

Made In High Point

products

great reputations

commitments

prosperity

positive impressions

lasting business relationships

2010
Annual Report

Made In High Point

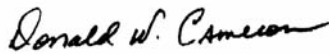
Dear High Point citizens and business leaders:

Important products are made in our city. Companies in High Point make school buses, furniture, alternate energy components, and medical / pharmaceutical products. High Point's rich manufacturing tradition was made by numerous entrepreneurial, self-made business leaders.

In addition to manufacturing, other vital industry sectors made their place in our business community. A host of internationally-known companies like Polo Ralph Lauren Corp., Daimler, Aetna, La-Z-Boy, Bank of America, and Tyco have made High Point their home.

Many non-tangible items are made in High Point — great reputations, worthwhile commitments, positive impressions, productive livelihoods, and lasting business relationships.

As you review "Made in High Point," please note the many High Point companies that made their mark in 2010. You will also learn about the bountiful accomplishments and attributes that have made High Point consistently successful in economic development.



Donald W. Cameron
Chairman of the Board

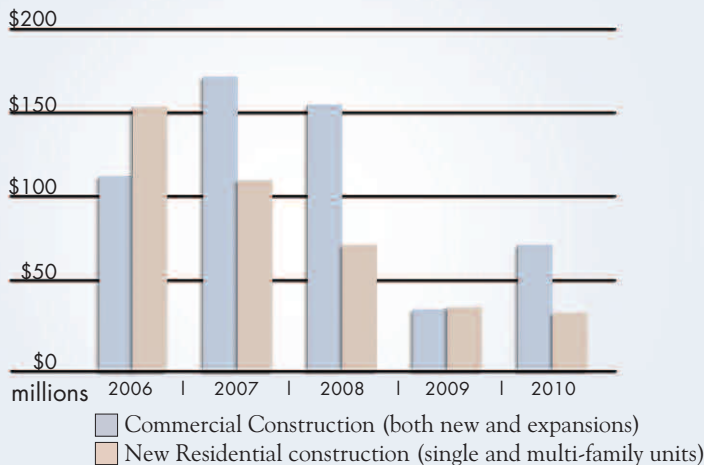
Economic development infrastructure that made the news in 2010

- **I-74 becomes High Point's 4th interstate** – Interstate 74 officially entered the High Point city limits. Signs were installed on a 14-mile section of the US 311 expressway in and near High Point, including a just-opened 6.4-mile segment. High Point now boasts four interstate highways: I-74, I-85, I-40, and I-73.
- **High Point utilities extension to spur development** – As part of a \$4.81 million project, High Point completed construction on the major utility trunk line in 2010 which will serve future High Point development and Kernersville. The cities revised an annexation agreement that adds 4,000 acres south of I-40 to High Point's future city limits – much of which will be for commercial development.
- **Randleman Regional Reservoir begins providing water** – The Randleman Regional Reservoir – a 3,000-acre lake that is a project of High Point and five other local governments – began providing drinking water. Unlike some of its partners, High Point does not need the water today due to the foresight the city used to create its two existing water supply lakes. This additional water, however, will serve High Point well into the future and provide emergency back-up.
- **Third runway opens at PTIA** – A third runway opened at Piedmont Triad International Airport, which is less than one mile from the High Point city limits. The \$150 million project added a 9,000-foot runway, parallel to the airport's 10,000-foot main runway.

FIVE-YEAR TRENDS

High Point and the Piedmont Triad region faced challenges during the national economic recession. While residential construction continued to decline in 2010, commercial construction and job announcements rebounded from the low marks of 2009.

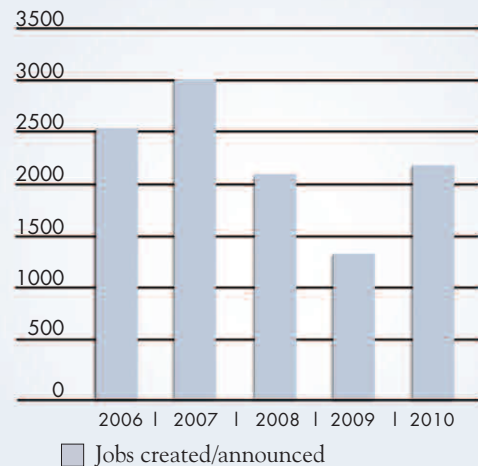
CONSTRUCTION CAPITAL INVESTMENT¹



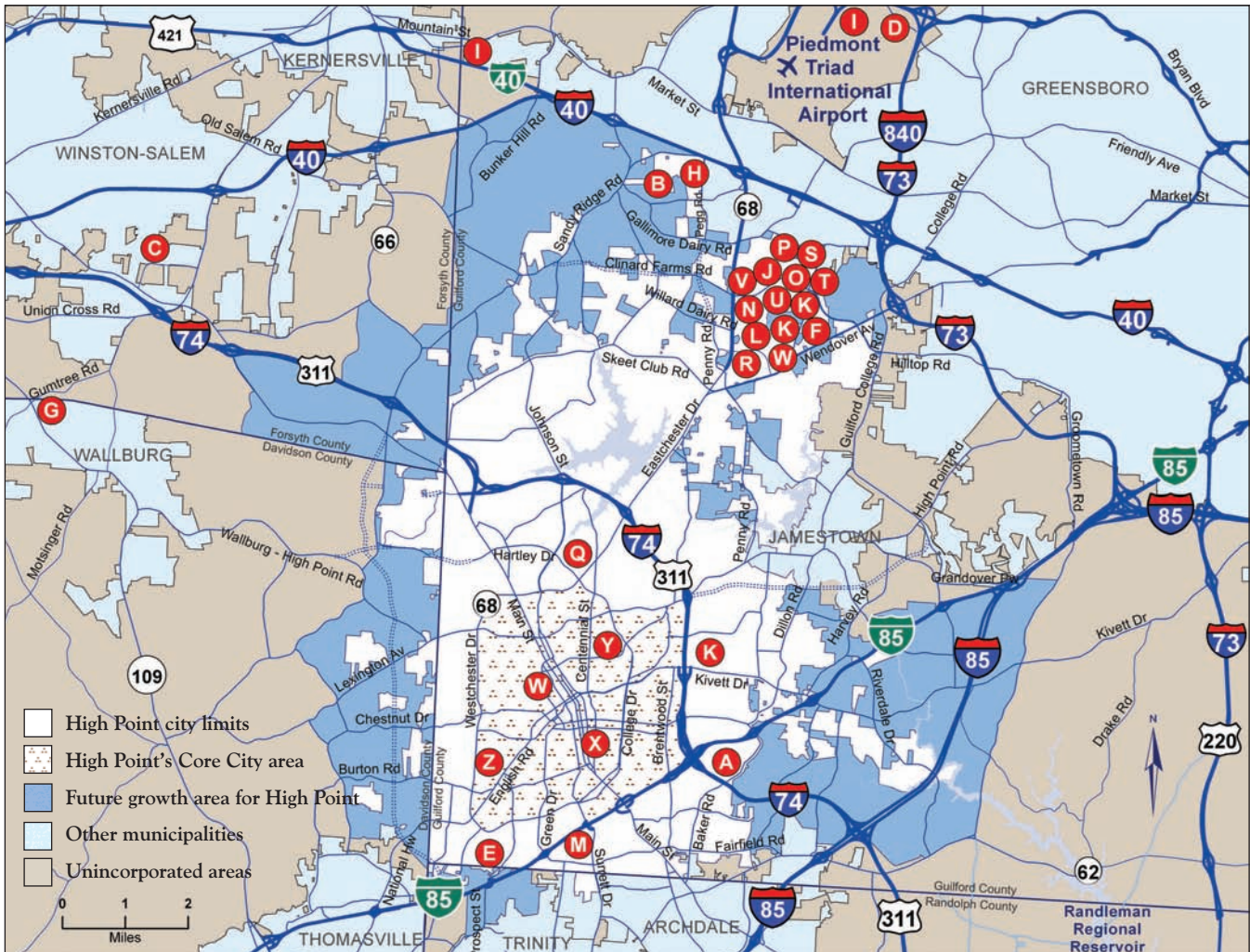
¹ Source: City of High Point building permits

² Source: HPEDC [from surveys, media accounts, and other information – these figures reflect jobs created plus announced prospective job creation; figures likely do not include all jobs added in High Point in 2010 and do not reflect job losses during the year]

JOB ANNOUNCEMENTS²



HIGH POINT'S 2010 MAJOR PROJECTS



High Point's 2010 major economic development projects and key nearby regional projects ¹ are categorized by industry sector. For information on the year's major projects, please see the accompanying map and review the article on the page indicated.

MANUFACTURING ^{2,3} [Pages 4-5]

- A. Anco-Eaglin
- B. Baltek
- C. Caterpillar ¹
- D. HondaJet ¹
- E. Kao Specialties Americas
- F. Keller Crescent
- G. TIMCO ¹
- H. Tyco Electronics ⁴

DISTRIBUTION / LOGISTICS ³ [Page 6]

- I. FedEx ^{1, 5}
- J. New Breed Logistics
- K. Polo Ralph Lauren ⁵ – **PROJECT OF THE YEAR**

FURNITURE / HOME FURNISHINGS

- [Page 7]
- L. NLnovalink ³
- M. The Phillips Collection

CUSTOMER SERVICE / FINANCIAL [Page 8]

- N. Aetna / ActiveHealth
- O. Bank of America
- P. NCO Group
- Q. Sears Operations Center

BIOTECH / LIFE SCIENCES / PHARMA

- [Page 9]
- R. Banner Pharmacaps ²
- S. Carilion -Spectrum Laboratory Network
- T. Merz Pharmaceuticals
- U. TransTech Pharma

HEALTHCARE [Page 11]

- V. Advanced Home Care
- W. High Point Regional Health System ⁵

EDUCATIONAL / INSTITUTIONAL

- [Pages 10-11]
- X. Guilford Technical Community College
- Y. High Point University
- Z. Providence Place

¹ These regional projects are located in one of the four counties into which High Point extends.
² Banner Pharmacaps – listed here under “biotech / life sciences / pharma” – can also be categorized under “manufacturing.”
³ NLnovalink – listed under “furniture / home furnishings” – can also be “manufacturing.”
⁴ Tyco Electronics – listed under “manufacturing” – can also be “distribution / logistics.”
⁵ These companies had economic development activities at multiple locations; thus more than one icon appears for each.

Made In High Point

MANUFACTURING

Anco-Eaglin opens HQ, manufacturing facility

www.ancoeaglin.com

Anco-Eaglin – a Greensboro manufacturer of equipment used by food-processing companies – opened its new High Point facility on Lorraine Ave. in December. The expansion is a \$4 million, 65,000-square foot headquarters and manufacturing facility on a 10-acre site. At least 12 additional jobs will be added to its current 25-person workforce.

Baltek to relocate to High Point, will create 68 jobs

www.corematerials.3acomposites.com

Baltek announced in September that it will move its US divisional headquarters and light manufacturing operations from New Jersey to 5240 National Center Dr. in High Point. The company will bring 68 jobs and increase High Point's tax base by at least \$3.5 million.

The company is involved in the manufacturing and distribution of composite products – using balsa and foam for wind energy, military, marine, mass transit, and other industrial applications.

Baltek is part of 3A Composites, which is a division of Schweiter Technologies, headquartered in Switzerland.

State and local incentives were authorized for the project.

- Governor Bev Perdue announced that the state of North Carolina will provide up to \$204,000.
- On Sept. 9, the High Point City Council unanimously authorized up to \$94,500 in incentives. Those monies will be paid out over a three-year period – subject to an incentives agreement containing benchmarks the company will have to meet.
- On Sept. 16, the Guilford County Board of Commissioners authorized up to \$89,500 – also subject to a performance agreement.
- Duke Energy joined the partners listed above to help land the project.

Please also see the “Kudos for High Point” feature [Page 13].

Tyco Electronics adds 125 jobs

www.tycoelectronics.com

Tyco Electronics added 125 jobs to its High Point workforce in 2010, making it the city's 8th largest employer with 900 fulltime-equivalent employees. The company is also High Point's 5th largest taxpayer [Page 15].

The company has two buildings on its High Point campus – a manufacturing facility at 8010 Piedmont Triad Pkwy. and a distribution center at 8000 Piedmont Triad Pkwy.



Tyco Electronics has two adjacent buildings in High Point.



The first HondaJet flight took place in December.

HondaJet continues to grow

www.hondajet.honda.com

In 2010, Honda Aircraft Company continued construction on its third and largest building at Piedmont Triad International Airport, a 266,000-square foot production facility which will make innovative, lightweight private business jets. That building is scheduled for completion in early 2011.

In December, the company successfully completed the first HondaJet flight. The event was a significant step in Honda's aerospace program, which will lead to delivery of aircraft in 2012.



The Honda Aircraft campus at PTIA continues to grow.

HondaJet was a project of the Greensboro Economic Development Alliance, assisted by the High Point EDC. The City of High Point and other governments authorized incentives for HondaJet in 2007 – a \$100 million project.

The company chose the airport grounds for its world headquarters, design, and manufacturing operations. The airport is less than a mile from the High Point city limits.

Several hundred employees already work on the HondaJet campus; depending on the rebound of the national economy, up to 1,500 jobs could result from this project.

Kao Specialties Americas expands

www.ksallc.com

Kao Specialties Americas grew in 2010 with a \$1.2 million expansion of facilities on its 243 Woodbine St. campus. Five years earlier, the Japanese-owned company completed a \$13 million expansion. The company – High Point’s 17th largest taxpayer [Page 15] – is a leading US supplier of specialty chemicals for the reprographics, personal care, concrete additives, petrochemical, food/fermentation, and plastics markets.

Keller Crescent adds jobs, expands facilities

www.kellercrescent.com

Keller Crescent, a pharmaceutical label manufacturer, added 25 jobs in 2010 and announced plans to invest \$2.3 million in a new high-efficiency press that will allow it to keep up with steady growth. The company also applied for city permits valued at \$650,000 to expand into two buildings adjacent to its current facility at 1072 Boulder Rd.

Caterpillar to build major factory

www.caterpillar.com

Heavy-equipment manufacturer Caterpillar announced in July that it will build a \$426 million parts plant for large mining machines. The 850,000-square foot factory will be on Temple School Rd. in Winston-Salem, less than five miles from High Point. The company expects to hire approximately 510 employees and contract workers within five years.

Caterpillar was a project of Winston-Salem Business, Inc., a neighboring partner of the High Point EDC.

TIMCO to add 500 jobs

www.timco.aero

TIMCO Aviation Services – one of the world’s largest independent aircraft maintenance, repair, and overhaul providers – announced in September that it will open a facility on Gumtree Rd. in Wallburg, a town which is approximately three miles from the High Point city limits. The Greensboro-based company will create 500 jobs in the next seven years. It will manufacture aircraft interiors products such as passenger seating, galleys, and lavatories.

The TIMCO expansion was a project of the Davidson County Economic Development Commission, a neighboring partner of the High Point EDC.

Additional manufacturing projects, expansions, and announcements

- **Klingenburg USA** has opened a manufacturing facility at 503 Old Thomasville Rd. The German-based company manufactures and distributes air-to-air energy recovery components for residential, commercial, and industrial air handling equipment. Klingenburg is adding \$750,000 to the tax base and could create up to 15 jobs. Please also see the “Kudos for High Point” feature [Page 13].
- **GBF, Inc.**, more than doubled its space when it moved its manufacturing, sales, marketing, and product development operations – and 60-person workforce – to 2427 Penny Rd. in High Point from nearby in the region. The company offers its clients medical packaging, drug testing kits, diagnostic packaging, and full-service printing.
- **Poly Vinyl Creations** opened a manufacturing / distribution facility at 921 Inlet Ave. The company fabricates extruded vinyl, aluminum, and steel products for use outdoors – for fencing, decking, railing, arbors, trellises, and garden products.



Mayor Pro Tem Chris Whitley [second from left] welcomes Bob Burton and his team at the ribbon-cutting ceremony for Poly Vinyl Creations.

- **Precision Fabrication**, a wholesale sign manufacturer, moved its 27-person workforce to a 30,000-square-foot facility at 2000 Nuggett Rd., from nearby in the region.
- Bus seat manufacturer **Syntec Seating Solutions** added 10 jobs at 200 Swathmore Ave.
- **IMMI**, a leading provider of school bus seats with lap-shoulder belts, opened a manufacturing plant at 1141 Corporation Dr. The facility offers just-in-time deliveries to a nearby school-bus manufacturing facility of Thomas Built Buses.
- **Skyline Exhibits & Events** is expanding and moving to High Point from two locations nearby in the region. The company designs, builds, and services trade show exhibits. It will occupy a 39,850-square foot space in the Eagle Hill Business Park.
- **Celebration Elegant Desserts**, a wholesale bakery at 629 and 708 McWay Dr., added 10 jobs and expanded into 9,000 additional square feet of space.

Made In High Point

DISTRIBUTION / LOGISTICS

PROJECT OF THE YEAR

Polo Ralph Lauren to open third major facility, add 400 jobs

www.ralphlauren.com

In 2010, a major internationally-known company made the largest job creation announcement in High Point in the last decade.



George Clopton, vice president of operations for Polo Ralph Lauren, spoke at the November incentives public hearing.

Polo Ralph Lauren Corp. will:

- establish its third major distribution / logistics facility in the city in April 2011;
- add 400 jobs to its High Point workforce over a five-year period; and
- increase High Point's tax base by at least \$21 million in that same time frame.

The new facility will open at 4190 Eagle Hill Dr., which is a 343,000-square foot facility.

On November 29, the High Point City Council authorized financial incentives not to exceed \$400,000 for the project – subject to a performance agreement containing benchmarks

the company will have to meet. If needed, the City could also provide electric infrastructure worth up to \$600,000.

The company is High Point's sixth largest employer, with 1,222 full-time equivalent employees at the end of 2010 [Page 15].

Since 1991, the company has had a major apparel distribution center, office, and technical facility on Beechwood Dr. That distribution facility serves retail and wholesale operations in the U.S. After multiple expansions, that building today has 1.2 million square feet of space.

Since 2007, RalphLauren.com has operated an apparel fulfillment / contact center facility on N. Pendleton St. It serves individuals who place orders via the Internet or by telephone. The current 330,000-square foot building can be expanded to 780,000 square feet.

"We are honored that Polo Ralph Lauren continues to show its confidence in High Point as a superb location for its all-important distribution / logistics endeavors," said Loren Hill, president of the High Point Economic Development Corp.



FedEx Ground facility to be served by High Point and Kernersville utilities

www.fedex.com

As a result of a High Point / Kernersville partnership, the new FedEx Ground facility will open in 2011 in the Guilford County portion of Kernersville. The City of High Point extended a \$2.8 million sewer line under I-40 to serve the 125-acre FedEx Ground site and adjacent areas.

FedEx Ground is constructing a \$100 million, 400,000-square foot sorting building. The company will add 150 newly-created jobs and approximately 120 contractor jobs. In addition, 350 employees will transfer to the new facility from nearby locations. FedEx Ground was a project of the Greensboro Economic Development Alliance, a neighboring partner of the High Point EDC.

Nearby at Piedmont Triad International Airport, the first phase of the FedEx Mid-Atlantic Hub opened in 2009. The airport is less than one mile from the High Point city limits. The company's fifth national hub is a \$300 million air cargo package-sorting complex on 165 acres. FedEx is projecting to hire hundreds of employees on the one million-square foot, eight-building campus.

New Breed Logistics adds 46 jobs

www.newbreed.com

New Breed Logistics, based at 4043 Piedmont Pkwy, added 46 jobs in 2010 – making it High Point's 15th largest employer, with a local workforce of 521 fulltime-equivalent employees [Page 15].

The company is a third-party logistics services provider that helps companies design and operate efficient supply chains. New Breed manages millions of square feet of warehouse space across more than 50 distribution centers in the U.S.

Additional distribution projects, expansions, and announcements

- **Inmark** opened a 24,000-square foot distribution center at 4193 Eagle Hill Dr., after moving to High Point from nearby in the region. The company supplies both specialized and general packaging products.
- **Cosmos**, an importer and wholesale supplier of granite stone for commercial and residential building projects, has opened a facility in High Point. The company's showroom and warehouse are in a 21,000-square foot building at 2415 W. English Rd.

FURNITURE / FURNISHINGS

NLnovalink plans US facility

www.nlnovalink.com

NLnovalink purchased a 5.6-acre site from Liberty Property Trust in 2010. The property is at the corner of Mendenhall Oaks Pkwy. and Heron Pl., adjacent to Davis Lake.

The Canadian-based company is based in Mississauga, Ontario. Its prospective High Point plans could include the company's US headquarters, a manufacturing plant, and a business-to-business client service center.

The High Point City Council authorized funds for improvements to Heron Pl., if needed, to better accommodate truck traffic.

The company manufactures technology-focused work stations under the trade name of "I.T. focused deskings." NLnovalink's clients include airports, 911 public safety centers, nuclear power plants, the military, electric and gas utilities, hospitals, and more.

Please also see the "Kudos for High Point" feature [Page 13].



The Phillips Collection leadership team includes [left to right] Mark Phillips, president/CEO; Julie Phillips, vice president; and Jason Phillips, vice president/creative director.

The Phillips Collection expands in High Point

www.phillipscollection.com

The Phillips Collection – a furniture, accessories, and design company – expanded its operations when it moved from E. Kivett Dr. to 916 Finch Ave., which is the 165,960-sq. ft. former Rose Furniture building.

In Phase 1, The Phillips Collection added seven jobs to its 20-person workforce. It will also add approximately \$220,000 to the city tax base.

In Phase 2, the company will open and operate a furniture-and-accessories design center. President Mark Phillips said, "Design is in our 'corporate DNA.' Our goal is to position the City of High Point as a world leader in design for furniture and accessories."

Please also see the "Kudos for High Point" feature [Page 13].

Additional furnishings projects, expansions, and announcements

- **Tempo Upholstery & Drapery Fabrics** expanded its existing High Point and Davidson County business by buying the building at 232 Swathmore Ave. The company's Tempo Products pillow division moved into the building.

The High Point Market is world's largest furnishings trade show

www.highpointmarket.org

The twice-per-year High Point Market is the largest furnishings industry trade show in the world. It is also North Carolina's biggest economic event with an annual impact of \$1.14 billion.

- More than 13,000 jobs are attributed to Market's existence.
- An average of 150,000 persons attend the trade show annually, visiting the nearly 12 million square feet of show space.
- Market celebrated its 100th anniversary in 2009.

The High Point Market Authority has taken the leadership role in making Market an ever-improving, world-class show. The Authority was formed due to business-friendly efforts of the City of High Point to work with its corporate leaders to create a sponsor for Market.

High Point's furniture cluster has \$8.25 billion annual impact

www.highpointedc.com/HPUstudy.cfm

A High Point University study of the city's impressive furniture industry cluster confirmed that High Point is indeed the Home Furnishings Capital of the World™. The landmark study – "The Economic Impact of the Home Furnishings Industry in the Triad Region of North Carolina" – shows that the home furnishings industry has an \$8.25 billion annual impact on High Point and the four counties in which the city lies.

More than 69,000 jobs exist locally due to the home furnishings cluster – which includes manufacturers, corporate offices, distribution centers, design centers, sales offices, fabric and material suppliers, showrooms, and more.

Made In High Point

CUSTOMER SERVICE / FINANCIAL

Bank of America increases workforce by 58

www.bankofamerica.com



Bank of America is High Point's largest employer.

In 2010, Bank of America added 58 jobs to its High Point workforce and added \$5.1 million to the tax base in upfits to its facilities.

The company maintains its status as High Point's largest employer with 2,145 fulltime-equivalent positions and is the city's 6th largest taxpayer [Page 15].

The company has branch banks and a major customer service facility at 4161 Piedmont Parkway. That facility serves several business areas for Bank of America: mortgage, home equity, insurance services, and credit card services.

Sears Operations Center hires 100 employees

www.sears.com

Sears Operating Center, High Point's 17th largest employer with a workforce of 380 fulltime equivalent employees [Page 15], announced that it was adding 100 jobs in 2010.

In 2009, the company moved to a renovated former retail location in Oak Hollow Mall on Eastchester Dr. The sales and customer service facility works with Sears customers from across the United States.



Job applicants visit the Sears Operations Center.

Aetna's "ActiveHealth" division creates 60 jobs

www.aetna.com

ActiveHealth, a subsidiary of Aetna, added 60 employees to the company's High Point workforce when it opened in 2010. Aetna, located at 4050 Piedmont Pkwy., is High Point's 10th largest employer with 852 fulltime-equivalent employees [Page 15].

ActiveHealth will be working with North Carolina's State Health Plan for Teachers and State Employees, providing disease management, case management and wellness services to 562,000 of its members.

NCO Group adds 106 jobs for UPS call center

www.ncogroup.com

NCO Group added 106 employees in 2010, to become High Point's 11th largest employer with 813 fulltime-equivalent employees [Page 15].

The company owns and operates a global network of call centers. The 98,400-square foot facility at 4336 Federal Dr. in High Point provides inbound customer service assistance for shipping, tracking and damage notification for UPS.

Additional customer service / financial projects, expansions, and announcements

- **Berry Company**, an advertising firm at 4050 Piedmont Pkwy, Suite 309, hired 35 sales positions and added 2,000 sq. ft. of space.
- **Wachovia / A Wells Fargo Company** added 18 bankers and loan analysts at its banks in town.
- **Pay Tel Communications**, which handles inmate telephone services at 4230 Beechwood Dr., added \$1 million in equipment and created eight new jobs.
- **Ilderton Dodge Chrysler Jeep / Conversion Company**, 701 S. Main St., added up to 10 jobs and announced a 10,000-sq. ft. project for a customer lounge and showroom. The expansion / remodeling project is valued at up to \$1 million.

BIOTECH / LIFE SCIENCES / PHARMA

Banner Pharmacaps adds 36 jobs

www.banpharm.com

Banner Pharmacaps added 36 jobs to its High Point workforce in 2010, making the company High Point's 13th largest employer with 586 full-time-equivalent employees. The company is also High Point's 14th largest taxpayer [Page 15].



The company is one of the world's leading producers of encapsulated pharmaceutical and nutritional products. Its softgels make medications and nutritional supplements not only easier to swallow, but also better tasting and easier to digest.

Banner has its global headquarters and a 250,000-square foot manufacturing plant in High Point. Netherlands-based Sobel NV is Banner's parent company.

© 2010 Banner Pharmacaps, Inc. Banner Pharmacaps employees work under high quality control standards.

Carilion-Spectrum brings 106 new jobs

www.spectrumlab.org

Carilion-Spectrum added 106 jobs in 2010, becoming High Point's 12th largest employer with 621 fulltime-equivalent employees [Page 15].

In March, High Point's Spectrum Laboratory Network and Roanoke, Virginia's Carilion Labs merged to form one of the nation's Top 10 laboratory companies. Today, the company has dual headquarters – one in each city.

Carilion-Spectrum offers comprehensive clinical, anatomic pathology, and esoteric testing services.

Merz Pharmaceuticals expands

www.merzusa.com

Merz Pharmaceuticals, a German specialty pharmaceutical company, expanded its facilities and workforce at 4215 Tudor Lane in 2010.

The company launched a new neurology division, added 36 jobs, and upfitted existing warehouse space to business use.

TransTech Pharma campus continues to expand

www.ttpharma.com



TransTech Pharma currently has three buildings on its High Point campus.

Four interrelated companies– TransTech Pharma, PharmaCore, High Point Pharmaceuticals and the Mendenhall Clinical Research Center – continued expanding in 2010 on their campus on Mendenhall Oaks Pkwy.

The company announced in 2007 that over five years it would add 205 new jobs to its then-workforce of 125.

- TransTech Pharma and High Point Pharmaceuticals are drug discovery companies – working on drugs for Alzheimers, diabetes, obesity, and other conditions.
- PharmaCore provides manufacturing and other chemistry services to pharmaceutical and biotech companies.
- The Mendenhall Clinical Research Center oversees Phase 1 clinical trials.



Dr. Adnan Mjalli founded TransTech in 1998.

Mission of the High Point Economic Development Corporation

The High Point Economic Development Corporation is a public-private organization whose mission is to:

- work to retain existing business and industry in the City of High Point;
- assist local companies in expanding;
- attract new businesses to locate in High Point; and
- encourage the creation of head-of-household jobs for Piedmont Triad residents.

Made In High Point

EDUCATIONAL / INSTITUTIONAL

High Point University announces \$2.1 billion transformational growth plan

www.highpoint.edu

HPU's economic impact on High Point – and the four counties in which High Point lies – is an amazing \$367.42 million per year.

The impressive growth at High Point University in the past five years will shift into an even higher gear over the next decade, school officials announced in September. The University will expand its transformational growth plan from the original \$300 million to \$2.1 billion over the next 10 years. The plan will include expansion of academic programs plus improvements in student housing, scholarships, student life, athletics, its endowment, technology, and more.

Among the projects will be the School of Education with a doctoral degree in educational leadership, the School of Health Sciences with graduate degrees in physician assistant studies and physical therapy, and the School of Pharmacy. Also, the university plans to build two new residential communities, a basketball arena, library, health clinic, multiple dining facilities, the Greek Village, and a new admissions center.



In-SPIRE-ing campus! The last five years have seen incredible growth at High Point University.



HPU President Nido Qubein hosted the annual meeting of the High Point Economic Development Corp. in November.

During the 2009-2010 academic year, HPU added 115 fulltime-equivalent jobs – bringing its workforce to 879 and making it High Point's 9th largest employer [Page 15]. Five years ago, the campus had only 462 employees. The school plans to expand its workforce by August 2011 by creating 149 new positions – bringing the total count to over 1,000.

The university applied for \$6.1 million in city permits in 2010 for new construction projects.

Providence Place expands

www.providenceplacenc.com

Providence Place, which opened in 2003 on the site of the former Westchester Mall, is a senior healthcare and housing facility that includes independent living and skilled nursing facilities. In 2010, it applied for city construction permits for a \$10.7 million expansion -- a new 55,239-square foot 90-bed facility and a 7,200-sq ft. multi-purpose building.

Additional educational / institutional projects, expansions, and announcements

- **The Presbyterian Homes** began construction of a 5,450-sq. ft., \$800,000 corporate office building to service its three continuing care retirement communities. The facility will be at 2109 Sandy Ridge Rd., on its River Landing campus.

HEALTHCARE

Guilford Tech continues dramatic enrollment growth

www.gtcc.edu

Impressive growth two years in a row caused Guilford Technical Community College to rank 10th in the nation for enrollment increases – for all two-year colleges having more than 10,000 students.

A record 15,030 students enrolled in GTCC curriculum programs for the fall semester – the most ever in the college's 52-year history.

When students in continuing education and basic skills classes are factored in, GTCC currently has more than 43,199 students.

In August 2010:

- GTCC opened a new \$8 million classroom building on its High Point campus. The new facility houses classrooms, a biology lab, a physics lab, and four new computer labs
- Officials broke ground in northwest Guilford County for what will become Phase I of GTCC's new logistics-focused campus, which will host the North Carolina Center for Global Logistics and the Center for Business and Industry.



GTCC President Don Cameron [left], chairman of the High Point Economic Development Corp., was surprised in August when the new logistics campus was named in his honor. GTCC Board of Trustees Chairman Coy Williard, past HPEDC chairman, made the announcement.

GTCC has its main campus in Jamestown, the expanding campus in High Point, a campus in Greensboro, two aviation centers near Piedmont Triad International Airport, a small business center, and the under-development transportation / logistics campus.

The college was founded in 1958 in High Point to give the people of High Point, Guilford County, and the Piedmont Triad region the training and education they need to compete in the job market.

High Point Regional Health System named "Top 50 US Cardiovascular Hospital"

www.highpointregional.com

2010 was a big year for High Point Regional Health System – a private, not-for-profit healthcare system.

- It added 80 fulltime equivalent employees to its hospital workforce in 2010. The organization is the city's 2nd largest employer, with 2036 fulltime-equivalent jobs [Page 15].
- The health system filed for permits from the City of High Point valued at \$6.49 million -- for a data center and renovation projects at High Point Regional Hospital at 601 N. Elm St.
- According to Thomson Reuters, High Point Regional Health System is one of the Top 50 Cardiovascular Hospitals in the nation and the only hospital in North Carolina to make the list. President Jeff Miller said, "It is an honor to achieve a level of excellence that recognizes High Point Regional as one of the top heart hospitals in the nation. Our cardiologists, cardiovascular surgeons and staff work hard to achieve and maintain this level of exceptional results for our patients."

Advanced Home Care adds 30 jobs

www.advhomecare.org

In 2010, Advanced Home Care added 30 positions to its High Point workforce. The company is now High Point's 14th largest employer, with 528 fulltime-equivalent employees [Page 15].

Headquartered at 4001 Piedmont Pkwy, Advanced Home Care is a non-profit, hospital-affiliated company. It offers full-service, alternate site health care services and equipment. High Point Regional Health System is among 12 health systems having a membership interest in Advanced Home Care. The High Point headquarters facility is the support center for AHC branches throughout North Carolina, Virginia, and Tennessee.

Additional healthcare projects, expansions, and announcements

- **American Health & Home Care**, an in-home care agency at 3750 Admiral Dr., Suite 105, added 20 employees.
- **Premier Imaging** added 19 jobs. The diagnostic testing facility, at 4515 Premier Dr., Suite 101, expanded into 12,650 sq. ft. of space and made a \$4.1 million capital investment.

Made In High Point

ACCOLADES & AWARDS

A businesslike city with a businesslike government

Dear High Pointers:



High Point City Manager Strib Boynton has served the city since January 1998.

The City routinely receives accolades, such as this recent opinion writer's unsolicited perspective:

"One remarkable thing immediately evident to a newcomer to High Point's municipal government is how business-oriented that government is. Business issues that would cause ideological splits on other city councils don't on the High Point City Council. High Point is a businesslike city with a businesslike government."

I am very pleased that we are delivering on our promises to deliver a business-friendly

City government. High Pointers should be proud of our community's accomplishments:

1. We have successfully invested more than \$450.0 million in the past decade to upgrade and expand our water, sewer, and electric infrastructure to meet the current and future needs of our growing community. Our investments now deliver the water supply, sewer capacity, and electric distribution network necessary to serve the needs of existing, expanding, and new businesses.
2. According to a recent CNN/Money survey, High Point job creation has grown by 10% in the past decade, compared to less than 3% in our major neighboring communities.
3. In the past decade, more than 70 businesses have also moved into High Point from nearby communities while only 30 have moved out of our city to other parts of our region. On the bottom line, that is a net gain of more than 40 new businesses moving into, rather than out of, High Point!
4. Our High Point neighborhoods continue to be the safest in the Triad. Our violent crime rate is down 46% in the past decade, compared to 25-37% in neighboring areas. Significantly, the 46% drop in crime occurred during the same years that our population grew by 36%!
5. Market access needs of the High Point business community are now served, after years of planning and investment, by four separate interstate highway networks: I-73, I-74, I-40, and I-85.
6. The City Council has invested more than \$1.3 million in the City Project's initial efforts to revitalize High Point's older neighborhoods.

While we have enjoyed much success during the past decade, we remain fully committed to the continuous improvements that will be necessary for sustained long-term High Point economic investment and job growth.



Strib Boynton
City Manager

4 years in a row:

Greensboro / High Point MSA ranks in Top 10

For the fourth year in a row, the Greensboro / High Point Metropolitan Statistical Area earned a Top 10 national ranking for attracting new industry among similar-sized regions. The MSA is composed of Guilford, Randolph, and Rockingham counties.

Site Selection magazine, a national publication catering to executives responsible for site selection and facility planning decisions around the world, ranked the High Point area 7th in the United States. The magazine's ranking was based upon the number of corporate real estate projects of \$1 million or greater announced in the metro area in 2010. Two of these four years the MSA ranked #1.



Steelcase operates a state-of-the-art furniture manufacturing plant in High Point.

High Point ranks among the lowest-cost U.S. manufacturing sites

According to a 2010 study conducted by The Boyd Company (www.bizcosts.com), the High Point / Greensboro area is among the 10 lowest-cost locations for furniture manufacturing in the US and Canada. The BizCosts® report focused on key geographically-variable cost elements considered to be most pivotal within the corporate site selection process: labor, taxes, construction, utilities, shipping, and more.

Kudos for High Point

"We believe in High Point. It has been gratifying to see the support we have received from elected officials and city staff. It has been an honor and a privilege to work with Mayor Becky Smothers and the city's talented team."

—Mark Phillips, Phillips Collection [Page 7]

"The merits of High Point caught my interest early on in our search process. Clearly the industrial base as manifested in available personnel, suppliers and shippers exceeded that of other jurisdictions ... we could see that High Point was the best place for NLnovalink."

—Maria Vander Park, NLnovalink [Page 7]



High Point Mayor
Becky Smothers is a
member of the board of the
High Point EDC

"We greatly appreciate the support of the City of High Point – for both its technical help and demonstrated good will. It is the tenacity and professionalism of Mayor Becky Smothers, City Manager Strib Boynton, Sandy Dunbeck of the High Point Economic Development Corp. – as well as the staff in the city engineering, transportation, and planning departments – that made good things happen. It is not an understatement to say that without their help we would not be at this stage of the project today."

—Tony Vander Park, NLnovalink [Page 7]

"After conducting a nationwide search, we found an ideal building in High Point. We appreciate the smooth and supportive working relationships we had with ... city economic development officials... From our new location in High Point, we can quickly and easily serve our North American customer base."

—Len Kobylus, Klingenburg USA [Page 5]

"The consolidation and relocation of Baltek's activities to High Point is of strategic significance to the business. High Point will provide us a solid basis from which we can continue to competitively serve our customer base into the future."

—Pierre Monéton, 3A Composites [Page 4]

Greensboro / High Point earns 'Best Bang' accolades

The Greensboro / High Point metro area – Guilford, Randolph and Rockingham counties – is ranked 30th in the nation for affordability, according to Forbes magazine's "Best bang-for-the-buck" index. The listing ranked areas on their affordability by analyzing information on the housing market, real estate taxes, commuting time and costs, job forecasts, and unemployment rates.



NORTH CAROLINA'S INTERNATIONAL CITY™

HIGH POINT: A CONSISTENT WINNER

3 years in a row:

High Point wins national distribution award

Expansion Solutions Magazine named High Point a winner of its 2010 Awards of Excellence – in the distribution / warehousing category. The award recognizes areas that have "made exceptional progress in economic development by successfully recruiting, retaining, and growing businesses" in that industry sector.

3 years in a row:

High Point earns "Public Power Award of Excellence"

High Point earned the "Public Power Award of Excellence" from ElectriCities in 2010. The award was given due to "initiative in economic development efforts, including recruitment leading to job creation and increased electric load." High Point is a member of ElectriCities, North Carolina's \$1.2 billion public power service corporation, which serves 500,000 retail customers in 51 communities.



9 years in a row:

High Point EDC wins award for its annual report

For the ninth year in a row, an annual report of the High Point EDC won an award from one or both of two major economic development organizations. The HPEDC received a 2010 Communications Award from the Southern Economic Development Council.

Best Place for data centers is Triad

According to a worldwide ranking compiled by Ronald Bowman of Tishman Technologies in New York – as reported by the *News & Record* in May – the Greensboro / High Point region "may well be the best place in the United States for data centers." Our area has "cheap and reliable power, available land and workers, excellent telecommunications, and protection from natural disasters."

Made In High Point

ATTRIBUTES & ATTITUDES

Strategic location / superior transportation is asset

High Point and its Piedmont Triad region boast a superb distribution / logistics location.

- Four interstate highways – I-40, I-85, I-74, and I-73 – serve High Point.
- The central East Coast location places High Point within a two-day truck haul of nearly 75% of the U.S. population.
- High Point is centrally located between New York and Miami, between Washington and Atlanta, and between Charlotte and the Research Triangle.
- The Piedmont Triad is served by Piedmont Triad International Airport and is located within a convenient distance to the ports of Charleston, Norfolk, Wilmington, and Morehead City.



Piedmont Triad region is nation's 37th largest metro area

The Piedmont Triad region – the nation's 37th largest metropolitan area with more than 1.6 million residents – is composed of the urban core of High Point, Greensboro, and Winston-Salem; the four counties in which High Point lies – Guilford, Randolph, Davidson, and Forsyth; and the surrounding eight counties. High Point has more than 103,000 residents.

Infrastructure that made the news

[Page 2]

Furniture gives High Point worldwide recognition

[Page 7]

High Point is North Carolina's International City™

In a world in which commerce has become global in nature, High Point has a business edge in being North Carolina's International City™. The City has earned that motto since it has more than 70 internationally-headquartered companies – giving the city an impressive 36.1% of all foreign-based companies in the 12-county Piedmont Triad region.

In addition, the High Point Market brings to town approximately 14,000 foreign guests each year, representing more than 110 countries.

High Point proud to be business-friendly

Communities routinely say they are business-friendly. The City of High Point prides itself on not just repeating that catch phrase but on routinely demonstrating that it is a business-friendly city government.

The mayor, city council, and city manager set that tone and ensure it is carried out.

For companies already doing business in town:

- The city manager and senior staff will work closely with local business leaders on any issue that might arise.
- The High Point Economic Development Corp. functions as a municipal ombudsman, helping a company get in contact with the appropriate city department.

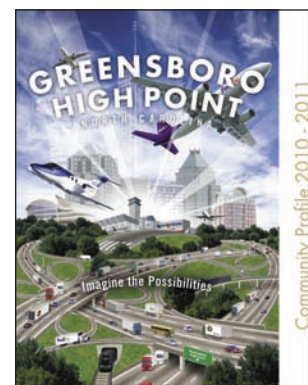
For prospective companies considering High Point:

- The HPEDC is part of city government, which is unique in our 12-county region. That arrangement ensures that a prospective company deals with one decision-making entity rather than multiple groups.
- City officials understand the timeliness needed to make a project work. High Point has a proven record of ensuring companies meet fast-track construction schedules and have a smooth, efficient, and problem-free project.

High Point and Greensboro advance working relationship

In 2010, the High Point Economic Development Corp. and the Greensboro Economic Development Alliance ratcheted up their positive interactions.

- For the first time, the two boards held joint meetings.
- The organizations' presidents now meet monthly to coordinate efforts and share information.
- In November, according to Justin Catanoso of The Business Journal, "... for the first time, the chairmen of the economic development groups from Greensboro, High Point and Winston-Salem met for dinner in High Point for an informal, trust-building discussion with each city's lead economic developer."
- The HPEDC and GEDA collaborated to produce *Community Profile 2010-2011*. The joint marketing piece is distributed to prospective companies to learn more about Guilford County as a successful place to do business. It was translated into six foreign languages.



HIGH POINT'S LARGEST EMPLOYERS

High Point's 20 largest employers – which collectively provide work for more than 18,170 Piedmont Triad residents – represent a diverse group of industry sectors. This listing reflects "full-time equivalent" numbers, as of December 31, 2010. Only High Point-based employees are shown.

Ranking	Company / organization	Nature of operation	Total employees in High Point ¹
1	Bank of America	finance / customer service	2145
2	High Point Regional Health System ²	healthcare	2036
3	Guilford County Schools	public education	1769
4	City of High Point	local government	1289
5	Thomas Built Buses / Daimler Trucks NA	bus manufacturer	1248
6	Polo Ralph Lauren Corp.	distribution / customer service	1222
7	Cornerstone Health Care	healthcare	946
8	Tyco Electronics	electronics manufacturing /distribution	900
9	High Point University	secondary education	879
10	Aetna	insurance / customer service	852
11	NCO Group	customer service	813
12	Carilion-Spectrum Laboratory Network	medical laboratory services	621
13	Banner Pharmacaps	pharmaceutical manufacturing	586
14	Advanced Home Care	healthcare	528
15	New Breed Logistics	distribution networks / logistics IT	521
16	North State Communications	communications utility	394
17	Sears Operations Center	customer service	380
18	Guilford County	local government	368
19	Marsh Furniture Company	cabinet manufacturing	354
20	Harland Clarke Corp.	check manufacturing / distribution	319

¹ Two major employers chose not to participate in this survey. Each, however, reported 2010 job numbers on city business license forms: 573 for Walmart and 361 for Slane Hosiery Mills. It is not known where – or if – these companies would have ranked on this listing since their numbers are not necessarily "full-time equivalent."² In previous years, the numbers for High Point Regional Health System were for the hospital only. This year's numbers include a subsidiary that employs physicians.

Source: High Point Economic Development Corp. survey

HIGH POINT'S LARGEST TAXPAYERS

High Point's 20 largest taxpayers – which pay 13.13% of all city property taxes – represent a diverse group of industry sectors. Their property is collectively valued at \$1.18 billion, and they will pay \$7.5 million in taxes to the City of High Point in the current fiscal year.

Ranking	Company	Nature of operation	Total valuation
1	International Home Furnishings Center	home furnishings showroom	\$184,898,593
2	Merchandise Mart Properties ¹	home furnishings showroom	140,010,182
3	Liberty Property Trust	real estate: office / industrial parks	116,508,630
4	HP Showplace Investors IV LLC ²	home furnishings showroom	70,972,153
5	Tyco Electronics	electronics manufacturing / distribution	64,466,054
6	North State Communications	communications utility	59,587,894
7	CBL and Associates Properties ³	real estate: retail	57,723,425
8	Polo Ralph Lauren Corp.	distribution / customer service	55,420,810
9	Carolina Investment Properties ⁴	real estate: office / industrial parks	53,608,700
10	Thomas Built Buses / Daimler Trucks NA	bus manufacturing	53,358,200
11	Blue Ridge Companies ⁵	real estate: retail / multi-family housing	50,057,907
12	First State Investors 3500 LLC ⁶	finance / customer service	40,469,400
13	Mannington Mills	flooring manufacturing / distribution	38,931,255
14	Banner Pharmacaps	pharmaceutical manufacturing	38,884,793
15	Walmart	retail	29,329,087
16	Piedmont Natural Gas	natural gas utility	29,126,728
17	Kao Specialties Americas	chemical manufacturing	28,793,089
18	Maple Leaf Holdings (Palliser)	home furnishings showroom	27,091,800
19	Crowne Lake Associates	multi-family housing	23,670,443
20	Duke Energy Corp. ⁷	electric utility	21,182,419

¹ combining Market Square, Suites at Market Square, Plaza Suites, National Furniture Mart, Hamilton Market, et al. / ² combining Showplace, Showplace West, 200 N. Hamilton and 330 N. Hamilton / ³ combining parts of Oak Hollow Mall and Oak Hollow Square / ⁴ combining Kivett Dr. Industrial Park, parts of Premier Center, Advanced Home Care, et al. / ⁵ combining the Shoppes at Deep River, Palladium, Alexandria Park Apartments, et al. / ⁶ the Bank of America facility on Piedmont Parkway / ⁷ apportioned amount by the State of North Carolina

Source: City of High Point Financial Services Dept., Guilford County Tax Department

Made In High Point

High Point Economic Development Corporation 2010 BOARD OF DIRECTORS & STAFF

The High Point Economic Development Corp. – a department of city government – is a public/private partnership.

- Its board has 19 directors: five business leaders appointed by the High Point City Council, three city officials (the mayor, a city council member, and the High Point city manager), the three most immediate past chairmen of the board, six members appointed by the High Point Partners, and the chairman and chair-elect of the High Point Chamber of Commerce.
- Non-voting members include a second city council member, the HPEDC president, Guilford County government officials, liaisons from allied economic development and educational organizations, and honorary positions.

EXECUTIVE COMMITTEE

- Chairman **Don Cameron**,
Guilford Technical Community College
- First Vice Chairman **Charles Cain**, Banner Pharmacap
- Second Vice Chairman **Leah Price**, BB&T
- Treasurer / Secretary **Ken Smith**, Smith Leonard
- Mayor **Becky Smothers**
- High Point City Manager **Strib Boynton**
- President **Loren Hill**

PAST CHAIRMEN

- **Owen Bertschi**, Crescent Ford
- **Jeff Miller**, High Point Regional Health System
- **Coy Williard**, Williard-Stewart

DIRECTORS

- **Lowell Easter**¹, Triad Commercial Realty
- Councilman **John Faircloth**¹, Coldwell Banker Triad
- **Phil Fowler**, Geneva Corp. / Covington Power Services
- **Steve Holcombe**, TransTech Pharma
- **Jim Hundley**², Wyatt Early Harris Wheeler Attorneys
- **Maurice Hull**, Marketplace Management
- **David Miller**², D.S. Miller, Inc.
- **Ruffin Price**, Ruffin Price Insurance Agency
- **Annie Tyson Jett**, B&C Associates
- **Ralph Wear**, Polo Ralph Lauren. Corp.
(RalphLauren.com / High Point Direct)

HONORARY MEMBERS

- Former N.C. Dept. of Commerce Secretary **Jim Fain**
(March 2001-January 2009)
- HPEDC Chairman Emeritus **Bill Horney**
- HPEDC Chairman Emeritus **Jim Morgan**, Morgan,
Herring, Morgan, Green & Rosenblutt Attorneys

LIAISONS

- Councilman **Chris Whitley**³, S. E. Whitley and Son
- Councilman **A.B. Henley**², RealtyAnalytix Advisors
- Guilford County Commissioner **John Parks**,
Price and Associates
- **Brenda Jones Fox**, Guilford County Manager
- **Brian Casey**, High Point Market Authority president
- **Don Scarborough**, High Point University vice president
for administration and community relations
- **Aaron Clinard**, City Project chairman,
The Clinard Group
- **Chris Adams**¹, High Point Convention & Visitors Bureau
chairman, Ashford Suites Hotel

HPEDC STAFF

- **Loren Hill**, president
- **Sandy Dunbeck**, senior vice president
- **Beverly Tedder**, information services and research director
- **Billie Marsh**, executive assistant

¹ Adams ended board service in February; Easter, in June; and Councilman Faircloth, in December.

² Hundley began board service in January; D. Miller, in July; and Councilman Henley, in December.

³ Councilman Whitley, who had been a liaison, became a director in December.

HIGH POINT ECONOMIC DEVELOPMENT CORPORATION



NORTH CAROLINA'S INTERNATIONAL CITY™

P.O. Box 230, High Point, NC 27261 USA
Telephone: 336-883-3116 Fax: 336-883-3057
www.highpointedc.com
e-mail: hpedc@highpointnc.gov

Designed by Graves Marketing & Design