

RESILIENCE

in challenging times



High Point Economic Development Corporation

2020 ANNUAL REPORT

HIGH POINT, NORTH CAROLINA

HIGH POINT: Resilience in challenging times

Dear High Point residents, business leaders, and allies:

“Resilience” is defined as the ability to respond well to disruption.

Despite the challenges resulting from the pandemic, the City of High Point and its economic development team have shown resilience in 2020 – working together successfully to bring new jobs and investment to our community.

That hard-working team includes local elected officials, the Guilford County Economic Development Alliance, and, of course, the High Point EDC board and staff.

When reviewing this annual report, you will learn about 2020’s projects as well as progress in transforming downtown, growth at High Point University, and more. With these solid gains occurring in a challenging year, we are looking forward to continued success ahead.

Sincerely,



Carlos Olvera
High Point EDC Chair



Loren Hill
High Point EDC President



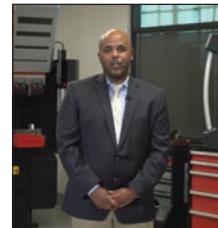
Chair Carlos Olvera presided over the virtual 2020 High Point EDC annual meeting, which was hosted by Amada.

High Point EDC holds virtual annual meeting at Amada

The High Point Economic Development Corporation held its 2020 annual meeting virtually on November 4. The 75-minute program featured:

- High Point EDC Chair Carlos Olvera, who chaired the meeting, reviewed the year, and marked the five-year anniversary of the Guilford County Economic Development Alliance (Page 13);
- Retail Strategies President Lacy Beasley, who discussed how retail has changed due to the pandemic;
- Guilford County Workforce Development Board Executive Director Chris Rivera, who reviewed how his group is helping job seekers and businesses during these challenging times;
- High Point EDC Executive Vice President Sandy Dunbeck, who introduced company officials from Amada, a new-to-High Point manufacturing company that served as the virtual host of the meeting and was an HPEDC client (please see Page 4, front cover, back cover); and
- High Point EDC President Loren Hill, who reviewed the major economic development projects of the year and thanked community leaders, city officials, and allies as he reflected on “20 Years of Extraordinary Memories during Extraordinary Times.”

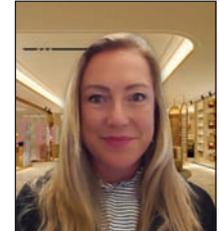
To watch the 2020 annual meeting, go to <https://youtu.be/b4qZwK1y6sU>.



Workforce Executive Director Chris Rivera spoke at the High Point EDC annual meeting from Amada’s Technical Center training room.



High Point EDC President Loren Hill spoke in the just-opened Technical Center of Amada at the November 4, 2020, annual meeting.



Retail Strategies President Lacy Beasley was a featured speaker at the 2020 and 2019 annual meetings of the High Point EDC.

ON THE COVER: Amada’s new Technical Center – which virtually hosted the 2020 High Point EDC annual meeting – opened in October.

2020 office/industrial projects in High Point

High Point's industry clusters include innovative manufacturing, supply chain and logistics, aerospace, life sciences, specialized business services, and arts & design. Furniture's reach is wide-ranging – it extends into all but one of those clusters.

DC Blox may construct a \$305 million data center

DC Blox is considering building and operating a multi-tenant data center in High Point. If the city is selected, the company would construct a data center on the 14-acre vacant lot at 4131 Sheraton Court in the Piedmont Centre business park. An impressive \$305 million would be added to the local tax base.

Both the Guilford County Board of Commissioners and the High Point City Council authorized performance-based incentives for this project in October 2020.

The company should make its decision no later than early 2021.

AkzoNobel growing its manufacturing campus



Construction on the new paint plant began in 2020 on AkzoNobel's High Point campus.

AkzoNobel is expanding its campus at 1431 Progress Avenue. Construction began in 2020 on a 50,000-square-foot facility.

The \$55 million investment in the new building and other upgrades will transform the company's wood coatings facility into a best-in-class manufacturing site.

The Netherlands-based company produces wood coatings – including paints, stains, lacquers, ultraviolet finishes, and more.



LLFlex leaders, elected officials, and economic developers attended the announcement ceremony in the High Point City Council chambers in January 2020.

LLFlex opens manufacturing plant

LLFlex announced in early January 2020 that it would open in High Point. The ceremony was held in the High Point Municipal Building and was the State of North Carolina's first economic development announcement of the year.

The company will create 46 jobs and invest \$7.6 million in upfitting and equipping 73,500 square feet of space in the new building at 738 Gallimore Dairy Road. The High Point City Council had authorized performance-based incentives for this project.

The company is a leader in packaging materials and industrial laminate solutions.

"North Carolina's educated, motivated workforce, business-friendly landscape, and prime geographic location made it the ideal locale for our newest facility, which is a culmination of our commitment to customer service, production excellence, and market share growth," said Victor Dixon, CEO of LLFlex.

Amada opens second building

Amada has opened two buildings on its 37-acre manufacturing, technical, and showroom campus, which is at the corner of Amada Drive and Penny Road in the Premier Center business park.

- In December of 2019, the Japanese-based company held a ribbon-cutting ceremony for its manufacturing facility.
- In October of 2020, Amada opened its Technical Center showroom facility, which hosted the virtual 2020 annual meeting of the High Point EDC on November 4.

A third building is planned on the campus. When all phases are complete, the company expects to invest more than \$125 million and create more than 201 jobs.

The company is a manufacturer of a full line of precision sheet metal fabricating equipment for the auto and appliance markets.

Please see Page 2, the front cover, and the back cover to learn more about Amada.

Brittano Group considering Opportunity Zone project

The Brittano Group could locate a major project in an Opportunity Zone along West Green Drive near downtown.



Wife-and-husband team Karie and Julian Brittano are working with Opportunity Zone investors.

In July 2020, the High Point City Council authorized performance-based incentives for the possible 120-job live-streaming/film production studio project. The company could increase the tax base by \$60 million as it invests as much as \$100 million.

At year's end, the company and its Opportunity Zone investors are continuing to do their due diligence on whether or not to proceed with the project in High Point.

High Pint Brewery and Public House to open

High Pint Brewery and Public House will be opening in the former beauty school building at 1114 Eastchester Drive. The state awarded a N.C. Building Reuse Grant for this project, and the High Point City Council authorized \$6,000 for the city's part of a matching grant.

The company's investment in the property will exceed \$1.5 million. As many as 27 jobs will be created in the first two years.



High Pint Brewery will occupy a building near the intersection of Eastchester Drive and North Centennial Street.

Ariston Hospitality to open furniture manufacturing facility

Ariston Hospitality will be opening a manufacturing facility at 1581 Prospect Avenue. The company is a manufacturer of high-end contract furniture for hotel, senior living, and hospital facilities. The company plans to invest a total of \$1.5 million and create 15 new jobs in the first two years.

The High Point building is 80% in Guilford County and 20% in Randolph County. In December, the company was awarded a State of North Carolina Building Reuse Grant. The High Point City Council and the Randolph County Board of Commissioners had each authorized a local match.

CEO Tony Tsai of Ariston Hospitality (left) spoke to City Councilman Michael Holmes and the rest of the City Council at the public hearing in November.



Canter Power Systems consolidated its Triad facilities into a new facility, a 13,077-square-foot warehouse/office building at 4110 Sheraton Court. The company – which has 38 employees – sells, installs, and services generators for residential buildings.

CN Hotels – a hotel developer and operator – moved its headquarters to a 24,000-square-foot office building at 711 Gallimore Dairy Road.

Fortuna Enterprises has purchased the 65,000-square-foot former Merz Pharmaceutical facility at 4215 Tudor Lane for its new larger Triad location. The building will house the company's coffee roasting facility along with a warehouse, offices, and meeting space.

Go-Forth Pest Control quadrupled its space with the move of its headquarters from south High Point to the 24,000-square-foot building at 4260 Piedmont Parkway.

Gresham Office Furniture, which is a manufacturer of workplace furniture based in the United Kingdom, opened at 503 Old Thomasville Road.

Hanesbrands has been growing its workforce at 4190 Eagle Hill Drive. Its apparel distribution facility has gone from having 350 employees before the pandemic to 75 workers in March 2020 to 450 workers by September.

Hunter Commercial Properties announced plans to build a \$5.6 million, 75,000-square-foot warehouse/distribution facility on a 6.9-acre tract at 8229 Tyler Road. A Fortune 200 company is working with the developer and could be the tenant.



The new building at 780 Pegg Road was completed in 2020.

Ilderton Chrysler/Dodge/RAM expanded its dealership campus with the opening of a new facility at 501 South Hamilton Street. Two of its specialty businesses – van conversion and emergency lighting – will be in the building, which includes both new construction and renovations to an existing structure.

Quantum Materials is investing \$3.5 million in its 155,000-square-foot plant at 5280 National Center Drive. The company is adding 15 jobs. Quantum manufactures non-traditional, high-performance textiles for aircraft seats, office chairs, outdoor furniture, automotive uses, tire cord, and more.

Penn Properties is constructing two neighboring facilities – a 10,000-square-foot office at 4010 Mendenhall Oaks Parkway for **Central Carolina Dermatology** and a 7,700-square-foot facility for **TriMed Technologies** at 4012 Mendenhall Oaks Parkway.

Peters Development is continuing to build and make acquisitions in the downtown area for future growth opportunities (please see Page 8).

Scannell Properties submitted plans to the City of High Point to build a 234,000-square-foot distribution/warehouse building at 720 Pegg Road. The speculative building will be the second building in the Pegg Road Industrial Park, joining 780 Pegg Road, a 176,000-square-foot building completed in 2020.

Stratagon moved its regional office to 501 West English Road, a redeveloped former dry-cleaning building in the downtown multi-use stadium area. The marketing agency had previously been in the Piedmont Centre office park in northern High Point.

XPO Logistics announced that it is hiring more than 100 employees. Those permanent, part-time, and seasonal jobs will include senior supply chain managers, industrial engineers, material handlers, and truck drivers. The divisional headquarters for this distribution network and logistics IT company is located at 4035 Piedmont Parkway.



XPO Logistics has its divisional headquarters in the Piedmont Centre business park.

2020 office/industrial projects in Guilford County

As a member of the Guilford County Economic Development Alliance (Page 13), the High Point Economic Development Corporation works with its Greensboro Chamber of Commerce counterparts on behalf of all of Guilford County. Below are the largest 2020 office/industrial announcements in those parts of Guilford County that are outside the High Point city limits.

GREENSBORO

The Fresh Market has chosen a new Greensboro location for its corporate headquarters. A historic joint public hearing of the High Point and Greensboro city councils was held in November 2019, at which each city authorized performance-based incentives.

Pactiv Corporation, a food packaging manufacturer and distributor, will create 25 new jobs and invest at least \$8 million to expand its current facility.

Publix Super Markets began construction in 2020 on its 1,000-employee, \$400 million grocery distribution center. The company's new 350-acre campus is on Birch Creek Road and U.S. 70.

- The Lakeland, Florida-based supermarket chain broke ground in February 2020 on a 940,000-square-foot refrigerated warehouse in the project's first phase.
- In October 2020, Publix announced plans to add a dry grocery warehouse – which will be another 1.2 million square feet of space.



Dignitaries at the Publix groundbreaking included N.C. Governor Roy Cooper (left) and Speaker of the House Tim Moore.

Quirch Foods has opened its first North Carolina distribution center. It is the sixth distribution facility for the Miami-based frozen food distribution company.

Sunlight Batteries, a Greek-owned company, is assembling and distributing batteries for forklifts at a new facility. The company will create 46 jobs and invest \$6.5 million in machinery and infrastructure.

Syngenta will retain its 650 jobs and move to a new facility. The company's local jobs have an average annual salary of \$107,000. Both the Guilford County Board of Commissioners and Greensboro City Council voted to authorize performance-based incentives to keep the U.S. headquarters of Syngenta Crop Protection in the city. In addition, the company will invest at least \$68 million in real property, furniture, and equipment.

UPS, the multinational package delivery and supply-chain management company, will be expanding. The company's distribution hub will add 141 jobs and add up to \$54.2 million in new automated sorting equipment.



At a ceremony held at Gateway Research Park, N.C. Secretary of Commerce Tony Copeland announces that UPS will be expanding in Greensboro.

WHITSETT, KERNERSVILLE AND THE REST OF GUILFORD COUNTY

Amazon will soon have four facilities in Guilford County.

- The company opened a last-mile distribution facility in High Point in 2019 with up to 120 employees.
- In 2020, the company opened two more facilities: a 1,300-employee major distribution facility and a last-mile facility, both in Kernersville.
- Amazon also will be constructing a last-mile delivery facility in Whitsett.

FedEx will hire 170 workers for a new distribution center in Whitsett, and FedEx Ground will be hiring 1,900 seasonal workers in the Piedmont Triad.

Intersect Development Group purchased 47 acres at Rock Creek Center in Whitsett. Plans are to build a \$30-million, 478,500-square-foot speculative building for an e-commerce distribution/warehouse facility.

Prepac Manufacturing – a Canadian designer and manufacturer of ready-to-assemble home furniture – selected a Whitsett building to be its new U.S. manufacturing center. Prepac will invest \$27 million and create more than 200 new jobs.

2020 retail and services projects in High Point

The High Point Economic Development Corporation has retail as one of its focus areas in addition to its traditional work with office and industrial clients.

To help recruit retail, the High Point EDC staff works closely with:

- ElectriCities of North Carolina, the organization that supports High Point and other communities that own their own electric systems; and
- Retail Strategies, a leading national retail attraction firm based in Birmingham, Alabama, with offices in Georgia, Mississippi, and Texas (please see Page 2).

Austin's Bar & Grill moved from 2448 North Main Street to a larger facility at 914 Mall Loop Road that previously housed Liberty Brewery and Grill. At its new renovated facility, Austin's gained an additional 60-75 seats.

Bojangles will build a fast-food facility at 2619 South Main Street, near the Aldi's grocery store. A car wash is likely to be built next door to the eatery.

The Budding Artichoke specialty grocery store moved from just outside High Point's northern city limits to the Uptowne area of High Point at 120 West Lexington Avenue.

The Chicken Salad Chick eatery opened at 4117 Brian Jordan Place.

Harris Teeter Fuel built and opened a gas station at 1593 Skeet Club Road, in the parking lot in front of the Harris Teeter grocery store.

Jersey Mike's Subs opened at 4117 Brian Jordan Place.

A **Little Caesars** pizza restaurant and a **Great Stops** convenience store with 16 gas pumps opened in a new retail center at the intersection of West Wendover Avenue and Piedmont Parkway. The new center's two buildings have 11,640 square feet of space.



In September, The Budding Artichoke opened its newly-relocated specialty grocery store, which is owned and operated by Bela and Jose Abreu -- with help from their children.



A ribbon-cutting ceremony was held for Nolan's Family Pharmacy in March 2020.

Nolan's Family Pharmacy – a locally-owned “one-stop-shop” community store – opened at 2513 Eastchester Drive, Suite 119.

O2 Fitness will have its gym operations in a 25,000-square-foot building that is being constructed at 4010 Brian Jordan Place.

Paddled South Brewing Company is expected to open in January 2021. Renovations are underway for the new brewery at 602 North Main Street in downtown High Point.

The Pipe and Pint cigar shop opened at 3025 North Main Street.

Salt & Pepper Indian Cuisine – which features both a large buffet and menu service – opened its elegant restaurant at 3793 Samet Drive, Unit 180.

7 Eleven opened a new convenience store at 1440 Greensboro Road in the new Wrenn Farm development.

Vann York Honda is building a new 40,000-square-foot showroom and service facility at 422 Eastchester Drive, which will replace its existing facility at that location.

Transformation of downtown High Point

The transformation of downtown High Point is underway due to an impressive collaborative effort of city government, The Earl and Kathryn Congdon Family Foundation, High Point University President Nido Qubein, Dr. Lenny Peters, other business and community leaders, the downtown revitalization organization Forward High Point, several benefactors, and master developer Elliott Sidewalk Communities.

The High Point City Council had established a strategic goal “to create a downtown catalyst project” to increase the commercial tax base and create a public gathering space – drawing residents and visitors year-round. In four years, that idea has gone from a vision to the opening of new facilities.

The anchor of activity within the redevelopment area is the City of High Point’s \$36.6 million Truist Point multi-use stadium, which opened in May 2019 (See Page 10).

Elliott Sidewalk Communities firms up plans for two next-to-stadium buildings

Elliott Sidewalk Communities – the City of High Point’s master developer for the area around the Truist Point multi-use stadium – firmed up plans for two buildings adjacent to the stadium’s main entrance plaza.

On the south side of the plaza will be 275 North Elm, a three-story mixed-use building.

- The upper two floors will have 36,000 square feet of Class A office space. The first floor will feature a 14,000-square-foot food hall and retail space.
- A groundbreaking ceremony had taken place in 2019. In response to the coronavirus pandemic, though, the company put the building on hold for much of 2020.
- Construction is again underway, and the building should be occupied by the summer of 2021.
- Peters Development is partnering with Baltimore-based Elliott on this building (please see article to the right).

On the north side of the plaza will be another mixed-use structure to be built in the next phase.

- Residential and/or hotel uses will be on the upper floors, and retail will be on part of level two.
- Parking will be on the first two levels.

Peters Development impressively investing in downtown

Three allied companies – Peters Development, Peters Holdings, and Bethany Medical – are working on multiple downtown projects.

In 2020, the companies renovated 645 North Main Street, which will become their corporate offices. The building features a rooftop event/meeting space. An adjacent building at 665 North Main Street was demolished in 2020 and will be redeveloped into a mix of retail and office space.



Dr. Lenny Peters (right) is CEO, and his daughter Elise Peters Carey serves as president.

Peters purchased several nearby downtown buildings and lots in 2020 for future development: the 30,000-square-foot retail center in the 800th block of North Main Street as well as 650, 658, 660, and 662 North Main Street; 435 and 441 North Wrenn Street; 208 and 400 North Elm Street; 214 West English Road; and 206 and 218 Gatewood Avenue.

The company plans to construct a 100,000-square-foot mixed-use building on Lindsay Street that will have office, retail, apartments, and other uses. In the same block, a high-end condominium building will be constructed. In addition, Peters has joined forces with Elliott Sidewalk Communities to construct 275 North Elm (please see article to the left).

High Point by Design envisions year-round hub of design and creativity

High Point by Design (HPxD) was formed in March 2020 by a group of friendly furniture showroom competitors in downtown and nearby areas. The group seeks to make High Point a year-round design destination for interior designers, retail buyers, and consumers. HPxD hopes to augment the High Point Market, the twice-per-year home furnishings trade show that is the largest of its kind in the world.

Officials from at least 19 trade brands are in partnership with the High Point Market Authority on the effort, which is inspired by examples in Europe, where trade shows and design professionals work closely together.

Congdon Yards opens first phase of its campus

David Congdon and The Earl and Kathryn Congdon Family Foundation are helping to transform downtown High Point through their \$30 million investment. Congdon Yards will serve as a hub for entrepreneurs, innovators, new companies, and established businesses. It will also be a place for dining, networking, celebrations, and community events. The name and scope of the project were announced in January 2020.

The first phase of Congdon Yards opened in November 2020 with a commercial-grade woodshop production and prototyping facility, which is known as The Generator.

The development – which is at the corner of West English Road and North Elm Street, next to the City of High Point’s multi-use stadium – is an initiative of HP365, a nonprofit led by Business High Point-Chamber.

In addition to the Congdon family contributions, additional funding for the development of the Congdon Yards campus came from High Point University, International Market Centers, Bill Millis, Blue Ridge Companies, and a state grant.

Congdon Yards is comprised of historic buildings that had been part of the Adams-Millis Corporation hosiery factory campus. A final phase will be the construction of an events center in what is now a parking lot.



The water tank at Congdon Yards got a new look in 2020.



Small-scale manufacturing and Opportunity Zones in High Point’s downtown

The City of High Point continued two efforts in 2020 to enhance its downtown revitalization efforts.

One focus is on small-scale manufacturing.

- According to a Smart Growth America report from a year earlier, “High Point is poised to create a strong new downtown and a revitalized small-scale manufacturing sector.”
- The City of High Point applied for and received a Smart Growth America technical assistance grant to help the city make strategic land-use decisions that will support small local manufacturers to grow their businesses in this downtown area.
- A site visit by Smart Growth America and ReCast Cities led to the “High Point Small-Scale Manufacturing and Place-Based Economic Development” report. A citizen task force and city staff group are implementing the recommendations.
- Four City of High Point departments are staffing the effort: economic development, community development and housing, planning and development, and the library.

The other focus is on Opportunity Zones. High Point has three of those zones, and two of them are in the city’s downtown area.

- Investors across the nation are looking to develop projects in these federally-recognized Zones – a tool designed to spur economic development and job creation.
- A task force is working on the effort, which is staffed by the High Point EDC.
- In 2020, one of High Point’s downtown Opportunity Zones got the attention of The Britanno Group, which – along with its Opportunity Zone investors – is considering a major project (see Page 4).

To learn more about both Opportunity Zones and small-scale manufacturing, please see “Downtown High Point: The Place for Investors and Growing Businesses,” a High Point EDC brochure that can be found at <https://www.highpointnc.gov/2205/PromotingDowntown>.

High Point EDC Vice President Marshall Yandle (far left) and Executive Vice President Sandy Dunbeck (far right) join the Small-Scale Manufacturing Task Force – in pre-pandemic days – on a tour of the southwest downtown area.

Truist Point stadium activity shifts

The City of High Point's \$36.6 million multi-use stadium opened in May 2019.

- In 2020 the stadium's name was changed from BB&T Point to Truist Point, reflecting the new name for the sponsoring bank.
- The stadium has been designed to accommodate baseball, soccer, football, and lacrosse. It will also host concerts, festivals, and other community activities.
- The facility has 4,400 seats and standing room for 5,000+.
- The High Point Rockers professional baseball team calls the stadium home. The team belongs to the 22-year-old Atlantic League of Professional Baseball, an independent



professional league. During the team's first season in 2019, the Rockers finished with 74 wins and 66 losses, making it to the playoffs.

Truist Point stadium is downtown, adjacent to the hospital campus.

The Rockers' 2020 schedule was cancelled due to the pandemic. Though no professional baseball games were held in the stadium during the year, the team's management brought activity to the stadium nonetheless.

- More than 250 amateur and collegiate summer baseball games were held.
- Residents enjoyed yoga, opportunities to get in their steps, and outdoor "Dine at the Diamond" meals.
- Nationally-known comedian Rob Schneider performed live to a socially-distanced outdoor audience.
- The High Point EDC even hosted clients at Truist Point in October.



Pete Fisch was named president of the High Point Rockers in 2020.

Qubein Children's Museum in downtown under construction

The Nido and Mariana Qubein Children's Museum is being built downtown. Please see Page 11.

"Home Furnishings Capital of the World™" affected by pandemic

The pandemic dramatically affected the State of North Carolina's biggest economic development event in 2020.

Every April and October, downtown High Point hosts the High Point Market, the world's largest home furnishings trade show.

- More than 75,000 attendees come to Market from more than 100 countries. There are 180 showroom buildings in town, with an amazing 11.5 million square feet of show space in the downtown area.
- A 2018 study – conducted by the Global Value Chains Center at Duke University and the University of North Carolina at Chapel Hill – found that the High Point Market annually generates more than \$6.73 billion in economic impact to the regional economy.

In 2020, the April edition of Market was cancelled due to nationwide, state, and local travel and gathering restrictions.

Market was held in October 2020, though, due to impressive efforts by the High Point Market Authority in partnership with the Guilford County Health Department and Guilford County Emergency Management Department. Those groups worked with the State of North Carolina to allow Market to take place safely.

As anticipated, attendance was only 40-50 percent of the usual number of participants – since most attendees drove rather than flew to High Point and nearly no international guests were present. Most observers considered it quite the accomplishment that High Point could host any version of Market in 2020, due to the ongoing pandemic.

High Point University

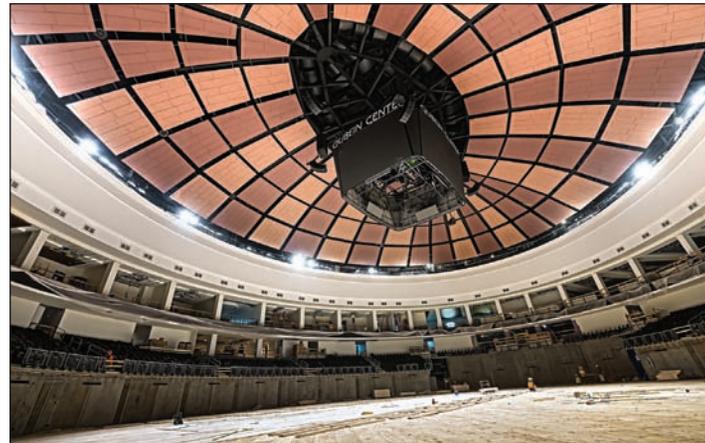
No mention of economic development in High Point is complete without highlighting High Point University.

HPU continued moving forward during 2020 despite the challenges from the pandemic.

- The university's total enrollment grew to a record-breaking 5,600 students.
- Construction continued on the \$120 million building that will house the Nido and Mariana Qubein Arena and Conference Center as well as the Kahn Hotel. That facility will open in 2021.
 - * The 4,500-seat arena will host the women's and men's basketball programs and major events.
 - * The adjacent 2,500-attendee conference center will provide space for campus and community groups.
 - * The 30-guest-room hotel will serve as a teaching facility for the university's event and hospitality management programs. It will include a fine-dining restaurant and meeting space.



In August on "Move-in Day," a student pauses in front of a new distinctive campus attraction.



Construction on the Qubein Arena neared completion at year's end.

- The 15,000-square-foot Caine Conservatory opened during the year. At the conservatory, students and faculty are conducting botanical research, and plants are being propagated for the campus arboretum and gardens. The facility also houses collaboration space and the Butterfly Café, HPU's newest eatery.
- The Nido and Mariana Qubein Children's Museum – being constructed only a few blocks from campus – will have various important functions.
 - * It will serve the community as one of the anchors of the downtown revitalization efforts.
 - * The museum will also provide learning and civic engagement opportunities for HPU students who are in the education, communication, business, event planning, and engineering programs.
 - * HPU students are now actively involved in planning projects for the children's museum, which is set to open in fall of 2021.



HPU President Nido Qubein (left) greeted new students.

HPU'S growth

Dr. Nido R. Qubein became the seventh president of High Point University in January 2005. His leadership has taken High Point University through an extraordinary transformation, as clearly seen in the chart below.

High Point University	2004	2020	Growth
Annual economic impact	\$160.3 million	\$795 million	396%
Operating and capital budget	\$41 million	\$260 million	534%
Enrollment	1,836	5,600	205%
Jobs	385	1,765	358%
Full-time faculty	108	330	206%
Campus size (acres)	91	500	450%
Square footage of campus buildings	650,000	4.5 million	592%
Buildings on campus (new and acquired)	22	206	836%
United Way giving	\$28,000	\$251,700	799%
Study-abroad programs	5	65	1,200%

Carolina Core

The Piedmont Triad Partnership – a leadership organization bringing together the regional business community to promote prosperity and growth – continued its focus on a new branding identity in 2020.

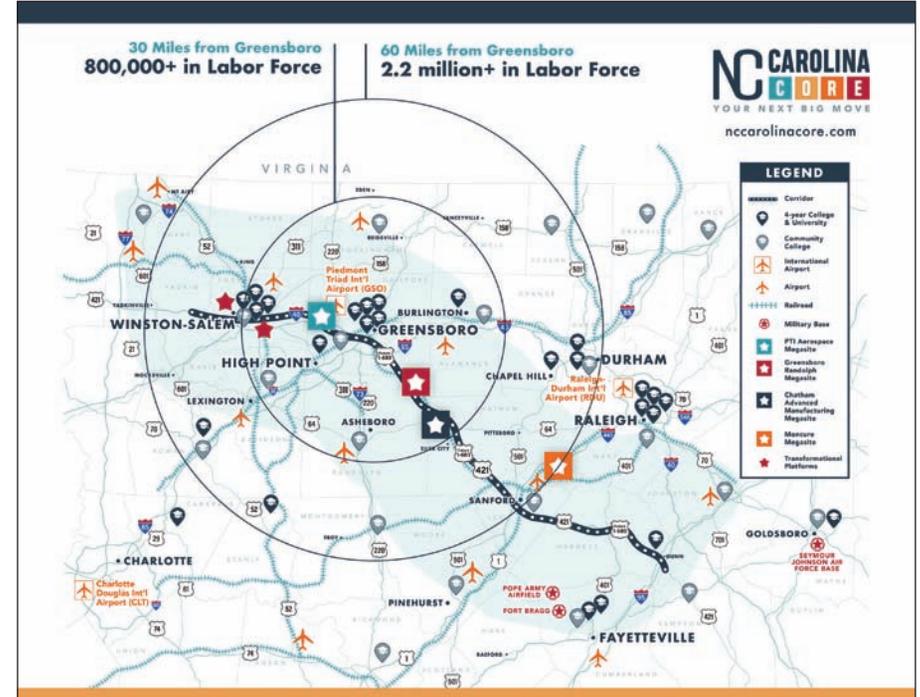
The “Carolina Core” is a corridor along U.S. 421 in the heart of North Carolina from the High Point, Winston-Salem, and Greensboro urban area to Fayetteville.

- The corridor features four megasites – the Greensboro-Randolph Megasite, the Piedmont Triad International Airport Aerospace Center, the Chatham-Siler City Advanced Manufacturing Site, and the Moncure Megasite.
- Those four sites have more than 7,200 acres for very large manufacturing projects, along with large to medium industrial projects, urban research parks, and/or mixed-use developments.
- The Carolina Core has a skilled workforce of more than one million highly-trained and educated workers, a rich manufacturing heritage, and more than 30 colleges and universities, which help fill the talent pipeline.



High Point EDC President Loren Hill led part of a Piedmont Triad Partnership video meeting in October 2020.

During the year, economic developers from the Carolina Core corridor – including from the Guilford County Economic Development Alliance (see Page 13) – participated in in-person and virtual events with site selection consultants and worked collectively to better market the area.



North Carolina business climate ranked #1

North Carolina’s business climate ranked #1 in the nation in 2020, tying with Georgia for the top ranking.

Site Selection magazine’s annual ranking of the nation’s top business climates continued to showcase North Carolina, which has ranked high routinely for years.

The rankings come from both a survey of corporate real estate executives and from an index made up of criteria such as new facilities per capita, new projects year-to-date, total 2020 projects year-to-date per capita, and corporate and property tax data.

High Point EDC President Loren Hill told Triad Business Journal in November 2020 that “Our office has routinely touted our state’s high ranking for its favorable business climate, and we won’t fail to let site selection consultants and company officials know that North Carolina is now tied for first place.”

He added that he had recently met virtually with several site selection consultants. “Many of them talked about our state’s continued high rankings, so it’s clear they pay attention to business climate accolades like we have again received. Their having a favorable impression of our state makes our regional sales pitch easier.”

Guilford County Economic Development Alliance

In 2020, the Guilford County Economic Development Alliance celebrated its five-year anniversary and received an international award for the second time.

The GCEDA is a collaboration made up of Guilford County, the City of High Point, the City of Greensboro, the Greensboro Chamber of Commerce, and the High Point Economic Development Corporation. The alliance was formed in November 2015 by a vote of the three governments in an unprecedented joint meeting.

Under oversight by the GCEDA Leadership Group, the two economic development groups jointly manage projects, share leads, handle marketing, conduct research, hold staff meetings, and maintain a countywide building-and-site database.

The International Economic Development Council has twice recognized the alliance with its “regionalism and cross-border collaboration” award.

- In 2016, the alliance earned the IEDC award both for the efforts that led to its creation and for the way it is set up.
- In 2020, the GCEDA received that same award for its members’ unique team effort to retain The Fresh Market headquarters (see Page 6).

At the High Point EDC annual meeting on November 4, HPEDC Chair Carlos Olvera – the 2020 chair of the alliance’s Leadership Group – said “this alliance has worked far better over the last five years than any of us had dreamed possible.”



High Point Councilman Chris Williams has served on the GCEDA Leadership Group since 2018.

The governments in the Guilford County Economic Development Alliance were well-represented at the Publix groundbreaking: (left to right) High Point Councilman Vic Jones, County Commissioners Alan Branson and Alan Perdue, Greensboro Councilwoman Sharon Hightower, Greensboro Mayor Nancy Vaughan, Greensboro Council members Tammi Thurm and Marikay Abuzvaiter, Commissioner Chair Jeff Phillips, Greensboro City Manager David Parrish, and County Manager Marty Lawing.

2020 GCEDA Leadership Group

The Honorable Skip Alston, Guilford County commissioners chair

[joined Leadership Group on December 7, 2020]

Brent Christensen, Greensboro Chamber president (ex officio)

Derek Ellington, GCEDA vice chair and Greensboro Chamber chair

The Honorable Carlvena Foster, Guilford County commissioner

Loren Hill, High Point EDC president (ex officio)

Marty Lawing, Guilford County manager

Randy McCaslin, High Point interim city manager

Carlos Olvera, GCEDA chair and High Point EDC chair

The Honorable Justin Outling, Greensboro councilmember

David Parrish, Greensboro city manager

The Honorable Jeff Phillips, Guilford County commissioners chair

[rotated off Leadership Group on December 7, 2020]

The Honorable Nancy Vaughan, Greensboro mayor

The Honorable Jay Wagner, High Point mayor

The Honorable Chris Williams, High Point councilmember



2020 High Point EDC Board of Directors

The High Point Economic Development Corporation is a department of city government. Business, governmental, and educational leaders sit on its board of directors.

Serving as the board's 2020 officers were Chair Carlos Olvera, First Vice Chair L'Tanya Bailey, Second Vice Chair Beth Earnst, Treasurer/Secretary Chris Whitesell, Immediate Past Chair Darlene Leonard, and President Loren Hill.

19 VOTING BOARD MEMBERS

GOVERNMENT OFFICIALS

High Point City Manager Greg Demko¹

Guilford County Commissioner Carlvena Foster,

Carl Chavis branch of the YMCA of High Point

Interim City Manager Randy McCaslin¹

High Point Councilman Britt Moore, Omega Concepts

High Point Mayor Jay Wagner, Fisher Wagner PLLC

BUSINESS LEADERS

Dr. L'Tanya Bailey, Bailey Orthodontics

Patrick Chapin, Business High Point-Chamber

Bruce Davis, Kid Appeal Learning Center

Beth Earnst, Akzo Nobel

Maurice Hull, MarketPlace Management

Jackie King, McDonald's of High Point,

Jamestown, & Greensboro

Darlene Leonard, Smith Leonard

Carlos Olvera, SERVPRO of High Point

Chris Patrick, Fastenal

Dr. Lenny Peters, Bethany Medical

Mark Prince, Guilford Merchants Association

Cory Rayborn, Wyatt Early Harris Wheeler

Scott Tilley, BB&T Scott & Stringfellow

Chris Whitesell, New Path Digital

Royale Wiggan, Thayer Coggin

¹Greg Demko left and Randy McCaslin joined the High Point EDC board in May 2020.

20 NON-VOTING MEMBERS AND LIAISONS

GOVERNMENT OFFICIALS

N.C. Representative John Faircloth,

Coldwell Banker Triad

High Point EDC President Loren Hill

Guilford County Manager Marty Lawing

PAST HIGH POINT EDC CHAIRS

Owen Bertschi, Crescent Ford, Inc.

Charles Cain, PL Developments

Don Cameron, Don Cameron & Associates LLC

Bill McGuinn, First Citizens Bank [retired]

Jeff Miller, High Point Regional Health System [retired]

Jim Morgan,

Morgan, Herring, Morgan, Green & Rosenblutt LLP

Leah Price, Triad Business Bank

Ken Smith, Smith Leonard

Nido Qubein, High Point University

Coy Williard, Williard-Stewart, Inc.

ECONOMIC DEVELOPMENT ALLIES

Melody Burnett, Visit High Point

Brent Christensen, Greensboro Chamber of Commerce

Tony Clarke, Guilford Technical Community College

Tom Conley, High Point Market Authority

Ray Gibbs, Forward High Point

Don Swing, Realtors Commercial Alliance

Jim Wehrley, High Point University



Mayor Jay Wagner spoke at an economic development announcement.



After serving as High Point EDC chair for two years, Darlene Leonard continued to serve on the executive committee in 2020.



Chris Patrick (left) served four years on the High Point EDC board, and Bruce Davis served for six years.



The High Point EDC board held two in-person meetings in 2020 before switching to virtual meetings, such as this meeting held in August.

2020 High Point EDC board and staff highlights

- High Point EDC board member **Carlvena Foster** – a Guilford County commissioner – was named “**Citizen of the Year**” by The High Point Enterprise. The newspaper said she was recognized due to her “work, advocacy, and passion for High Point.”
- Six High Point EDC board members finished their service during 2020 and were recognized at the annual meeting: **Dr. L’Tanya Bailey**, former county commissioner **Bruce Davis**, **Greg Demko**, **Jackie King**, **Chris Patrick**, and **Royale Wiggin**.
- High Point EDC President **Loren Hill** was the recipient of the **2020 Stanley Frank Economic and Workforce Development Award**. The Greensboro Chamber of Commerce recognized Hill for his efforts to make a better Greensboro and Guilford County. He is the first High Pointer to receive the award – 17 persons receiving the award previously were directly identified with Greensboro and one person was an airport official from Winston-Salem.
- **Hill** publicly announced in August that he will “**re-direct not retire**” on January 1, 2021, after a 20-year career with the City of High Point. He plans to find other economic development work.
- High Point EDC Executive Vice President **Sandy Dunbeck**, who has been with the High Point economic development department for more than 14 years, will be the **interim director** after Hill’s departure. She was named the state’s “Economic Developer of the Year” in 2015 by the North Carolina Economic Development Association.

High Point EDC Executive Vice President Sandy Dunbeck – who will be interim economic development director in 2021 – spoke at the annual meeting held at Amada.



County Commissioner Carlvena Foster serves on the Leadership Group of the Guilford County Economic Development Alliance and on the board of the High Point EDC.



In December 2020, Councilman Britt Moore completed his first year serving on the High Point EDC board.



Dr. L’Tanya Bailey (left) and Royale Wiggin (center) each served as High Point EDC officers during their four years of service. Ken Smith is a past chair.



High Point EDC staffers Penny Westgard (left) and Marshall Yandle enjoyed a staff luncheon – pre-pandemic – at 98 Asian Bistro.



Jackie King rotated off the High Point EDC board in 2020 after four years of service.



Greensboro Chamber President Brent Christensen (right) presents High Point EDC President Loren Hill with the 2020 Stanley Frank Economic and Workforce Development Award. The announcement of Hill receiving the award was made at the Chamber’s “State of our Community” virtual meeting in August.

High Point Economic Development Corporation

The High Point Economic Development Corporation – a city department which is a public-private partnership – works with office, industrial, and retail clients.



The department's mission is to help retain existing business and industry; assist local companies in expanding; attract new businesses to locate in the city; and encourage the creation of head-of-household jobs for residents of Greensboro-High Point.

The High Point EDC and the Greensboro Chamber of Commerce work closely together in the Guilford County Economic Development Alliance – a collaborative effort along with the City of High Point, the City of Greensboro, and Guilford County.



Loren Hill, president

Sandy Dunbeck, executive vice president

Marshall Yandle, vice president

Penny Westgard, executive assistant

High Point Economic Development Corporation
High Point Municipal Building, 211 South Hamilton Street, Suite 200
High Point, N.C. 27260

336.883.3116, highpointedc.com, greensboro-highpoint.com

Amada officials praise High Point for creating “pro-business environment”

“For a myriad of reasons, including a skilled work force, favorable local and state incentives, and a great working relationship with the High Point Economic Development Corporation, High Point was chosen as Amada’s new East Coast manufacturing and sales hub.”

“Thank you, Guilford County Commissioners, High Point City Council members, senior government staff, and economic developers for creating a pro-business environment that attracts world class businesses and demonstrates how the relationships between businesses, local government, and the community should work.”

Patrick Medlin

Chief Manufacturing Officer, Amada America
Guest speaker, 2020 High Point EDC annual meeting



“Our company’s philosophy is ‘growing together with our customers.’ We believe in giving our guests great hospitality. From the time you enter the building, there is a certain tranquility. We want each person to come in, clear their mind, and focus on the reason for their visit. We want the customers to leave feeling as if they have had an experience not just another machine demonstration.”

“I have enjoyed working with my Japanese co-workers over the years. When helping them with a project or a problem, they like to use a phrase that translates well from their language to express their gratitude – ‘thank you for your support.’ This is what I would like to extend to the High Point Economic Development Corporation.”

Matthew Adkison

Division Manager, Amada America
Guest speaker, 2020 High Point EDC annual meeting

