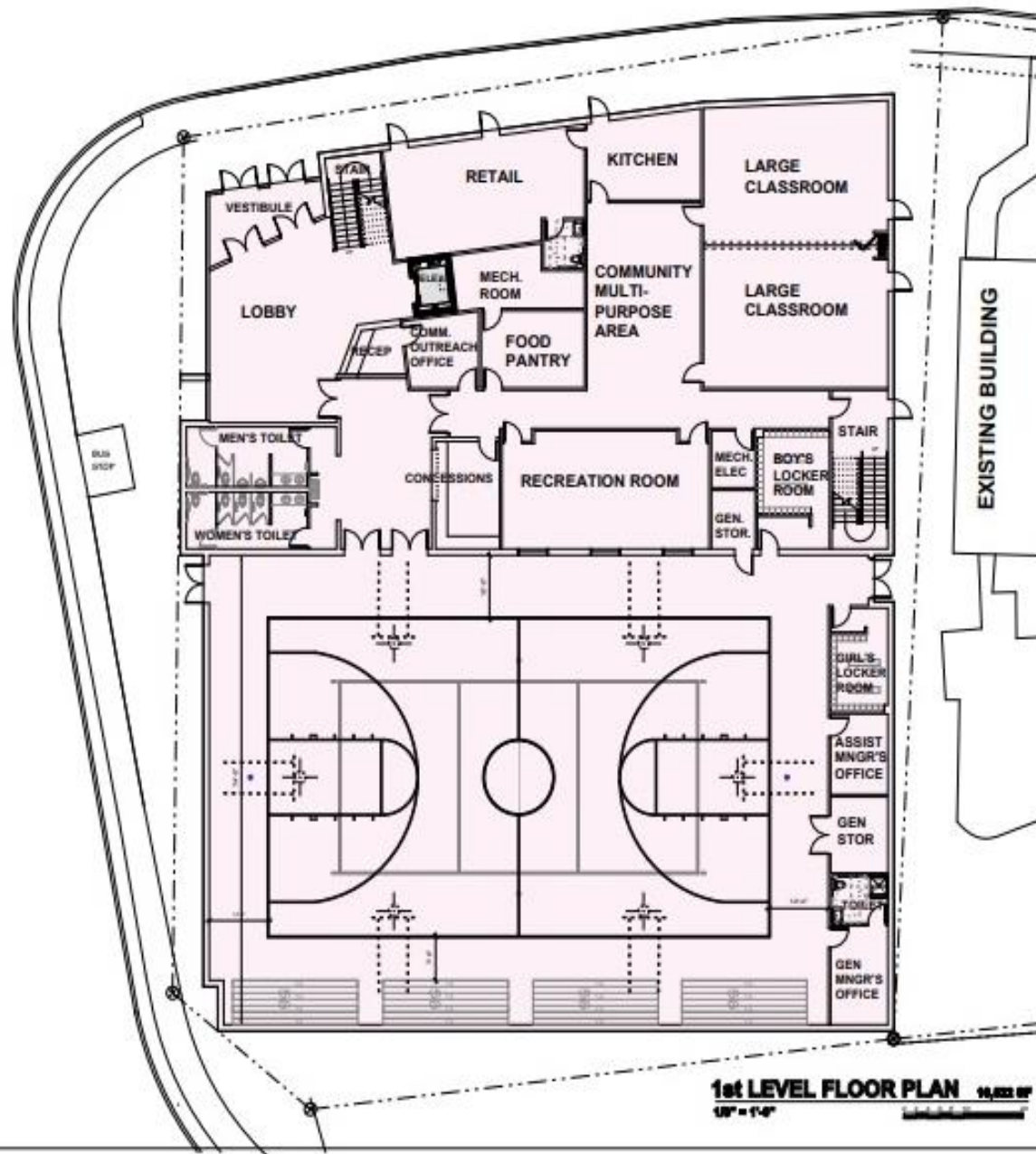
Community Revitalization

- ▶ Remove Blight
- ▶ Reverse Negative Perceptions
- ▶ Expedite Economic Growth
- ▶ Achieve Job Creation and Retention
- ▶ Increase Property Values

Why do we NEED this Project?

Community Enrichment

- ▶ Promote Access and Equity
- ▶ Expand and Grow Existing D-UP Programs and Operations
- ▶ Offer Educational Support
- ▶ Provide a Haven for Sports and Recreational Exercise
- ▶ Build a Culture of Fine Arts
- ▶ Address Food Security and Nutrition
- ▶ Foster Social Connections



1st LEVEL FLOOR PLAN 10,022 SF
 1/8" = 1'-0"



FULLER
 ARCHITECTURE

66 COURT SQUARE
 SUITE 200
 MOORE NC
 270 701 8400

LONG
 CONSTRUCTION CO., INC.



**1ST FLOOR
 PLAN**

DATE: MAY 21, 2022
 (NOT FOR CONSTRUCTION)

REVISION

C1.0



FULLER
ARCHITECTURE

48 CURR SQUARE
SUITE 200
MOORE NC
27028
888 751 0400

LONG
CONSTRUCTION CO., INC.

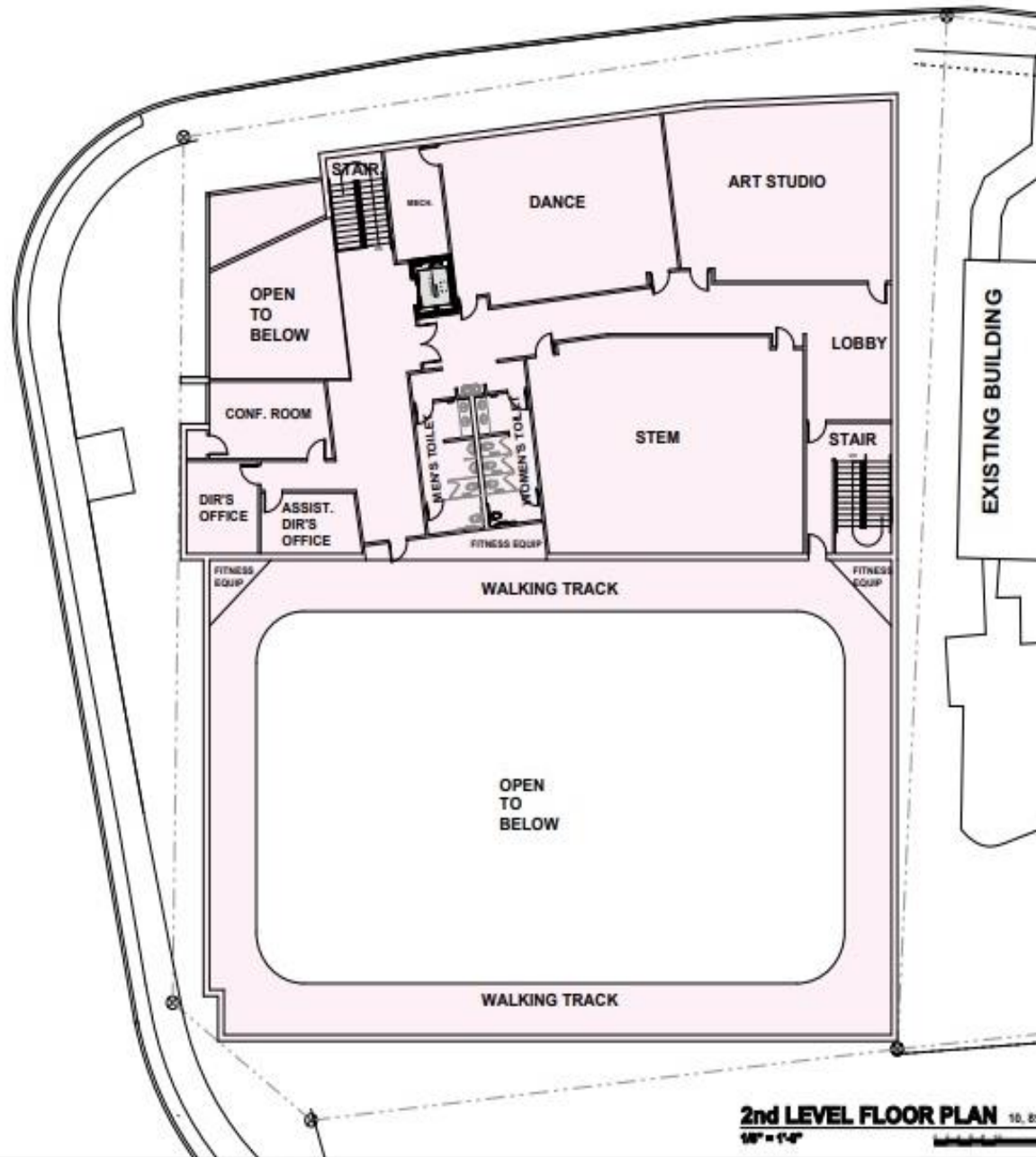


**2ND FLOOR
PLAN**

DATE:
MAY 27, 2022
(NOT FOR CONSTRUCTION)

REVISION:

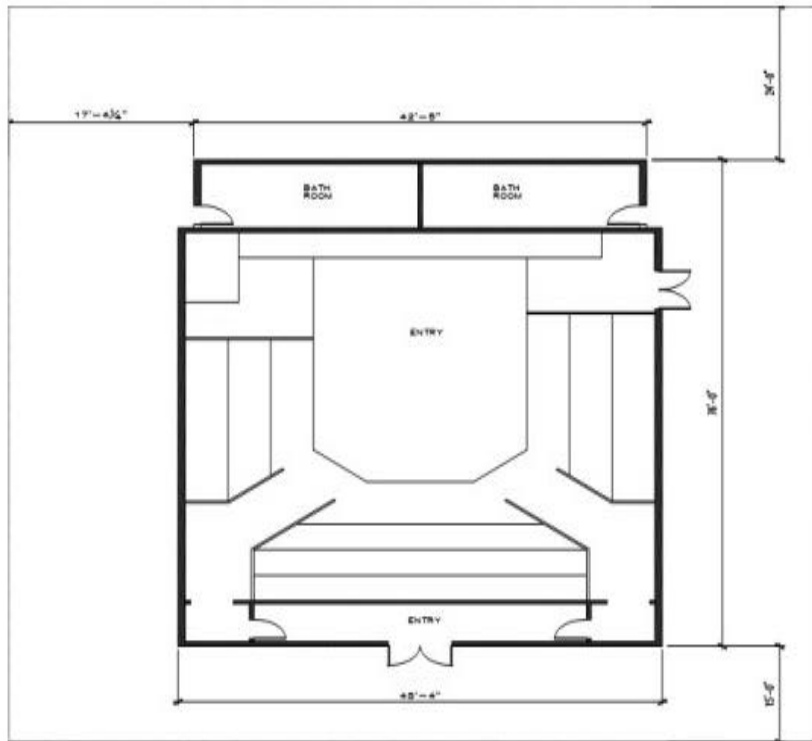
C1.0



2nd LEVEL FLOOR PLAN 10,897 SF
1/8" = 1'-0"



Black Box THEATER



621 and 627
Washington
Street
PROPERTIES

Revenue Generating Programs for Sustainability

- ▶ Sports Tournaments and Leagues
- ▶ Summer Camps/Clinics
- ▶ Pre-season Jamborees
- ▶ Facilities Rental (Weekly practice times, Charity Galas, Community and Corporate Meetings and Events, Professional Speakers, Plays, Concerts, and Recitals)
- ▶ Retail Stores (Cultural Children's Bookstore, Greek Paraphernalia, and Natural Products Boutique, Coffee & Juice Shop, Bakery)
- ▶ Birthday Parties

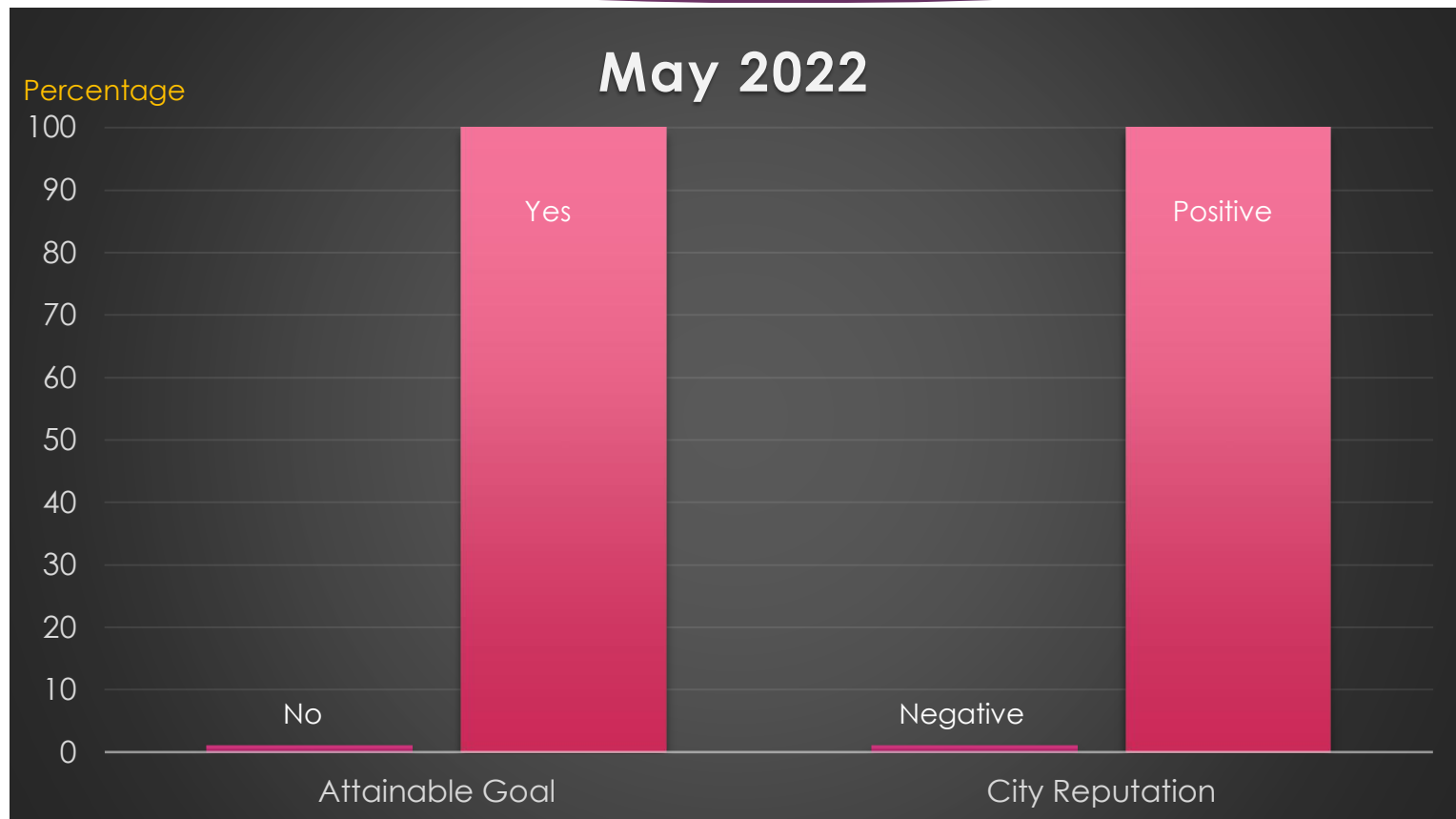
Fundraising Strategies for Sustainability

- ▶ Foundation, State and Federal Grants
- ▶ Annual Giving Letter
- ▶ Final Four Frenzy Shootout
- ▶ STEM Groovy Lab in a Box
- ▶ **Restore the Hope Campaign**
- ▶ D-UP Allstars vs HP First Responders Benefit Basketball Game
- ▶ Let's Move to Music Showcase
- ▶ 3 on 3 Basketball Tournament
- ▶ Royal Celebration

Comprehensive Capital Campaign Plan

PHASE	PROJECT	FUNDRAISING GOAL	TIMELINE
PHASE 1	Purchase 500 Washington Street 621 and 627 Washington Street Conveyed	\$350,000 Conveyed From City of HP	Closed December 30 th , 2021
	Demolition	\$150,000	Summer 2022
PHASE 2	Build STEM, GYM, and ARTS Complex and Design	\$7,200,000	2025
PHASE 3	Build Blackbox Theater and Design	\$3,065,000	2026
PHASE 4	Endowment	\$2,000,000	2027

FEASIBILITY STUDY



The ASK

The conveyance of 621 and 627 Washington Street properties for public purpose, site for Blackbox Theater to be a catalyst in the revitalization of historic Washington Street and to further support D-UP's expansion goal.





Questions
Thoughts
Comments

THANK YOU

