



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, August 4, 2025

4:30 PM

3rd Floor Conference Room #302

CALL TO ORDER

ADOPTION OF AGENDA

PRESENTATION OF ITEMS

2025-341 **Bloomberg Harvard City Leadership Initiative Update**
Staff will provide an update on the Bloomberg Harvard City
Leadership Initiative.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Bloomberg Harvard City Leadership Initiative Update

FROM:
Eric Olmedo
Assistant City Manager

MEETING DATE:
August 4, 2025

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

PURPOSE: To present a summary update on the Bloomberg Harvard City Leadership Initiative at the close of the Innovation Track.

BACKGROUND: Last year, the City of High Point joined a global cohort of forty cities participating in a program focused on developing and implementing innovative solutions to challenges faced by local governments. A dedicated team of City staff received course instructions and hands-on coaching with a skilled facilitation group, which helped develop innovative solutions while engaging community stakeholders. High Point's core team focus was how to cultivate and celebrate High Point's creative community while promoting year-round economic growth. This presentation will provide an overview of the initiative's process, the strategies identified, and potential next steps.

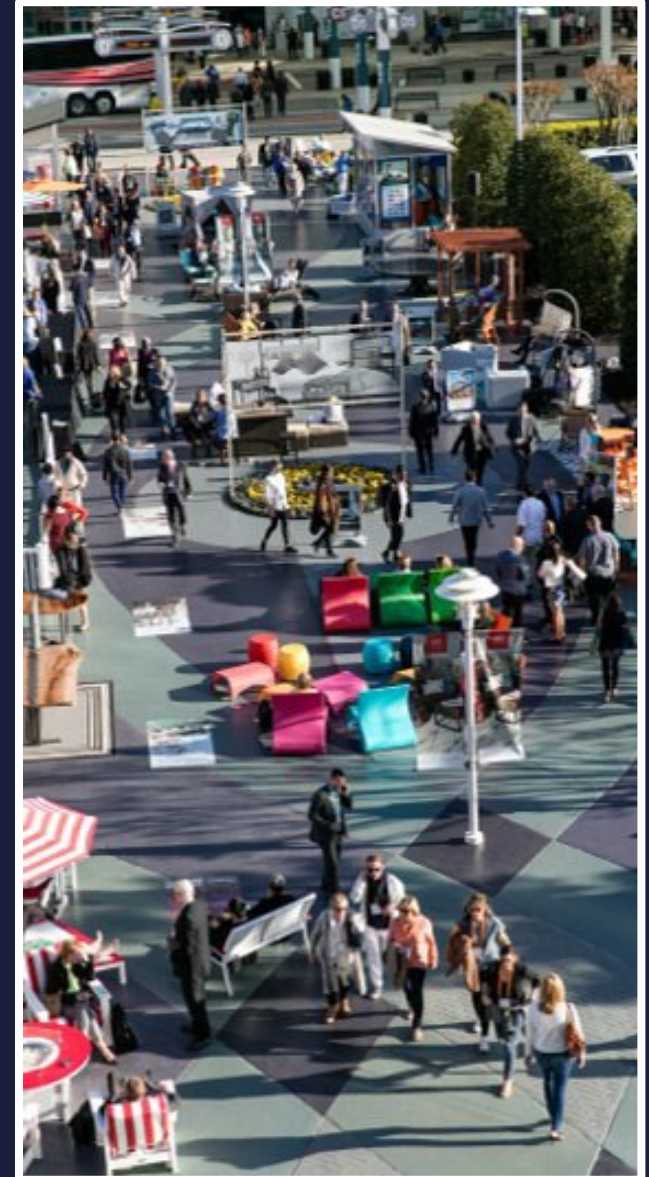
BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: For Information Only.

BLOOMBERG INNOVATION TRACK

CITY MANAGER'S BRIEFING

August 4, 2025



HIGH POINT'S CORE TEAM

- **Jelani Biggs**
Communications & Public Engagement
- **Debbie Bragg**
Customer Service
- **Melanie Bruton**
Public Services
- **Tyler Cole**
Parks & Recreation
- **Brantley Craft**
Economic Development
- **Bryan Fowler**
Customer Service
- **Leslie Harrison**
Library
- **Jeron Hollis**
Communications & Public Engagement
- **Carla Huggins**
Lead for North Carolina Fellow
- **Meridith Martin**
Budget & Evaluation
- **Eric Olmedo**
City Manager's Office
- **Andy Piper**
Planning & Development





AGENDA

- 1 Bloomberg Innovation
- 2 Process Overview
- 3 Concepts
- 4 Next Steps



BLOOMBERG INNOVATION

- **Bloomberg Harvard City Leadership Initiative**

- Year-long initiative
- Cohort of mayors and senior leaders from 40 cities
- Focus on a key City priority

**BLOOMBERG
HARVARD**
City Leadership
Initiative

- **High Point's Ambition, Impactful Mission (AIM)**

- By 2030, we will increase year-round economic opportunities for High Point residents by becoming the world's home for furniture and design.

BLOOMBERG SCHEDULE





RESEARCH SPRINT

• Target Groups

- Business / Property Owners
- Creatives
- Residents

• Research

- 18 interviews
- 10 sources
- 40+ structured hours of meetings, classes, & synthesis

A diverse design community has enough resources to “feed off and feed each other; everyone benefits.”

“That sofa in your house, I had something to do with that.”

“We inspire, collaborate, and support one another.”



REFRAMED PROBLEM STATEMENT

- **The problem is...**High Point needs a shared vision for how to expand the year-round economic impact of design and the Furniture Market in the community.
- **Not having this shared vision is a problem for...** residents, City leaders, and businesses, as it affects economic growth, city planning, and the ability to attract and retain creative talent to High Point.
- **This is a problem because...** we miss the opportunity to provide a vibrant and connected city that entices current residents to champion our identity, while attracting more economic growth.

IDEATION SESSIONS

- **3 Sessions**

- Residents
- Representatives from the art & design community

- **Idea Prioritization**

- Over 60 idea themes
- Impact, resources, timeline





IDEATION RESULTS

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DESIGN COMPETITION

Combination of ideas about design competitions, neighborhood identity, and an arts and music festival.

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CREATIVE HUB

Combination of ideas about creative co-retailing space, a design hub to support career exploration, and a design-specific co-working space.

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PUBLIC ART DISPLAYS

Combination of ideas about public creativity, permanent art crawls, and murals around the city.

PROTOTYPING

- **What is it?**

- Tangible representation or model of an idea at any fidelity

- **Purpose**

- Bring an idea to life
 - Interested parties provide feedback early on how the idea does or doesn't meet their needs

- **Idea Cards**



ARTS & DESIGN COMPETITION

COMPETITION Big Picture

- Format
- Participation
- Buy-in
- Accessibility
- Scale

Everyone's Welcome

Description:

Participants can compete from anywhere, not just within High Point or North Carolina. This opens up pathways for national or global designers to focus their attention on High Point and its creative energy.



All Designs Welcome

Description:

There are few to no limits on what kinds of designs qualify for the competition. This would mean a broader contestant pool and varying designs to judge at the finale showcase.



Local Sponsors

Description:

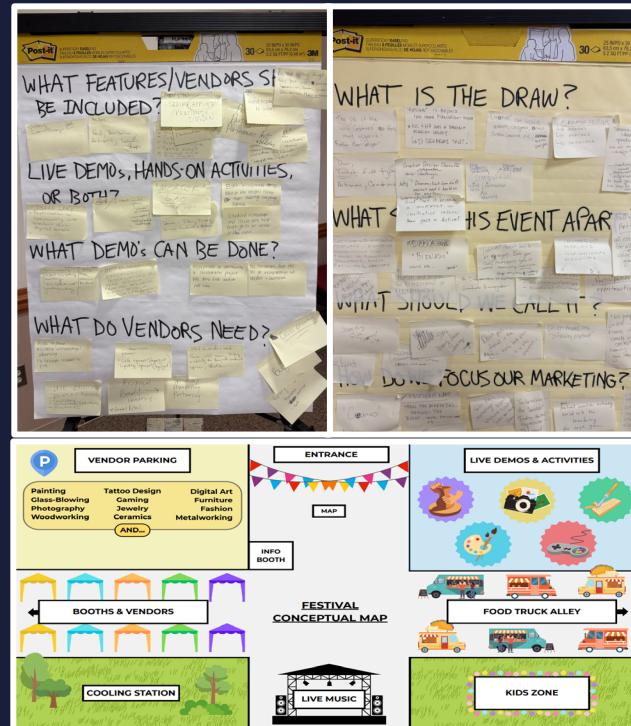
Local businesses sponsor the competition and have the opportunity to partner with contestants for designs tailored to their business. The sponsorships drive business and create inroads with creatives.



ARTS & DESIGN COMPETITION

FESTIVAL Details / Logistics

- Logistics
- Marketing
- Content/activities
- Comparable events
- Timing



SHOWCASE Actual Event

Synthesize feedback
& continue
building partnerships
with stakeholders as
we move forward.

CREATIVE HUB

Idea Card Concepts

- Flexible Space
- Equipment
- Business Incubator
- Mentorship
- Community Needs
- Resource Library
- Sustainability / Upcycling
- Collaboration
- Gallery Space
- Digital & Physical Integration

DESIGN HUB FOR HIGH POINT

IDEA CARD

Creative Hub

How would you define a creative hub and what should it include?



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CREATIVE HUB

Business Model Map

- Value propositions
- Creative segments
- Creative relationships
- Channels
- Cost structure
- Revenue streams
- Key actions
- Resources
- Partners

Key Actions: Steps to move forward

- Partner development & coalition building
- Needs assessment
 - Equipment
 - Space
 - Creative disciplines
- Real estate identification
- Business Plan

NOTES:

- Are there any key actions that need to pre-empt?
- What other resources exist in the community?

Partners

- City of High Point
- High Point x Design
- Business High Point / THRIVE
- High Point Market Authority
- Guilford Technical Community College
- High Point University
- County & State grants
- Arts Council
- TAB
- Philanthropies
- K-12 schools

Locations

Downtown



NOTES:

- What are the pros and cons?
- If budget were not a concern?

How are you feeling about this initiative?

- What key questions do we need to ask?
- What key questions - beyond those discussed - do you plan to be put around this initiative?

CENTER FOR CREATIVES & COMMUNITY

Overall questions to think about during the discussion:

- What resonates?
- What are your concerns?

Value Propositions: Community interests

- Cultivate a strong creative network
- Access to equipment for creative art making
- Unprogrammed third space infused with creatives
- Creative art more accessible & attractive to community
- Creative showcases
- Creative incubator (art making & content creation)
- Education & mentoring

NOTES:

- Will this provide value to the creative community?
- What, if anything, can your organization support related to this initiative?

Creative Segments: Included customers

- Creative adults looking to move from intermediate to expert (studio space / memberships)
 - Makers
 - Artists
 - Content creators
- Creative learners from the community (workshops / camps / clubs)

NOTES:

- Have we missed anything from your perspective?
- Have we added anything that you think is unnecessary? Why?

Creative Relations: Interactions

- Tracking equipment & supplies
- Scheduling space
- Event & program management
- Equipment maintenance
- Marketing
- Gallery management
- Capturing ongoing feedback

Channels: Customer reach

- Targeted social media
- Co-marketing partnerships with supply houses
- Grassroots / word of mouth
- Cross-promotion with key partners

Cost Structure: Implementation expenditures

- Management group
- Third-party contracts (ex. janitorial, coffee)
- Real estate (acquisition & build out)
- Equipment & maintenance
- Subscriptions
- Security
- Other (contingency, subsidies for members)

NOTES:

- Have we overlooked any potential costs?
- Are there additional revenue opportunities?
- Do you feel this is sustainable? Why?

Revenue Streams: Funding from facility

- Studio space
- Membership rates (supervised / unsupervised)
- Ad-hoc studio time
- Coffee shop
- Storage
- Gallery shows (low commission)
- Programming (classes, workshops, camps / clubs, events)

PERMANENT PUBLIC ART DISPLAYS

Impact Alignment

- Quantitative and qualitative goals
- Key learning questions
- Impact goals
- Evaluation mechanisms

Quant: 3 displays per ward by the end of 3 years	Qual: artists feel represented and celebrated throughout the community	Key Learning Q: How many participating artists are based in High Point (or local area)?	Key Learning Q: What attracts artists to participate (both external and internal)?
Quant: 50/50 split of participating artists being from Triad/elsewhere	Qual: residents feel participatory in and owning of the city's creative identity	Key Learning Q: What level of permanence works best for artists and exposure? Are there varying levels?	Key Learning Q:

events surrounding these displays (e.g., art walks) increases year-over-year	creatives feel their work is highlighted in HP's built environment	use social media posts and hashtags to track engagement/visibility of the permanent art displays	could include in resident survey or separate design-focused survey	measuring local traffic around related events
Public Art drives increased traffic & business, tourism & engagement increase overall		geofence to measure out-of-town traffic	survey participating artists on ease of process / results	

PERMANENT PUBLIC ART DISPLAYS

Implementation Planning

- Next steps
- Collaborators and stakeholders
- Resources
- Potential barriers and strategy
- Evaluation milestones





EDUCATION OPPORTUNITIES

Throughout research, ideation, and prototyping, **youth engagement and educational opportunities** were points of emphasis.

Each of the previous three ideas includes educational components, whether it be **mentorship opportunities** or greater **youth creative talent on display** in community events and throughout the city.



THANK YOU TO OUR COMMUNITY PARTICIPANTS

- Arts Council
- Business High Point
- COHAB
- Congdon Foundation
- Downtown High Point
- D-UP
- Foundation for a Healthy High Point
- Fidelity Bank
- Gianno's
- Guilford County Schools
- Guilford Technical Community College
- High Point City Staff
- High Point Discovered
- High Point Schools Partnership
- High Point University
- High Point x Design
- High Point Youth Council
- HQ + The Gallery
- I Am New Culture
- Kamiya Furniture
- Macedonia Family Resource Center
- Market Authority
- Molten Makerspace
- PRB Collection
- Prism Paint + Design
- Residents
- Ron Royals Photography
- Savvy Chic Clothing
- Studio 136
- TAG
- THRIVE
- Visit High Point
- Washington Street Community Association
- 214 Modern
- And others!



NEXT STEPS

- Prioritize projects
- Recruit a team of strategic partners
- Identify similar events
- Identify needed resources and funding streams

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THANK YOU

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