



Small-Scale Manufacturing and Place-Based Economic Development

High Point, NC

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Smart Growth America

Improving lives by improving communities



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A lot of challenges facing
our communities today





People and Businesses Pick the Place First



The Hidden Gems

Photo Credit: Recast City



Photo Credit: Karmalades



Create a Reason to Gather



Build Inclusive Business Communities

Photo Credit: Recast City

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What Soap is Best for Your Skin Type?

Oily, Acne-Prone and Combination Skin

Hawaiian Sea, Hawaiian Clay, Spa Bar, Eucalyptus Lime Sage, Coco Loos, Mandarin Lemongrass, Invigorating, Citrus Glow, Relaxation, Tea-Tree Lavender, Morning Mint, Cedar Sage, Sandalwood, or Aphrodite.

Dry, Sensitive, and Mature Skin

Lavender, Lavender Rose, Chamomile Lavender, Lemongrass Geranium, Papaya Oatmeal, Honey Almond Oil, and Glycerin Soaps.

Sun Damaged

Chamomile Lavender, Lavender, Lavender Rose, Lemongrass Geranium, Spa Bar.

Cellulite

Chamomile Lavender, Lemongrass Geranium, Mocha Java.

Additional

Shampoo Bar - Stimulates the scalp, promotes hair growth and is antibacterial. Gently exfoliates the skin, soothes cracked and dry skin. Moisturizes and softens skin. Use hair for a smooth shine.

Fill Storefronts

Photo Credit: Recast City

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Increase Property Value

Photo Credit: Recast City

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Attract More Business Owners

Photo Credit: Recast City

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What does this mean
for High Point's
southwest quadrant?



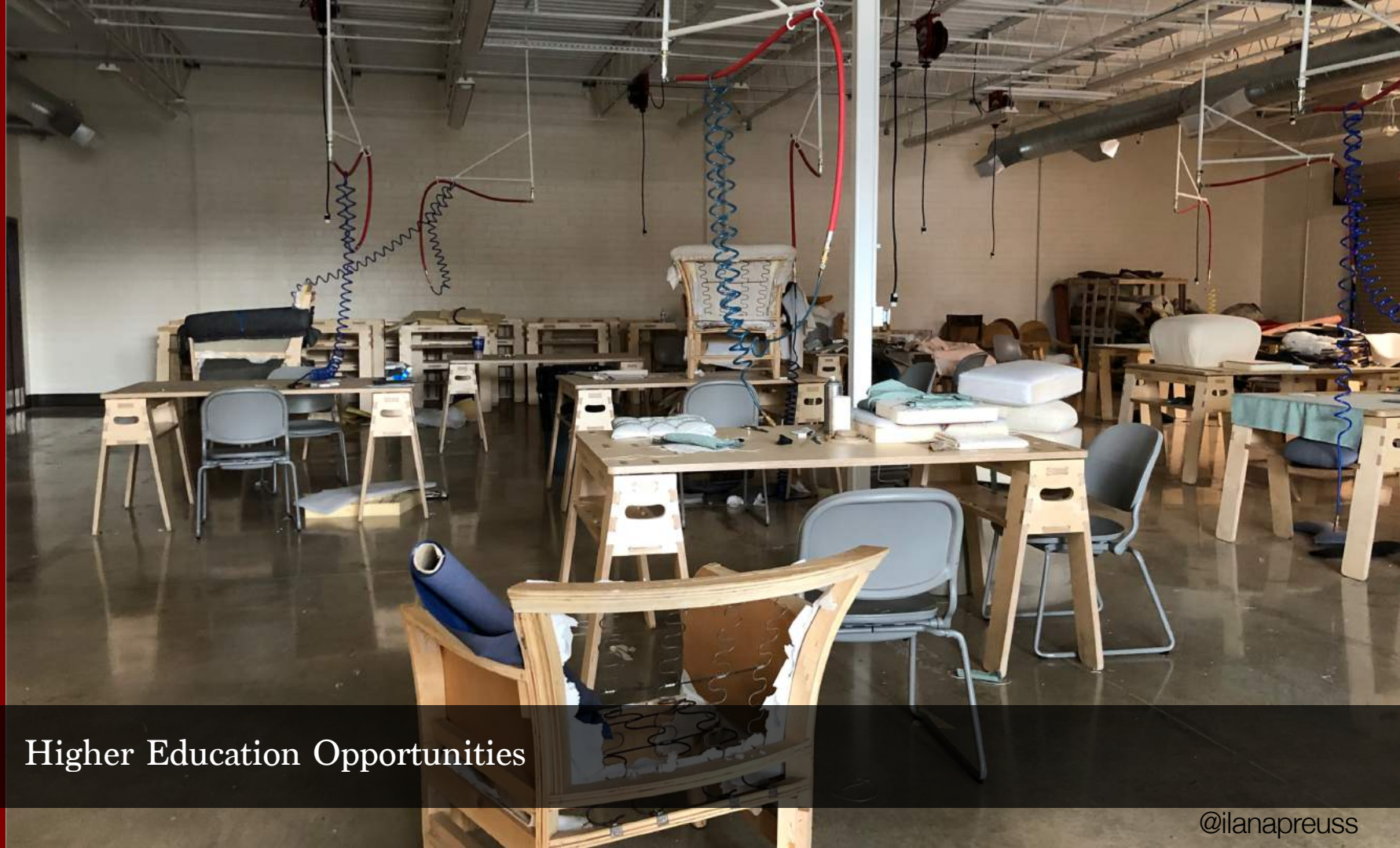
- Historic manufacturing base
- Collaborative community
- Building on existing infrastructure
- Proximity to key anchors
- Affordability and location
- Existing small business resources
- Higher education opportunities
- Existing building stock



Historic Manufacturing Base

Photo Credit: Recast City

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Higher Education Opportunities



Existing Building Stock

Photo Credit: Recast City

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- Missing details for placemaking
- No vision for the SW Quad economic development
- Poor regional perception
- Strong divisions within the city
- Potential for displacement
- Gap in small business and small manufacturing business support
- Extremely car oriented



No Vision for SW Quad



Gap in small product business support

Photo Credit: Recast City

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Production in the city is key to
having a strong local economy
with strong neighborhoods



How do we do it?



1. Create a more comprehensive vision for economic development in the southwest quadrant of the Core City.
2. Invest in an anchor space or catalyst project to establish the vision for the southwest quadrant.
3. Partner with the nearby residential neighborhoods and regional service providers to help more local residents become entrepreneurs and launch new businesses.
4. Launch a city-wide program to promote, train, and help scale existing small-scale manufacturing businesses.
5. Remove policy barriers and create incentives for innovation that promotes more business launches in High Point.



1. Create a comprehensive vision for economic development in SW quad of Core City



2. Invest in an anchor space or catalyst project to establish the vision



3. Partner with nearby neighborhoods & service providers to help more residents become entrepreneurs

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COMO MAKES

MANUFACTURING • ARTISTRY • KNOW-HOW • ENTREPRENEURSHIP



4. Launch a city-wide program to promote, train, & help scale existing small-scale manufacturing businesses



5. Remove policy barriers and create incentives for innovation that promote more business launches









What is your first step?





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MAKE GREAT PLACES

Build communities where
small-scale manufacturing businesses thrive