



City of High Point

Special Meeting Agenda

City Council

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Cyril Jefferson, Mayor
Britt W. Moore, Mayor Pro Tempore (At Large), Amanda Cook (At Large),
Vickie M. McKiver (Ward 1), Tyrone Johnson (Ward 2),
Monica L. Peters (Ward 3), Dr. Patrick Harman (Ward 4), Tim Andrew (Ward 5), and Michael Holmes
(Ward 6),

Monday, July 21, 2025

4:00 PM

3rd Floor Conference Room #302

CALL TO ORDER

ADOPTION OF AGENDA

PRESENTATION OF ITEMS

2025-307 **Presentation on the 2025-2029 5-year Consolidated Plan and 2025 Annual Action Plan**

City Council will receive a presentation regarding the 2025-2029 5-year Consolidated Plan and 2025 Annual Action Plan.

2025-306 **Presentation Regarding the Targeted Investment Areas Incentive Policy**

City Council will receive a presentation regarding the Targeted Investment Areas Incentive Policy.

2025-282 **Closed Session**

Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation on the 2025-2029 5-year Consolidated Plan and 2025 Annual Action Plan

FROM:

Thanena Wilson
Community Development & Housing Director

MEETING DATE:

July 21, 2025

PUBLIC HEARING:

No

ADVERTISED DATE/BY:

N/A

ATTACHMENTS:

1. Presentation
-

PURPOSE: The 5-year Consolidated Plan (Con Plan) is designed to help jurisdictions assess affordable housing and community development needs, market conditions, and used to make data-driven, place-based investment decisions. The Annual Action Plan (AAP) outlines the strategic plan for addressing priority needs identified in the Con Plan, with an emphasis on low to moderate income and special needs populations. The AAP details the projects and programs that will be undertaken during the program year using funding received through the Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) Programs.

High Point has been allocated \$841,529 in CDBG funds and \$424,074 in HOME funds for the 2025-2026 program year.

BACKGROUND: The Con Plan and AAP are required by the U.S. Department of Housing and Urban Development (HUD) for the receipt of entitlement funding. On an annual basis the City of High Point receives CDBG and HOME funds to carry out specific activities within the City. The draft 5-year Con Plan and AAP will be made available for a 30-day public review and comment period beginning July 2, 2025. The final plan is due to HUD no later than August 16, 2025.

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: Information only.

2025-2029 FIVE-YEAR CONSOLIDATED PLAN & 2025 ANNUAL ACTION PLAN

Special Meeting

July 21, 2025

Thanena Wilson, Director
Community Development & Housing





HUD ENTITLEMENT COMMUNITY

The **Community Development Block Grant (CDBG)** Entitlement Program provides annual grants on a formula basis to entitled cities and counties to primarily address the needs of low- to moderate-income families.

- Some of the eligible activities include acquisition of real property, rehabilitation of residential properties, public services, public improvements, and economic development and job retention activities.
- Each activity must meet one of the following national objectives for the program:
 - benefit low- and moderate-income persons,
 - prevention or elimination of slums or blight, or
 - address community development needs having a particular urgency.



HOME PARTICIPATING JURISDICTION (PJ)

The **HOME Program** was created by the National Affordable Housing Act of 1990 (NAHA), and HOME funds are allocated by formula to PJs.

The intent of the HOME Program is to:

- Provide decent affordable housing to lower-income households,
- Expand the capacity of nonprofit housing providers,
- Strengthen the ability of state and local governments to provide housing, and
- Leverage private-sector participation.



STRATEGIC PLANNING

Consolidated Plan

- The Consolidated Plan, developed every 5 years, is designed to help jurisdictions assess affordable housing and community development needs, market conditions, and used to make data-driven, place-based investment decisions.

Annual Action Plan

- Strategic plan that describes sources, uses, and beneficiaries of programs
- Primarily identifies how the City will use Community Development Block Grant (CDBG) and HOME Investment Partnership Program (HOME) funds



CITIZEN PARTICIPATION

Stakeholder Meetings

April 21-May 1 - Group/individual interviews

Resident Survey (**April-May**)

- <https://www.surveymonkey.com/r/HighPointCDBG2025-29>
- <https://es.surveymonkey.com/r/HighPointESPCDBG2025-29>

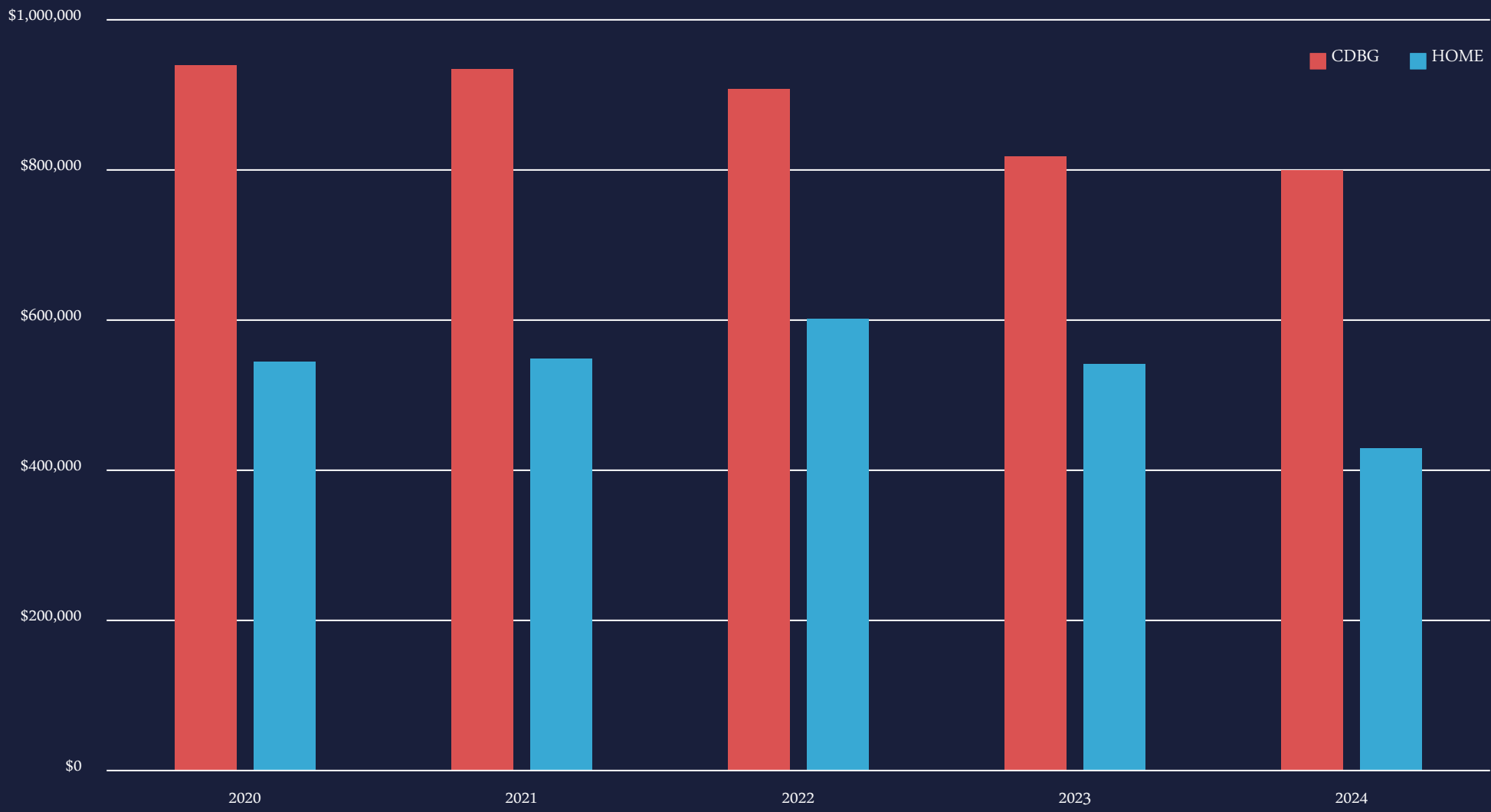
Citizen Participation Public Meetings

May 20 - Parks & Recreation Administrative Building

June 26 - Parks & Recreation Administrative Buildin



CDBG AND HOME 5-YEAR FUNDING HISTORY



2025-2026 ANTICIPATED FUNDING

**Federal awards released May 13

- **HUD Federal Allocations**
 - CDBG \$841,529**
 - HOME \$424,074** (+\$50,000 cash match)
 - Program Income \$67,000
- **2024 NCHFA Awards**
 - Urgent Repair Program
 - \$165,000
 - Construction Training Program
 - \$70,000 (+\$70,000 cash match)
- **IRS Grant Award**
 - Volunteer Income Tax Assistance
 - \$14,500
- **City General Fund**
 - \$2,307,283
(adopted budget 6.2025)



DRAFT PRIORITIES AND GOALS

Housing (HS)

High Point has been experiencing a steady growth in population. Housing prices have risen as the demand for housing has increased. This has affected both the sales price of houses and the monthly rent for apartments.

HS-1 Housing Development | HS-2 Housing Rehabilitation | HS-3 Home Ownership | HS-4 Rental Assistance | HS-5 Housing Support Services:

Homeless (HO)

High Point is in the High Point – Winston-Salem – Greensboro Triangle (Triad) of the North Carolina Piedmont. It is traversed by I-74 and has surrounding access by I-40, I-73, and I-85 which brings an influx of homeless persons into the area.

HO-1 Housing Opportunities | HO-2 Support and Management Services | HO-3 Homeless Prevention | HO-4 Continuum of Care | HO-5 Permanent Support Housing



DRAFT PRIORITIES AND GOALS

Special Needs (SN)

High Point is experiencing an increase in special needs populations, such as the elderly population, persons with physical disabilities, persons with developmental delays, etc. There is a need to improve the living conditions and support services for persons with special needs by expanding existing programs and developing new programs to meet the City's special needs populations.

SN-1 Housing Opportunities | SN-2 Accessibility | SN-3 Social and Support Services

Community Development (CD)

The City of High Point needs to address its aging infrastructure, including its public and community facilities, parks and recreational facilities, streets, sidewalks, bridges, public safety, deteriorating neighborhoods, and improve the quality of life for all its residents.

CD-1 Public Services | CD-2 Clearance and Demolition | CD-3 Neighborhood Revitalization



DRAFT PRIORITIES AND GOALS

Planning & Administration (PA)

To have successful and beneficial programs for housing and community development, the City of High Point must have sound management and administration of its CDBG and HOME Programs, as well as undertake strategic planning initiatives.

PA-1 General Administration | PA-2 Staffing | PA-3 Planning



PROPOSED USE OF FUNDS

The City of High Point proposes to undertake the following activities with the FY 2025 CDBG funds:

1. Affordable Housing Program Delivery Costs - \$274,154
2. Community Capacity Building Delivery Costs - \$212,215
3. Public Service Grant Program - \$75,000
4. Emergency/Urgent Repair Program - \$150,000
5. Section 108 Loan Repayment - \$34,284
6. CDBG Program Administration - \$137,896

The City of High Point proposes to undertake the following activities with the FY 2025 HOME funds:

1. Community Housing Development Organization (CHDO) Operating Support - \$15,000
2. CHDO Apprenticeship Program - \$15,000
3. CHDO Activities - \$199,467
4. Homebuyer Education & Affordable Housing Program Admin - \$74,700
5. Down Payment Assistance/Core City Homebuyer Incentive - \$100,000
6. HOME Program Administration - \$44,906.90



SCHEDULE

Public Review & Comment Period

July 2 - August 1 - The draft Consolidated Plan/Annual Action Plan is available for a 30-day period

Public Hearing/Submission Approval

August 4 – City Council Meeting

Plan Submission to HUD – **by August 16**



THANK YOU

CITY OF
high
point.

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation Regarding the Targeted Investment Areas Incentive Policy

FROM:

Peter Bishop
Economic Development Director

MEETING DATE:

July 21, 2025

PUBLIC HEARING:

No

ADVERTISED DATE/BY:

N/A

ATTACHMENTS:

1. Presentation
-

PURPOSE: The High Point City Council requested staff to provide analysis and review of the City's Targeted Investment Areas Incentive Policy. This agenda item and presentation will provide Council a history and review of the policy for Council's consideration.

BACKGROUND: The Targeted Investment Areas Incentive Policy and its predecessors date back to 2015, when the City first started formally providing assistance to the redevelopment of properties in the downtown area. The latest iteration of this policy, approved in 2023, expired on June 30, 2025.

- The policy provides companies with opportunities for performance grants based on job creation, capital investment and rental reimbursement
- Eligible areas of investment are the Downtown Municipal Service District and West Green Drive defined geographies
- To be eligible, companies must commit to creating at least 10 new jobs, paying at least 60% of the Guilford County average wage, and investing in real and personal property in an amount that would increase the taxable value of same by at least 25%
- There have been seven performance grants awarded under this policy, creating 231 new jobs and leveraging \$5.1million in new investment

BUDGET IMPACT: The source of funds for this policy is the City's Economic Development Incentive Fund, which is funded by general and electric revenues.

RECOMMENDED ACTION REQUESTED: No recommendation or action is requested; any action or determinations are the purview of City Council.

TARGETED INVESTMENT AREAS INCENTIVE POLICY

Peter Bishop

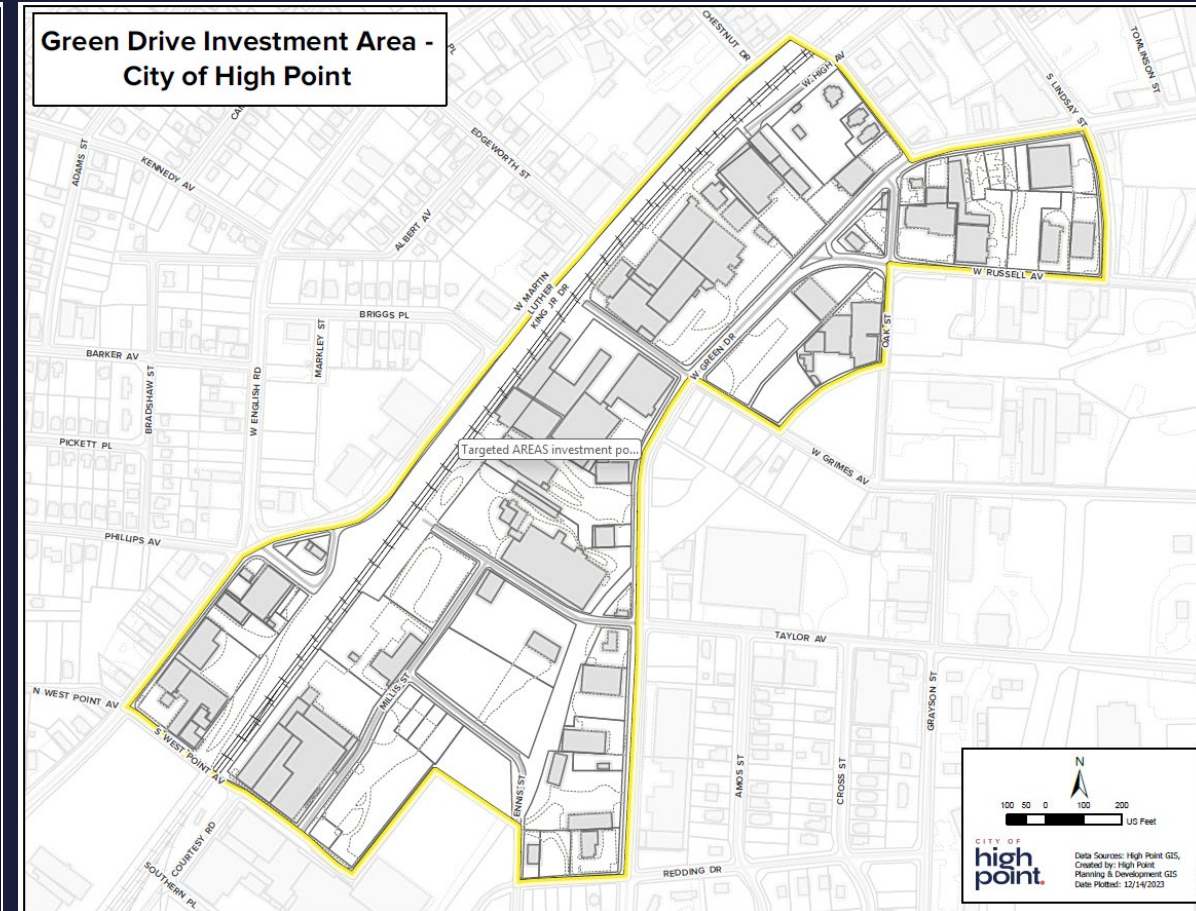
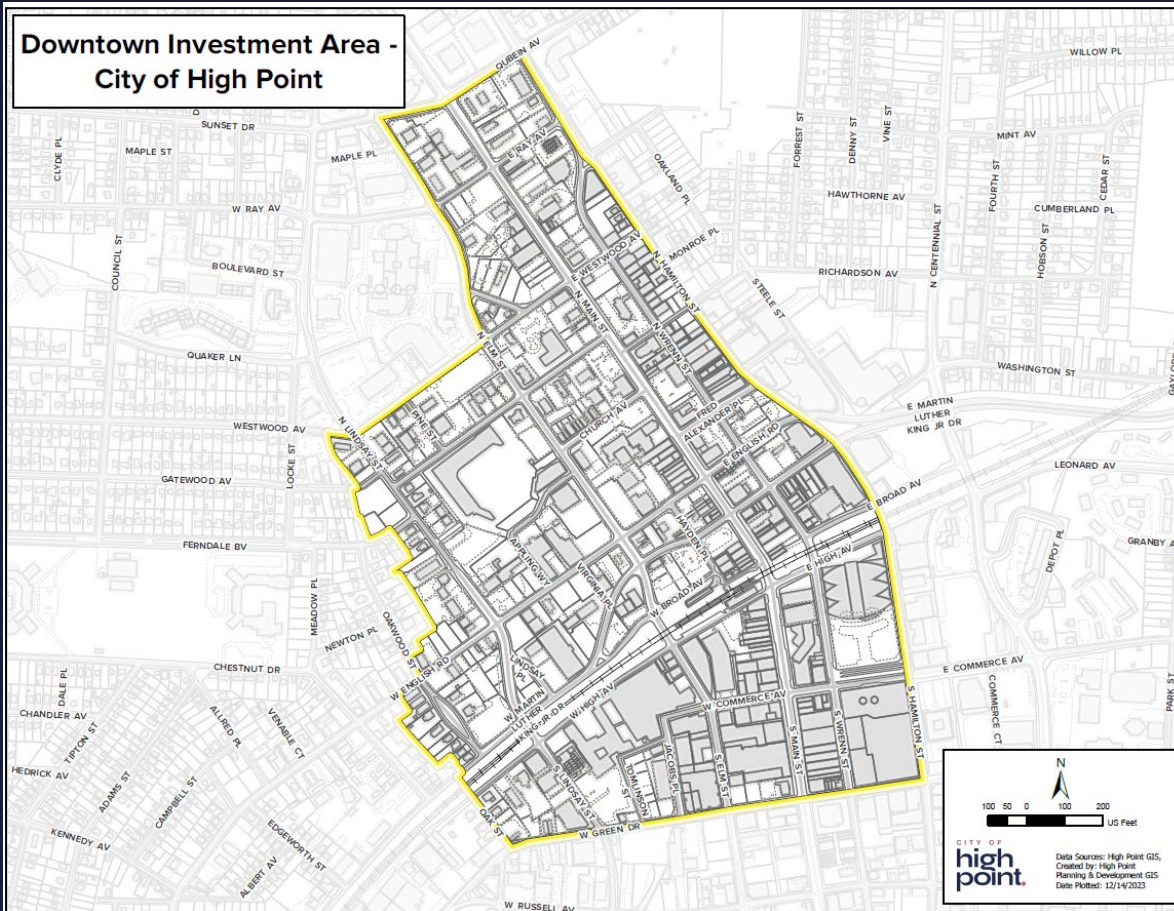
**Economic Development Director, City of High
Point**



TARGETED INVESTMENT AREAS INCENTIVE POLICY

Purpose	To increase employment opportunities, increase the tax base, and continue the redevelopment of the Green Drive and downtown areas by lowering entry costs and providing inducements.
Targeted Areas	The policy applies to job creation and taxable investments for office, retail, restaurant, and similar commercial leasing located in the Downtown & Green Drive Investment areas (map next slide)
Eligibility	• Real or Personal Property improvements that increase assessed value by 25% • Create at least 10 full-time or full-time equivalent jobs from outside High Point • Pay at least 60% of the Guilford County average wage • Must be competitive; ie, the project is considering other cities, states

MAPS OF TARGETED AREAS





TARGETED INVESTMENT AREAS INCENTIVE POLICY

Grant awards	• Awards calculated as a percentage of annual market rent for real property, as determined by economic development staff • Awards decline in value in each year of the contract • Grant funds provided upon confirmation of project meeting benchmarks
Legal & Procedural	• Contracts with clawbacks required for each project with specific performance benchmarks • All projects approved by City Council at a properly noticed Public Hearing

PROJECTS RECEIVING GRANTS

R.U.D.
FLEET



PROJECTS RECEIVING GRANTS

Targeted Area Investments Policy

Company	Grant	Jobs	Investment
iHeart Radio	\$177,664	20	\$1,600,000
KeyRisk	\$1,175,540	80	\$2,074,511
Eichholtz	\$169,832	15	\$215,000
Dive Bar	\$124,798	19	\$650,000
Coldwell Banker	\$350,389	59	\$100,000
Nomad	\$102,518	8	\$225,000
R.U.D.	\$320,000	30	\$250,000
TOTALS	\$2,420,741	231	\$5,114,511



TARGETED INVESTMENT AREAS INCENTIVE POLICY

Impact and Return on Investment

- The Targeted Areas Investment Policy provided greater than 2-to-1 investment returns for the City, or 111%
- The projects awarded under the policy created a total economic impact of almost \$17 million for the City
- The total direct fiscal impact to the City and County tax revenues was projected at \$1.17 million

THANK YOU
QUESTIONS?

CITY OF
high
point.