



**AN EXCITING  
TIME TO BE IN  
HIGH POINT**

Sandy Vernon Dunbeck, Executive Vice President High Point Economic Development



# HPMKT

HIGH POINT MARKET



# HIGH POINT UNIVERSITY



# MANUFACTURING



[RUNWAY](#)

[MEN](#)

[WOMEN](#)

[KIDS](#)

[BABY](#)

[HOME](#)

[CUSTOMIZE](#)

[BRANDS](#)

[SALE](#)

## POLO RALPH LAUREN



# COMMERCIAL/RETAIL DEVELOPMENT



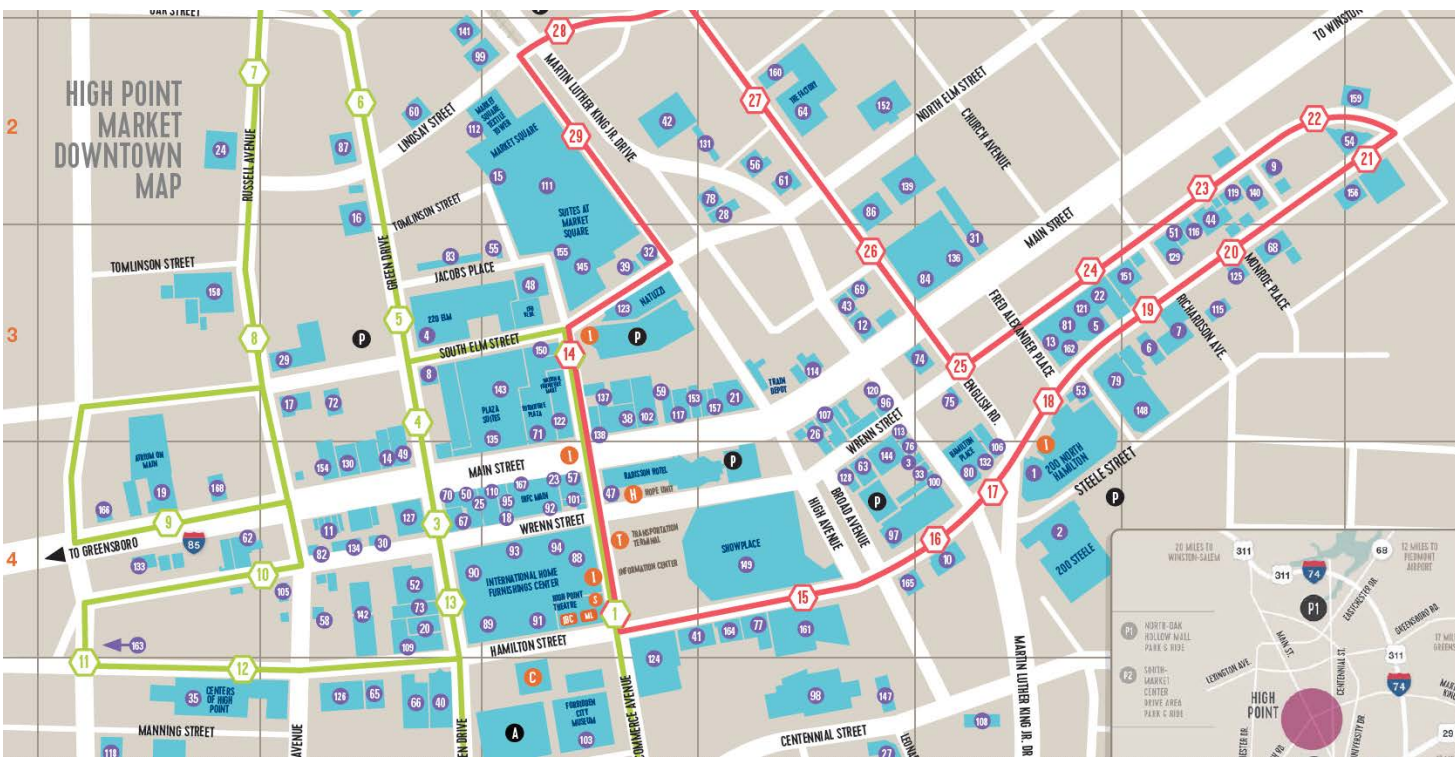
  
PANDORA'S MANOR  
— HIGH POINT —



  
BROWN  
TRUCK  
est. 2015  
BREWERY



  
Publix.





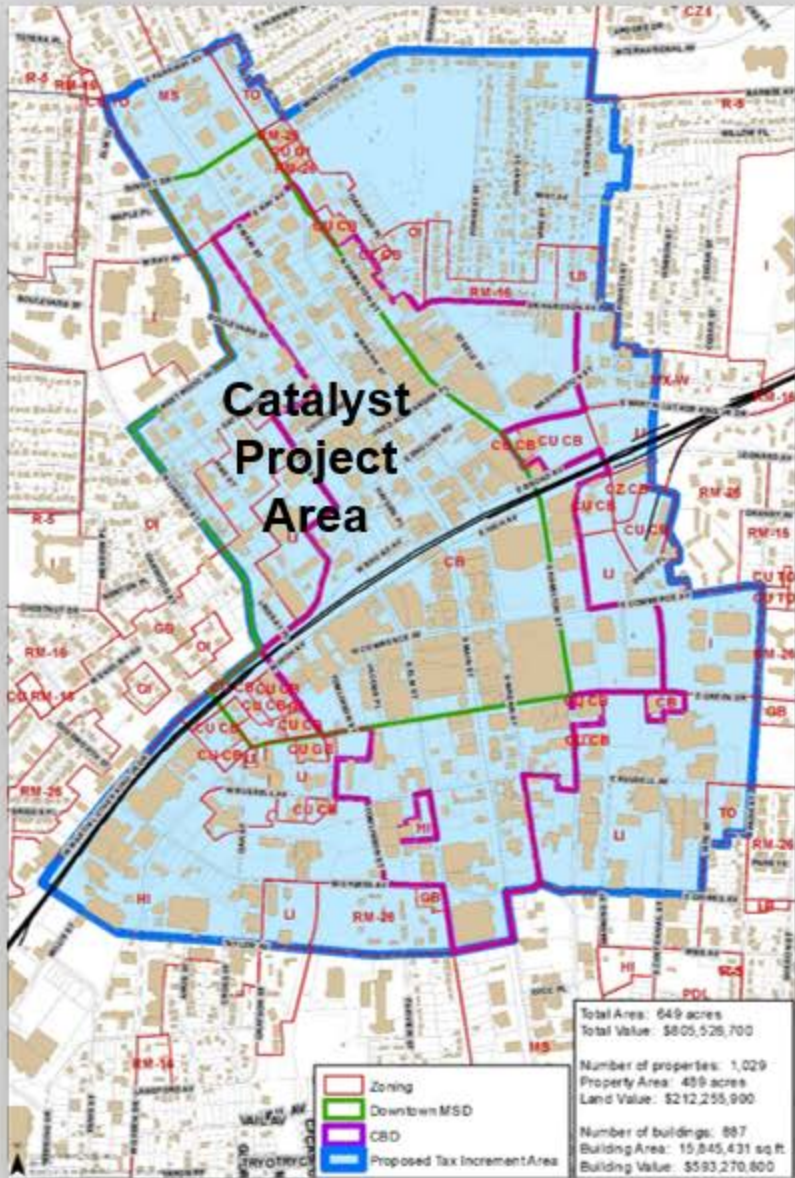
# PUBLIC TRANSPORTATION



High Point Mendenhall Station for Furniture Market (left) & High Point Train Station for passenger travel (right)

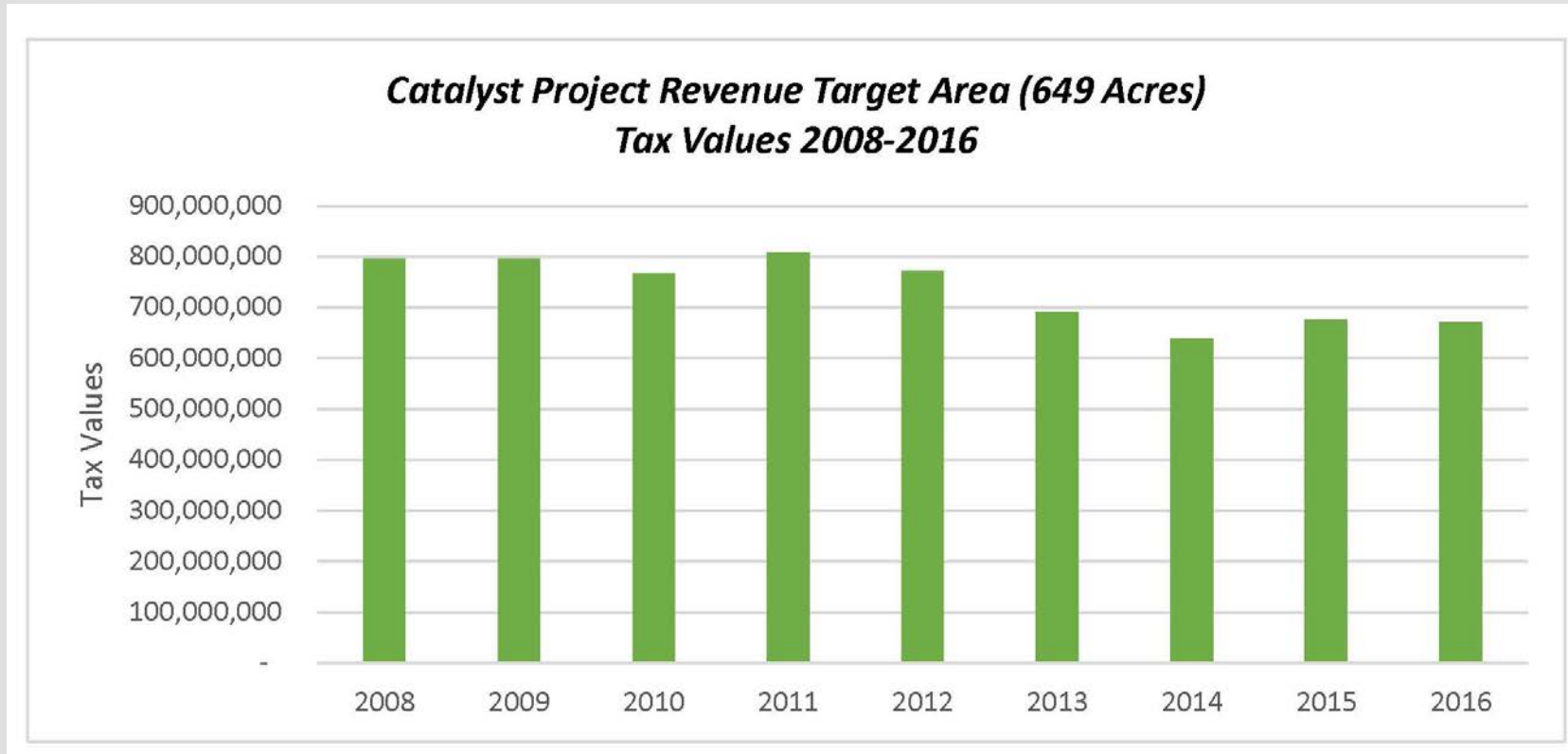


# Catalyst Project Revenue Target Area



- 649 Acre Revenue Target Area
- Gradual Tax Value Decline
- Some Furniture Market Construction
- Minimum Private Development

# Revenue Target Area Tax Value Loss 2008 - 2016



**\$125,091,565 Tax Value Loss**

# Reversing the Revenue Trend

- Catalyst – “An agent that provokes or speeds significant change or action” (*Merriam-Webster*)
- Private Development
- Market-Driven Plan
- Centered Around Multi Use Stadium – 200,000+ visitors annually
- Control of Land Dedicated to Development
- ~~\$28~~ \$50 million Commitment from the Private Sector for Team Ownership, Naming Rights, Event Center, Childrens’ Museum, Downtown Park

# April 3, 2017 City Council Action

- Approved a Budget Amendment for use of reserves and internal loans to proceed with land purchases, site design and Multi Use Stadium design with a total cost not to exceed \$15 million
- Authorized the Manager to proceed with land purchases, site design and Multi Use Stadium design with a total cost not to exceed \$15 million
- Authorized the Manager to proceed with development of Multi Use Stadium financing plan
- Authorize the Manager to develop an Agreement with Forward High Point regarding their coordination of design and private development for the site
- Authorize Forward High Point to finalize Team Ownership and Naming Rights for Multi Use Stadium
- Authorize the Manager to seek County participation regarding increased tax base

# High Point Public Library Project



# GOALS

Legend

- 1 Ballpark
- 2 Parking / Parking Deck
- 3 Retail/Restaurant /Multi-family
- 4 Ballpark Program Area
- 5 Plaza / Ballpark Entrance
- 6 Green Space
- 7 Home Run Porch
- 8 Club (2nd level)
- 9 Showrooms
- 10 Berm Seating
- 11 Church Street Linear Park

Proposed Tabulations

Residential Units: 556  
Retail/Restaurants: 120,800 SF  
Showroom: 65,000 SF  
Surface Parking: 48 spaces  
Parking Garage: 1050 spaces



- In March 2016, one of the strategic goals approved by City Council was *to create a downtown catalyst project that produces:*
- 500 private sector jobs
- 15-20 new restaurants and shops
- 250 additional residential housing units
- A centralized gathering space



# MAIN STREET STATION



Mixed Use Development  
32,000 SF Retail/Restaurant/Professional  
20,000 SF Class A Office  
120-150 Residential Units  
**Total Value: \$16,500,000 to \$22,000,000**



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365 Days of the Year