



Extraordinary Success in Attracting Industries

The innovation of traditional industries, the cultivation of new and high-tech business, an aggressive city government in strong partnership with the local business community, and the growth of internationally-based companies have contributed to High Point's extraordinary economic development success. The City of High Point was named in 1855 because it was the highest point of the first North Carolina railroad between Charlotte and Goldsboro at its intersection with the 1852 Great Western Plank Road. Its central location and transportation resources allowed for the delivery of raw materials like cotton and lumber and processed goods in and out of the city that contributed to its early growth. The N.C. General Assembly granted the city's charter on May 26, 1859. Before it became a major manufacturing center, the most important industries were tobacco, woodworking and textiles. In 1889, the first of High Point's furniture factories opened.

High Point's conception is not solely linked to manufacturing; it is also tied to religious freedom beginning as early as the mid-eighteenth century as a refuge for Pennsylvania Quakers. Among their strong beliefs were values of community and equality that led to the development of specialized trades and early educational systems that were the foundations for the future growth of the region.

Since its incorporation, High Point has been an ambitious city. It began planning public parks to enhance community living as early as the 1930s. Once established, furniture manufacturing, for decades, was the engine of the local economy. It still maintains a potent presence, but over the past two decades, as furniture manufacturing employment has contracted due to foreign competition, industry output has maintained its strength as the result of outsourcing and foreign imports to local companies. The more recent major expansion of the economy has been the result of new investments in industries that have greatly diversified the local economic structure.

For two years in a row (both 2007 and 2006), the Greensboro/High Point metropolitan area surpassed all regions in the United States in its population category in the attraction of new industry. High Point led the region in attaining the #1 ranking, out-performing larger entities in the area. Leading the expansion of new jobs and investment has been the biotech/life sciences/healthcare sector; the home furnishings sector; and the distribution/logistics sector. The appealing and much sought-after environment for business and industry is the result of numerous factors including: proactive government, strategic location, an exceptional transportation network, substantial business cost advantages, excellent educational opportunities, an outstanding health care network and year-round leisure activities. Short commutes and beautiful and affordable homes in a variety of accessible, friendly and safe neighborhoods offer quality living options for all lifestyles.

Incorporated: 1859
2006 population: 95,630
County: Guilford, Davidson, Forsyth
and Randolph
www.high-point.net

High Point Utilities:

- Electricity
- Water
- Wastewater

Major Employers:

- Aetna
- Bank of America
- City of High Point
- Cornerstone Health Care
- Guilford County Schools
- High Point Regional Health System
- NCO Group
- Polo Ralph Lauren
- Thomas Built Buses
- Tyco Electronics

Transportation:

- Major highway routes serving High Point: I-40, I-85, I-73 (US 311), I-74, US 70, US 29, NC 68, NC 66, NC 62 and NC 610
- Air: Piedmont Triad International Airport (FedEx hub opening in 2009)
- Rail: Norfolk Southern, CSX, and Amtrak



INTERESTING FACTS

The High Point Museum collects, preserves and interprets the history of greater High Point to develop, encourage and foster a shared understanding and appreciation of the community through a knowledge of its past. Open at its present location on Lexington Avenue for 40 years, the Museum hosts special exhibits in its changing gallery in addition to maintaining its permanent exhibit in High Point. It provides educational programming to schools in four counties.

Billed as “The World’s Home for Home Furnishings”, the biannual High Point Furniture Market offers the world’s most comprehensive product selection, including more new products than all other markets combined. Buyers get an opportunity to connect to the hottest home trends and business best practices with leading researchers and industry experts. Spring 2008 is the first time in High Point’s history that the Market has been designated a U.S. Commercial Service International Buyer Program event. This designation will help U.S. manufacturers/exhibitors of fine home furnishings to expand their export of products worldwide.

The High Point Theatre is located within the International Home Furnishings Center, in the heart of downtown High Point. It represents one of the nation’s first cooperative ventures between municipal government, private enterprise, and the arts. Being one of the finest stage and gallery spaces in the Southeast, the 965 seat theatre is a year-round performing arts facility. Constructed in 1975, the complex includes three large exhibition galleries for meetings, displays, and/or receptions.

The Piedmont Environmental Center, a 376-acre environmental preserve named for Rebecca Rhodes Smothers, makes environmental education fun for children and adults of all ages. The New Naturalists Education Garden is a teaching tool to introduce sustainable landscaping and to raise awareness and encourage respect for our environment.



Home Furnishings Sector Remains a Driving Economic Force in City

A landmark High Point University study has documented that High Point is indeed the “Home Furnishings Capital of the World™.” The extensive support network available in the area supplies a complete array of resources that maintain and support growth in the home furnishings sector. This has resulted in an industry cluster that has an \$8.25 billion impact on the regional economy and employs 69,000 workers. The High Point Market alone generates 13,000 jobs and contributes \$1.14 billion to the wealth of the region.

The extensive marketplace that has evolved over time includes manufacturing firms and their suppliers, sales, design, marketing and promotional services, and, business infrastructure support. An average of 170,000 industry professionals attends the Market each year to view the array of new furnishings that keep product demand strong. All the attention and support provided to the industry by the City over time has paid huge dividends.

Strong and Unique International Concentration

With more than 70 internationally-based companies, local leadership that encourages foreign investment, and the globally-connected High Point Market, the City is recognized within the State and National economic development community for its success as a leader in attracting foreign as well as domestic investment to the area. The City’s international success has been facilitated by the thousands of foreign guests that visit the trade shows each year, the careful attention given to existing internationally-owned businesses in the area, and the same focused professionalism and entrepreneurial approach in its foreign outreach that has been so successful in its national recruiting efforts. High Point has earned the right to call itself “North Carolina’s International City™.”

