

Guilford County EDO/EDA Grant Application (FY 2018-2019)

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To be considered for a FY 2018-2019 Guilford County Economic Development Agency Grant, this application and all attachments must be completed thoroughly and received by the deadline:
Monday, February 12, 2018 at 5:00PM.

General Agency Information

Agency Name	Federal Tax ID Number
SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT	45-484084
Phone Number	Fax Number
337-887-5130	
Email/Website Address	
dorothy1@northstate.net	
Mailing Address	
501 W High Avenue	
City High Point	State NC Zip 27260
Physical Address (if different from mailing)	
City N/A State Zip	
Is your organization incorporated? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
If YES, please list the name(s) of your President and Corporate Secretary:	
Dorothy Kendall Kearns and Paul Siceloff	
Is your organization a L.L.C? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
If YES, please list the name(s) of your Managing Director(s):	
N/A	
Please attach the following items to your application:	
<ul style="list-style-type: none">• Proof of your organization's current nonprofit 501(c)(3) tax exempt status and eligibility to receive tax deductible contributions, as confirmed by the Internal Revenue Service.• An annual certified audit prepared by a qualified accountant or accounting service covering the last reporting period of operation. If a full audit is not available, include the most recent independent financial review.• Current roster of all Board members, with terms specified.	
Complete the fields below with information for your organization's primary contact person during the application process:	
First Name DOROTHY	Last Name DARR
Title	
Executive Director	
Email Address (if different from agency email address)	
dorothy1@northstate.net	
Phone Number (if different from agency phone number)	
336-689-8122	

FY 2018-2019 Agency Funding Request

FY 2018-2019 Funding Request Amount:

Is the requested amount for: ☒ A one-time expenditure ☐ Ongoing expenditure(s)

Which type of expenditure will this request address (select all that apply)?

☒ Operating (Personnel, Supplies, etc.)

☐ Capital (Facility Construction, Vehicle, etc.)

☐ Program (Training, Marketing, etc.)

☐ Other (Please specify) _____

If awarded will you utilize this grant as leverage to secure other funding?

☐ YES

☒ NO

If YES, please provide a brief explanation regarding the funding source, type, amount, and purpose?

Has your organization received funding from Guilford County within the past three (3) fiscal years?

☐ YES

☒ NO

If YES, please list your funding history, related organizational/program objective(s) and resulting outcome(s) in the table below:

Fiscal Year	Funding Amount	Program Objective	Economic Impact
<i>Ex. 2013-2014</i>	<i>\$20,000</i>	<i>Expand marketing opportunities to generate increased monthly event attendance by 10%, resulting in the creation of ten (10) jobs to assist with event planning and management.</i>	<i>Monthly attendance increased by an average of 200 attendees, or 11.5%, for each event. Generated an additional \$35,000 in annual ticket sales resulting in twelve (12) full-time positions created for event planning and management.</i>
2014-2015			
2015-2016			
2016-2017			

Organizational Capacity

Please provide a brief description of your organization's mission, major/primary services and activities provided.

Create and facilitate development projects in the low income, culturally diverse, 2.08 square-mile, southwest quadrant of inner city High Point, NC, the historic industrial corridor of the city, with five residential neighborhoods, to make the district more economically competitive to attract business and create jobs, raise the quality of life, and promote public and environmental health following the recommendation of the High Point Core City Master Plan [2007] make the southwest district more attractive and market as a high-end, industrial business park

Share your management and staffing structure, including staff years of experience in this field/industry and use of volunteers.

Executive Director, MA, PhD: The Southwest Renewal Foundation [SWRF] has one paid staff, a part-time Executive Director, a charter member of the Southwest High Point Working Group [2011] with over 25 years of experience in community development. The Director oversees and manages projects, co-signs all checks, interacts with CPAs and legal liaisons as needed, runs monthly executive committee and board meetings, is responsible for all general areas of office supervision and management including retaining all policies, minutes and bookkeeping records, interacts with the City of High Point staff, coordinates

Indicate how the programs/activities/services offered by your organization have benefited Guilford County citizens.

Major Program Activities and Accomplishments: Through a series of community meetings and commissioned studies by professional consultants between 2011-2017, the Southwest Renewal Foundation of High Point [SWRF] envisioned a 6.5 mile urban greenway throughout the southwest district using defunct railroad beds and the floodplains of Richland Creek [running both north/south and east/west throughout the district] to help meet our mission to attract new business and connect community assets and key destinations both inside and outside the southwest quadrant of inner city High Point. Costing approximately \$6.2

Program/Project Information

Please provide a detailed description of the proposed goals/objectives your agency/program/project will accomplish in FY 2018-2019:

Major Activities and Goals for the Coming Year 2018-2019: Our major goals in the coming year are 1) finalize a development plan for the SWHP Greenway and organize a volunteer management team to help implement the plan; and 2) raise funds from local sources for 20%, or \$377,774, of the total cost, \$1,888,870, to build Phase 1 of the SWHP Greenway, 1.84 miles, the longest, most expensive phase with the greatest potential to attract new business to create jobs in the inner city. With 20% raised, it **will** position the City of High Point to apply to the NC DOT for the remaining 80% of costs to build Phase 1 [\$1,511,096].

Which economic development goal(s) listed below will your organization primarily address through its program(s) and/or activities (select at least **ONE**):

- | | |
|--|---|
| <input type="checkbox"/> Job creation and/or retention | <input type="checkbox"/> Increase population |
| <input type="checkbox"/> Increase taxable property | <input type="checkbox"/> Increase and/or improve agricultural industries |
| <input type="checkbox"/> Increase and/or improve industrial production | <input checked="" type="checkbox"/> Increase and/or improve business prospects within Guilford County |

If you selected **Job creation and/or retention**, please complete the table below:

Fiscal Year	# Jobs Created	# Jobs Retained	Estimated Economic Impact (\$)
Ex. 2013-2014	4	10	\$410,750
2014-2015			
2015-2016			
2016-2017			

Explain how jobs are created and how did you calculate or verify this information? Describe below or attach documentation.

Ex. Utilizing the US Bureau of Economic Analysis' Regional Input-Output Modeling System, we calculated the economic impact of job creation and retention in the Guilford County region using the following formula: $Total\ Labor\ Income = Payroll \times 1.6430$

If you selected **Increase taxable property**, please complete the table below:

Fiscal Year	Increase in taxable property (\$)	Additional Explanation
Ex. 2013-2014	\$50,000	Expanded site by 5,000 sq. ft. to include four (4) new classrooms and training conference room for workforce development program.
2014-2015		
2015-2016		
2016-2017		

How did you calculate or verify this information? Describe below or attach documentation.

Ex. The FY 2014-2015 Guilford County property tax assessment verified the new value.

If you selected one of the following economic development goals:

- **Increase and/or improve industrial production**
- **Increase population**
- **Increase and/or improve agricultural industries OR**
- **Increase and/or improve business prospects within Guilford County**

please provide a detailed outline of your plan below, including information on the target dollar amount(s) or percent increase(s) that will be achieved and sustained and how long. Provide and/or attach documentation explaining your calculations:

Professional studies commissioned by the Southwest Renewal Foundation include to date the \$38,500 Southwest High Point Greenway Feasibility Study [June 2015], the \$10,000 Health Impact Assessment of the Southwest High Point Greenway [October 2015], and the \$18,000 Economic Impact Assessment of the Southwest High Point Greenway [December 2016] which show benefits of \$250 million over 20 years. The exact dollar amount is detailed earlier in this application. The Foundation initiated and wrote a \$50,000 grant to help fund the \$75,000 High Point Multi-Modal Vision Plan [August 2017] which points to increased business investment and improved business prospects in the 1331-acre, southwest quadrant of inner city High Point if the Southwest High Point Greenway is built.

The High Point Multi-Modal Vision Plan [2017] describes the southwest district as poised for more and accelerated economic investments "reinforcing new activity" if the SWHP Greenway is built. Making connections as identified along the greenway throughout the district will "spur re-use and reinvestment." [p. 16] The SWRF has tracked through personal observation and intimate knowledge of the district, coupled with High Point Enterprise news articles, collaborations, and personal relationships with business owners, over \$35 million commercial investments in the southwest quadrant and adjacent properties since 2013. [Please see attachment Commercial Investments in Southwest High Point Since 2013.] These new commercial investments are in the southwest High Point market district, along S. Main Street, and within the historic industrial corridor along the NC Railroad tracks at northern edge of the district. Current commercial investments along Phase 1 of the SWHP Greenway include:

- The North American Headquarters of Belgium-based, office furniture manufacturer BuzziSpace moved into historic Pickett Cotton Mill along Phase 1 of the SWHP Greenway in 2014 with the goal of creating 135 new jobs, starting with 10 new jobs in 2014 and now up to 35 new jobs in November 2017. CEO Tom van Dessel identifies the planned SWHP Greenway as a major reason for choosing High Point and this NC location.
- Furniture manufacturer Terry Seitz restored in 2014-2015 for multi-use the 55,000 square foot, Myrtle Desk Co. Plant #4, also along Phase 1 of the SWHP Greenway, spending \$2 million on renovations. In 2016, Seitz invested in another 5 acres surrounding this facility and in 2017 purchased another industrial property at 718 W. Green nearby.
- Vault, maker of computer tablet cases, moved their headquarters to 1515 W. Green

Organizational and Program/Project Information

Organization's Proposed Operating Budget (FY 2018-2019) \$74,917.00

Please provide in the area below, and/or attach a line-item budget, detailing proposed organizational expenditures and revenue for FY 2018-2019:

Please see attachment.

If the grant request is for a specific program/project sponsored by your organization, please provide in the area below, and/or attach a line-item budget, detailing proposed program/project expenditures and revenue for FY 2018-2019:

Please see attachment.

Performance and Evaluation Measures

Outline the performance measures used to evaluate the effectiveness of your program and/or project and provide actual results for the prior three (3) fiscal years, along with year-to-date results for the current grant cycle and projected targets for FY 2018-2019: (Attach additional performance measures, if needed)

General Goals

Ex. Train clients to participate in vocation-specific internships or master apprentice programs.

1. Please see attachment for General Goals.
- 2.
- 3.

Performance Measures	Actual FY14-15	Actual FY15-16	Actual FY16-17	YTD FY17-18	Target FY18-19
<i>Ex. At least five (5) program graduates will be accepted into vocational internships.</i>	3	5	4	1	5

Please see attachment for Performance Measures

As a reminder, please attach the following items to the application:

- Proof of your organization's current nonprofit 501(c)(3) tax exempt status and eligibility to receive tax deductible contributions, as confirmed by the Internal Revenue Service.
- An annual certified audit prepared by a qualified accountant or accounting service covering the last reporting period of operation. If a full audit is not available, include the most recent independent financial review.
- Current roster of all Board members, with terms specified.

**ALL APPLICATIONS AND ATTACHMENTS MUST BE SUBMITTED BY
5:00PM ON MONDAY, FEBRUARY 12, 2018.**

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 16 2012

THE SOUTHWEST RENEWAL FOUNDATION OF
HIGH POINT
C/O DOROTHY DARR
501 WEST HIGH AVENUE
HIGH POINT, NC 27260-6532

Employer Identification Number:
45-4840804

DLN:
17053090301032

Contact Person: ID# 31457
KIMBERLY L KITCHENS
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
June 30

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
November 28, 2011

Contribution Deductibility:
Yes

Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

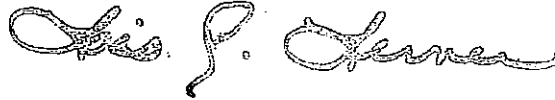
Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

THE SOUTHWEST RENEWAL FOUNDATION OF

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lois G. Lerner".

Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

**Southwest Renewal
Foundation of High Point, Inc.**
www.highpointsouthwest.org
2017-2018

Please note: *The Foundation does not have term limits but is considering installing them.
Dates represent the year the individual joined the board.*

Board Officers

Dorothy Darr, PhD, Executive Director, High Point, NC, 30-year Southwest High Point Resident [2012]
Dot Kearns, Chair, Guilford County Schools liaison, 2011 Citizen of the Year, High Point, NC [2012]
Revon Johnson, Vice-Chair, St. Mary's Episcopal Church Environmental Stewardship Committee
High Point, NC [2012]
Paul Sicheloff, Secretary-Treasurer, Marketing and Accessibility Advisor, High Point, NC [2014]

Board Members

Monica Peters, City Council Representative, Ward 3, Southwest High Point, NC [2015]
Tim Mabe, President & CEO, High Point Convention and Visitors Bureau, High Point, NC [2012]
Candace Lambeth, Southwest Market District Showroom Owner, Radio Building, Greensboro, NC [2013]
Benjamin Briggs, Director, Preservation Greensboro, High Point, NC [2012]
Tony Collins, President, Southside Neighborhood Association [2016]
Dee Meadows, President, Highland Mill Neighborhood Association [2016]
Claire Robinson, Analyst, City of HP, Founder, LEAP, *Literacy Empowers All People* [2016]
Michael Robinson, Wake Forest Medical, Co-Founder, LEAP, *Literacy Empowers All People* [2018]
Charles Simmons, Southwest Property & Showroom owner, High Point, NC [2012]
Bill Phillips, Environmentalist and Historic Preservation Activist, High Point, NC [2014]
Gloria Halstead, Attorney, High Point, NC [2015]
Annette Cox, PhD., Textile Historian, High Point, NC [2016]

Board Liaisons

Carlvena Foster, Guilford County Commissioner, High Point, NC
Randy Hemann, Assistant City Manager, City of High Point
Karen Odom, CPA, Odom & Co., CPAs
Beth Koonce, Attorney, Roberson Haworth Reese
E.L. Shackelford, Highland Mill Neighborhood Association, 50-year resident
Sandy Dunbeck and Marshall Yandle, Vice-Presidents, High Point Economic Development Corporation
Weaver Walden, Superintendent Western Region, Guilford County Schools
Angela Dawson, Principal, Fairview Elementary School
Jim Morgan, Attorney, legal advisor to specific projects
Patrick Harman, Executive Director, Hayden-Harman Foundation, advisor to specific projects
Mark Harris, Dean, Guilford Technical Community College—High Point Campus [2016]
Jesse Day, Planning Director, Piedmont Triad Regional Council
Jamey Walker, Guilford County Soil & Water Conservation District
Melody Burnett, Program Officer, High Point Convention and Visitors Bureau
Dennis Burnette, Gilbert T. Pierson, Audubon Society



**Southwest Renewal Foundation
Projected Operating Expenses
2018-2019**

Operating Expenses

Operating Budget

Part-time Executive Director Position	\$24,000.00
[20 hrs. per wk. x \$30 per hr. x 40 weeks]	
Payroll Expenses	\$2,146.00
Soc. Sec/Medicare \$1,836.00	
Federal Unemployment \$42.00	
State Unemployment \$268.00	
Bookkeeping/Pay Roll	\$ 2,500.00
Website Maintenance	\$ 300.00
Supplies [paper/ink/copying]	\$ 1,450.00
Solicitation license	\$ 100.00
Misc.[room rentals, mailings, marketing]	\$ 500.00
Audit	\$ 3,000.00
Tax Preparation	\$ 650.00
Liability Insurance	\$ 323.00
D&O Insurance	\$ 676.00
P.O. Box [small]	\$ 82.00
Total	\$35,727.00

Project Expenses

Urban Greenway Development	
[marketing, advertising, media coverage,	
Printing, developing new literature, volunteer	
Coordination events, donor meetings, logo etc.]	\$10,000.00
Southside Neighborhood Association for	
Community Improvements & Festivals	
To Strengthen Community	\$ 5,000.00
Seed Money for New Projects	\$ 10,000.00
Hold in Reserve for Emergencies	\$10,000.00
10% for Contingency (Unexpected Projects, Overruns)	\$ 7,073.00
	\$42,073.00
Total	

Total Expenses **\$77,800.00**

**Southwest Renewal Foundation of High Point
Operating Budget
2018-2019**

Revenue

Cash Forward	\$10,500.00 [affirmed]
NC CWMTF Grant administration	\$ 4,900.00 [committed]
City of High Point	\$25,000.00 [estimate]
Guilford County	\$25,000.00 [estimate]
Foundation/Corporate Support	\$ 10,000.00 [estimate]
Fundraisers	<u>\$ 2,400.00 [estimate]</u>
Total Revenue	\$77,800.00
Land Held	\$133,000.00 [assessed value]
Total Assets	\$210,800.00

PERFORMANCE AND EVALUATION MEASURES

General Goals

1. Provide economic incentives to re-use historic buildings and attract new business to SW HP
2. Develop an interlocking urban greenway to market district as high-end industrial, business park, connect SW residents to public investments and assets both within and outside the district, including public transportation, schools, parks, small business development, workforce training and emerging job centers
3. Create a park-like atmosphere to make the district more attractive, raise the quality of life, and promote public and environmental health following the recommendations of the *High Point Core City Master Plan [2007]* "Make the southwest district more attractive and market as a high-end industrial, business park."

Performance Measures	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19
Goal #1: Measures-					
Identify National Register-Eligible buildings to provide Federal income tax credits to attract new business and foster commercial investments	Completed \$15,000 inventory identifying 18 new eligible Properties		published \$5000 book making info available to developers	distributed over 250 books	New \$4 million COHAB planned in Melrose Mill [75,000 SF] Club-cu/Blaxsand
Nominated Highland Cotton Mills Village to The National Register to encourage reinvestment	\$11,000 Nomination completed	\$3300 new signage installed	\$5400 new signage installed	10,000 SF additional space in mill now in use	Chair Manufacturing planned for mill moving from LA--will create 25 new jobs Cisco Brothers
Belgium furniture Manufacturer BuzziSpace Moves into SW HP After seeing SW HP Greenway plan	National Register listing of Picket Cotton Mill, company's headquarters	Steady growth in improvements and number of jobs: 123 planned; President remodels family home in High Point		35 new jobs to date	Growth accelerating

Goal # 2: Measures	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19
Earmarked from NC DOT \$200,000 For New Sidewalks in Southwest connecting 2 SW HP Schools to SW HP Greenway	additional \$300,000 designated for 3 other HP core city elementary schools				Construction Scheduled to Begin
Fund and Manage SW HP Greenway Feasibility Study	\$38,500 Study by Alta Planning & Design Completed	Leverage for Funding \$69,500 NC CWMTF Grant	Continue to Disseminate Findings		
Fund and Manage SW HP Greenway Health Impact Assessment		Completed \$10,000 Study, 1 st In Guilford	Continue to Disseminate Findings		
Fund and Manage SW HP Greenway Economic Impact Assessment			Completed \$18,000 Study	Continue to Disseminate Findings	
Summarized findings Of 3 studies [listed above]			Requested Cost estimates By Alta Updated	\$6.2 M cost \$250 M Benefits estimated	Create Development Plan; Raise 20% to build Phase 1—most Potential for new Ec. Development
Wrote successful \$50,000 US FHA Grant for HP MPO Plan improvements For area around SW Greenway Trailhead at City's Mass transit facilities	Grant Awarded	Worked on Team for Plan	Team Work Continued	HP Multi-Modal Vision Plan Completed [75,000]	Disseminate info
Initiated \$70,000 NC DOT HP Point Pedestrian Plan to qualify City For 80% funding of new Sidewalks & Greenways Using our greenway consultant Alta	Grant awarded	" "	" "	HP Pedestrian Plan Completed Incorporating SW HP Greenway	

Goal #3: Measures:	FY14-15	FY15-16	FY16-17	FY18-19
Plan restoration of SW HP Green Instructure [storm water runoff controls, landscape, invasive plant removal throughout 2.08 sq. mile southwest quadrant	Partner w/ PTRC & City	\$69,500 NC CWMTF Grant awarded SWRF	Plan underway	Scheduled for August Completion
11.4 acres donated along Richland Creek	7.49 Acres donated	4.04 acres donated	\$8000 illegal dumping Clean-up Completed	place easements along creek on properties & put on market Investors
1-Acre Botanical Woodland Teaching Garden			Raised \$26,000 & Planted 76 New Trees	Complete Project
Blue Bird Garden			Installed \$550 Mini-garden	Maintain garden
Two Little Free Libraries for free Book Give-away Next to 2 SW Elementary schools			Completed building & installation [grant \$1300]	Raised \$500 to stock with free children's books geared to multi-Cultures
Developed a series Of public art In SW District	\$1700 mural \$3,500 Exhibit	New exhibit installed \$7,200	\$12,000 WONDER Sculpture Installed; \$4500 PUZZLE Mural installed; \$10,000 COMET Kinetic sculpture purchased	New Mural Planned \$6000 outdoor sculpture planned
ART-FORCE, \$9000 Consultant hired To discuss Importance of Public art for revitalization		Identified consultant	Feb. 6-10, 2017 450 participating	

**SOUTHWEST RENEWAL FOUNDATION
OF HIGH POINT, INC.**

FINANCIAL STATEMENTS

June 30, 2017 and 2016

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Ballard, Surratt & Co., P.A.
Certified Public Accountants

50 Salem Street, Thomasville, NC 27360

Thomas A. Ballard, CPA
Hope M. Surratt, CPA

Telephone: 336-472-3434
Facsimile: 336-472-3435

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Southwest Renewal Foundation of High Point, Inc.
High Point, North Carolina

We have audited the accompanying financial statements of Southwest Renewal Foundation of High Point, Inc. (a nonprofit organization), which comprise the statements of assets, liabilities, and net assets - income tax basis, as of June 30, 2017 and 2016, and the related statements of revenues, expenses and other changes in net assets - income tax basis and cash flows - income tax basis for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the basis of accounting the organization uses for income tax purposes; this includes determining that the income tax basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and net assets of Southwest Renewal Foundation of High Point, Inc. as of June 30, 2017 and 2016, and its revenues, expenses, and other changes in net assets and its cash flows for the years then ended in accordance with the basis of accounting Southwest Renewal Foundation of High Point, Inc. uses for income tax purposes described in Note 1.

Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on the basis of accounting Southwest Renewal Foundation of High Point, Inc. uses for income tax purposes, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Sallard Sumatt & Co., PA

Thomasville, North Carolina

October 6, 2017

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
 STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - INCOME TAX BASIS
 June 30, 2017 and 2016

ASSETS		
	2017	2016
CURRENT ASSETS		
Cash in bank - checking	\$ 42,993	\$ 93,756
Inventory (event clothing)	275	-
Promises to give - grants	24,800	51,800
Promises to give - donation	7,085	1,000
Total current assets	75,153	146,556
FIXED ASSETS		
Land	95,500	95,500
Total fixed assets	95,500	95,500
TOTAL ASSETS	<u>170,653</u>	<u>\$ 242,056</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 3,277	\$ 660
Accrued payroll taxes	532	-
Total current liabilities	3,809	660
NET ASSETS		
Unrestricted	134,997	134,346
Temporarily restricted	31,847	107,050
Total net assets	\$ 166,844	241,396
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 170,653</u>	<u>\$ 242,056</u>

See accompanying notes and independent auditor's report

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
STATEMENTS OF REVENUES, EXPENSES, AND OTHER CHANGES IN NET ASSETS - INCOME TAX BASIS
For the Year Ended June 30, 2017

	Unrestricted	Temporarily Restricted	Total
REVENUES			
Grants	\$ -	\$ 25,250	\$ 25,250
Contributions	325	8,285	8,610
Fundraising grants and contributions	-	12,500	12,500
Ticket sales- HP by Design Event	1,309	-	1,309
In kind donations	250	-	250
Auction income	3,420	-	3,420
T-shirt sales- EB Fest	470	-	470
Total revenues	5,774	46,035	51,809
Net Assets Released from Restrictions			
Restrictions satisfied by payments	111,238	(111,238)	-
REVENUES AND RELEASED FROM RESTRICTIONS	117,012	(65,203)	51,809
EXPENSES			
FUNDRAISING EXPENSES			
HP by Design Event	4,528	-	4,528
EB Fest	8,904	-	8,904
Total fundraising expenses	13,432	-	13,432
PROGRAM EXPENSES			
Art Force	9,554	-	9,554
Greenway Study	18,000	-	18,000
Public Art Projects	14,570	-	14,570
Table Event	3,034	-	3,034
Highland Book	4,329	-	4,329
Celebration of Sidewalks	246	-	246
Botanical Woodland Teaching Gardens	85	-	85
Little Free Libraries	1,300	-	1,300
Piedmont Bird Society	516	-	516
Southside Unity Festival	5,000	-	5,000
Emerging Designer Competition	4,000	-	4,000
Consulting- High Point Design	6,000	-	6,000
Total program expenses	66,634	-	66,634

continued on page 5

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
STATEMENTS OF REVENUES, EXPENSES, AND OTHER CHANGES IN NET ASSETS - INCOME TAX BASIS
For the Year Ended June 30, 2017

SUPPORTING SERVICES			
Accounting and Auditing Services	5,822	-	5,822
Dues & Subscriptions	375	-	375
Interest Expense	1	-	1
Meeting Expense	245	-	245
Office Supplies	1,248	-	1,248
Payroll Taxes	1,836	-	1,836
Penalties	17	-	17
Promotional Video	2,490	-	2,490
Salaries and Wages	24,000	-	24,000
Supplies	61	-	61
Taxes and Licenses	100	-	100
Website Expenses	100	-	100
Total supporting services	<u>36,295</u>	<u>-</u>	<u>36,295</u>
Total expenses	<u>116,361</u>	<u>-</u>	<u>116,361</u>
LESS: REFUND OF PRIOR YEAR CONTRIBUTION	<u>-</u>	<u>(10,000)</u>	<u>(10,000)</u>
INCREASE (DECREASE) IN NET ASSETS	651	(75,203)	(74,552)
NET ASSETS, beginning of year	<u>134,346</u>	<u>107,050</u>	<u>241,396</u>
NET ASSETS, end of year	<u>\$ 134,997</u>	<u>\$ 31,847</u>	<u>\$ 166,844</u>

See accompanying notes and independent auditor's report

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
 STATEMENTS OF REVENUES, EXPENSES, AND OTHER CHANGES IN NET ASSETS - INCOME TAX BASIS
 For the Year Ended June 30, 2016

	Unrestricted	Temporarily Restricted	Total
REVENUES			
Grants	\$ 35,000	\$ 89,400	\$ 124,400
Contributions	22,070	1,000	23,070
Fundraising grants and contributions	-	10,500	10,500
Ticket sales- HP by Design Event	4,390	-	4,390
Ticket sales- EB Fest	4,070	-	4,070
T-shirt sales- EB Fest	350	-	350
Total revenues	65,880	100,900	166,780
Net Assets Released from Restrictions			
Restrictions satisfied by payments	35,189	(35,189)	-
REVENUES AND RELEASED FROM RESTRICTIONS	101,069	65,711	166,780
EXPENSES			
FUNDRAISING EXPENSES			
HP by Design Event	2,913	-	2,913
EB Fest	9,446	-	9,446
Total fundraising expenses	12,359	-	12,359
PROGRAM EXPENSES			
Program Advertising	575	-	575
Greenway Study	2,639	-	2,639
Public Art Projects	15,500	-	15,500
Highland Village Entry Sign	8,939	-	8,939
Consulting- High Point Design	4,000	-	4,000
Total program expenses	31,653	-	31,653
SUPPORTING SERVICES			
Accounting Services	3,038	-	3,038
Advertising	500	-	500
Meeting Expense	712	-	712
Office Supplies	338	-	338
Promotional Video	2,037	-	2,037
Room Rentals	40	-	40
Moving Expenses	550	-	550
Taxes and Licenses	100	-	100
Website Expenses	2,483	-	2,483
Total supporting services	9,798	-	9,798
Total expenses	53,810	-	53,810
INCREASE IN NET ASSETS	47,259	65,711	112,970
NET ASSETS, beginning of year	87,087	41,339	128,426
NET ASSETS, end of year	\$ 134,346	\$ 107,050	\$ 241,396

See accompanying notes and independent auditor's report

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
 STATEMENTS OF CASH FLOWS - INCOME TAX BASIS
 For the Year Ended June 30, 2017 and 2016

	2017	2016
CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in net assets	\$(74,552)	\$ 112,970
Adjustments to reconcile changes in net assets to net cash provided (used) by operating activities:		
In kind donation	-	(20,500)
Decrease (increase) in assets:		
Inventory	(275)	-
Promises to give - grants	27,000	(51,800)
Promises to give - donations	(6,085)	-
Deposits	-	2,500
Increase (decrease) in liabilities:		
Accounts payable	2,617	660
Accrued payroll taxes	532	-
NET CASH PROVIDED (USED) BY OPERATING ACTIVITIES	<u>(50,763)</u>	<u>43,830</u>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(50,763)	43,830
CASH AND CASH EQUIVALENTS, beginning of year	<u>93,756</u>	<u>49,926</u>
CASH AND CASH EQUIVALENTS, end of year	<u><u>\$ 42,993</u></u>	<u><u>\$ 93,756</u></u>
SUPPLEMENTAL DISCLOSURES OF CASH FLOW INFORMATION		
Cash paid during the year for:		
Income taxes	\$ -	\$ -
Interest	-	-

See accompanying notes and independent auditor's report

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
NOTES TO FINANCIAL STATEMENTS
June 30, 2017 and 2016

1. **Organization and Summary of Significant Accounting Policies**

Nature of Activities – Southwest Renewal Foundation of High Point, Inc. is a North Carolina non-profit organization whose purpose or mission is to foster inner city revitalization in High Point, North Carolina through community development concentrating foremost on the Southwest quadrant of the city to raise the quality of life, promote public and environmental health, and make the district more economically competitive to attract business and create jobs. The organization is supported primarily through grants, contributions and special events.

Method of Accounting – The Organization's accounts are maintained, and the financial statements are prepared and presented, on the accrual income tax basis of accounting and accordingly, reflect all significant receivables, payables and other liabilities. The basis of accounting also recognizes capitalizing fixed asset costs and values as well as recognizing a gain or loss on the disposal of fixed assets. The income tax basis of accounting is a basis of accounting other than accounting principles generally accepted in the United States of America. The Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted, temporarily restricted and permanently restricted.

Income Taxes - The Organization is a not-for-profit organization that is exempt from income taxes under Section 501(c) (3) of the Internal Revenue Code and classified by the Internal Revenue Service as other than a private foundation.

Cash and Cash Equivalents - For purposes of the statement of cash flows, the Organization considers all highly liquid investments available for current use with an initial maturity of three months or less to be cash and cash equivalents.

Use of Estimates - The preparation of financial statements in conformity with the income tax basis of accounting requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Fixed Assets - The Organization's policy is to capitalize expenditures over \$500 for equipment, furniture and fixtures; the fair market value of donated property and equipment is similarly capitalized. Purchased property and equipment is carried at cost. Donated property and equipment is carried at their estimated fair value. Property and equipment would be depreciated using available income tax methods over estimated useful lives ranging from five to forty years. Donated land assets valued at \$20,500 was capitalized during the prior year.

Donated Materials, Facilities and Contributed Services – Materials donated to the Organization for use in providing program services are recorded at their estimated fair market value at date of receipt. Donated materials recognized during the current year total \$250. Significant volunteer services are rendered on behalf of the Organization for administration, management and program services. However, since no objective measure for valuing these services exists, no amounts related to those services is recorded in the financial statements. Contributions of donated services that create or enhance nonfinancial assets or that require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation, are recorded at their fair values in the period received. No contributions of donated services have been recognized in the current year because the criteria for recognition of the volunteer effort under the accounting standards have not been satisfied.

Management's Review and Evaluation of Subsequent Events - Management has evaluated subsequent events and transactions through October 6, 2017, the date on which the financial statements were available to be issued, for possible recognition or disclosure in the financial statements.

Promises to Give, Grants and Other Receivables - Contributions are recognized when a donor makes a promise to give and/or grant receivable to the Organization that is, in substance, unconditional. Promises to give that are restricted by the donor are reported as increases in unrestricted net assets if the restrictions expire in the fiscal year in which the promises to give are recognized. All other donor restricted promises to give are reported as increases in temporarily or permanently restricted net assets depending on the nature of the restrictions. Promises to give are generally collectible within the next twelve months and there is no allowance for uncollectible promises during the current or prior years.

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.
NOTES TO FINANCIAL STATEMENTS
June 30, 2017 and 2016

1. Organization and Summary of Significant Accounting Policies, continued

Revenue Recognition – Contributions and grants are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. Contributions and grants received with donor-imposed restrictions that are met in the same year in which the contributions and grants are received are classified as unrestricted contributions. All donor-restricted contributions and grants are reported as an increase in temporarily or permanently restricted net assets, depending on the nature of the restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose or payment restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Revenue, Expenses, and Other Changes in Net Assets as net assets released from restrictions.

2. Temporary Restrictions on Net Assets

Temporarily restricted net assets at June 30, 2017 and 2016 are available for the following purposes or periods:

	Fiscal year 2017/2018	Fiscal year 2016/2017
Promotional videos	\$ -	\$ 1,162
Business incubator	-	65,000
Public art projects	-	7,500
General operating costs	12,500	12,000
Library projects	-	1,300
Emerging design projects	-	3,000
High Point by Design event	-	13,588
EB Fest events	7,097	3,500
Greenway printing	2,000	-
Botanical woodland garden	6,750	-
Selfie stations	3,500	-
	<u>\$ 31,847</u>	<u>\$ 107,050</u>

The Board of Directors authorized \$55,000 of the business incubator project to be reclassified to unrestricted net assets as the project did not materialize. As a result of the project not completing, one contributor requested that their \$10,000 contribution be refunded. The contribution was refunded in the current year.

3. Fixed Assets

Fixed assets at June 30, 2017 and 2016 consist of two parcels of land which total 11.37 acres. The land is to be utilized for conservation, flood prevention, or educational purposes with the possibility of a greenway being designed to run along the floodplains on the land. Total value for the two parcels of land as of June 30, 2017 and 2016 is \$95,500.

4. Evaluation of Uncertain Tax Positions

Management has evaluated all tax positions to identify any that may be considered uncertain. All identified material tax positions are assessed and measured by a "more-likely-than-not" threshold to determine if the tax position is uncertain and what, if any, the effect of the tax position may have on the financial statements. No material uncertain tax positions were identified during the years ending June 30, 2017 and 2016. Currently, the statute of limitations remains open subsequent to and including June 30, 2014; however, no examinations are in progress or anticipated.

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2017 and 2016

5. Related Party Transactions

A member of the Board of Directors of the organization has been paid for organizing and coordinating the High Point by Design special event that is held annually. The event requires significant time to organize and coordinate and as such the Board has agreed to compensate the member for the services. The total paid was \$6,000 and \$4,000 for the years ending June 30, 2017 and 2016 respectively.

\$ 25,000

- Submission Created

Feb 5, 2018 2:50 PM EST

- Mailing Address
501 W High Avenue
- State
NC
- Zip
27260
- President and Corporate Secretary
Dorothy Kendall Kearns and Paul Siceloff
- First Name
DOROTHY
- Last Name
DARR
- Title
Executive Director
- Email Address
dorothy1@northstate.net

- Agency Name

SOUTHWEST RENEWAL FOUNDATION OF HIGH POINT

- Federal Tax ID
45-484084
- Phone Number
337-887-5130
- Email
dorothy1@northstate.net
- City
High Point
- Yes
checkbox_Ohu

- New Field
checkbox_r2t

- checkbox_4pb
checkbox_zhs

- Mission

Create and facilitate development projects in the low income, culturally diverse, 2.08 square-mile, southwest quadrant of inner city High Point, NC, the historic industrial corridor of the city, with five residential neighborhoods, to make the district more economically competitive to attract business and create jobs, raise the quality of life, and promote public and environmental health following the recommendation of the High Point Core City Master Plan [2007] make the southwest district more attractive and market as a high-end, industrial business park.

- Staff

Executive Director, MA, PhD: The Southwest Renewal Foundation [SWRF] has one paid staff, a part-time Executive Director, a charter member of the Southwest High Point Working Group [2011] with over 25 years of experience in community development. The Director oversees and manages projects, co-signs all checks, interacts with CPAs and legal liaisons as needed, runs monthly executive committee and board meetings, is responsible for all general areas of office supervision and management including retaining all policies, minutes, and bookkeeping records, interacts with the City of High Point staff, coordinates major fundraising, development plans and implementation, administering website and facebook page, and works with board members and volunteers, including the district's neighborhood associations. Key volunteers include Board members Tony Collins, President of Southside Neighborhood Association and Dee Meadows, President of Highland Cotton Mills Village Neighborhood Association to help develop and implement projects, express concerns, and create vision going forward. The Foundation has an open volunteer policy that welcomes all volunteers and participants. Paul Siceloff, Secretary, has a background in racial equality and social justice issues, event planning, marketing, public art, and handicap accessibility. Paul takes executive committee and board minutes, co-signs all checks, oversees press releases and coordinates event planning. Odom & Company, CPAs, since FY 2015-2016, has prepared professionally the Foundation's quarterly financials, reviewed all invoices, checks, and deposits, and handled the payroll and withholding taxes. Starting in 2011, Odom & Co. helped pro bono submit the 501 C3 certification application [approved May 2012], submitted our state and federal tax returns and advised the Foundation on all issues involving the federal IRS and NC State Departments of Commerce and Revenue. Tommy Ballard, CPA, Ballard and Surratt, CPAs: Since FY 2015-2016, Tommy Ballard has prepared the Foundation's two annual audits [2015-2016 and 2016-2017] and submitted state and federal tax returns and applications for NC solicitation licenses. Elizabeth Koonce, Attorney, Partner Robeson Haworth Reese gives the Foundation legal advice pro bono as needed. In 2011 her firm prepared pro bono the Foundation's Articles of Incorporation and By-Laws [incorporated November 2011]. Patrick Harman, Director, Hayden-Harman Foundation [a private family foundation] and Adjunct Professor, Elon University, specializing in nonprofit organization, has helped support SWRF projects and given advice on nonprofit organization and administrative issues. Monica Peters, City

Council Representative, Ward 3 serves on the board of the SWRF and acts as a liaison with City Hall for SWRF projects. Monica ran for City Council in 2017 winning 80% of the vote and campaigning on her work with the SWRF.

- Benefits

Major Program Activities and Accomplishments: Through a series of community meetings and commissioned studies by professional consultants between 2011-2017, the Southwest Renewal Foundation of High Point [SWRF] envisioned a 6.5 mile urban greenway throughout the southwest district using defunct railroad beds and the floodplains of Richland Creek [running both north/south and east/west throughout the district] to help meet our mission to attract new business and connect community assets and key destinations both inside and outside the southwest quadrant of inner city High Point. Costing approximately \$6.2 million, the Southwest High Point Greenway is estimated to generate \$250 million over 20 years: \$223 million in saved health care benefits, \$11,391,600 savings in reduced pedestrian and bicycle crashes, \$11,391,000 in new business activities, and \$3,850,000 in new labor income. [Please see sources below. Please also note new business activities and new labor incomes were estimated very conservatively according Daniel Findley, the lead consultant at NCSU Institute for Transportation Research and Education [ITRE]. The Downtown Greenway in Greensboro, with only 1.5 miles built to date, has attracted \$217.5 million in planned and implemented commercial investments, according to Director Dabney Saunders and the one-page handout Investments Along the Downtown Greenway. BENEFITS 10 YEARS 20 YEARS SOURCE Saved Health Care Benefits \$106,500,000 \$223,000,000 Health Impact Assessment (2015) Kostelec Planning & GHHS Saved by Reduced Pedestrian And Bicycle Crashes \$5,695,800 \$11,391,600 Economic Impact Assessment 90 lives saved 180 lives saved ITRE: Institute for Transportation Research and Education NCSU New Business Activities \$5,874,000 \$11,748,000 Ibid: ITRE Economic Impact Assessment New Labor Income \$1,925,000 \$3,850,000 Ibid: ITRE Economic Impact Assessment TOTAL \$119,994,800 \$249,989,600 Total Benefits • Attract and accommodate new business and industry; potential development of 62 vacant parcels • Encourage new uses for existing underutilized industrial buildings and public infrastructure • Create a better quality of life for residents and businesses; promote public health & safety • Revitalize neglected streams and historic railroad beds to develop new spaces for walking & bicycling • Connect to City of High Point's mass transit facilities to promote public transportation & new Stadium north • Implement a natural buffer along Richland Creek to clean water and reduce water treatment costs SOURCES: STUDIES COMPLETED/UNDERWAY (available upon request) \$38,500 Southwest High Point Greenway Feasibility Study (June 2015); Updated Costs Estimates (Sept. 2016) \$10,000 Health Impact Assessment of the Southwest High Point Greenway (November 2015) \$18,000 Economic Impact Assessment of the Southwest High Point Greenway (December 2016) \$69,500 Southwest High Point Green Infrastructure Restoration Plan (now underway—due August 2018) The \$75,000 High Point Multi-Modal Vision Plan [2017] [paid for, in part, with a successful \$50,000 US Federal Highway Administration grant initiated and written by the SWRF for the High Point Metropolitan Transportation Organization] determined that the southwest quadrant of High Point is poised to attract new business and create jobs if the Southwest High Point Greenway is built encouraging more commercial investment and connecting residents to emerging job centers and workforce development [p.16]. The \$70,000 NC DOT High Point Pedestrian Plan [2017], initiated by the SWRF using our

greenway consultant Alta Planning and Design, made High Point eligible from NC DOT for 80% of new sidewalk/greenway construction costs. From 2011 to FY 2015-2016, working as a grass roots, all volunteer community group, the SWRF determined to bring attention and improvements to this neglected, low tax valued, impoverished area, historically known as the “economic engine” of the city with 6 historic furniture factories and 3 historic mills, including a whole mill village with a total of five residential neighborhoods. In steady decline from off-shoring during the last three decades, the High Point Core City Master Plan [2007] recommended making the southwest district more attractive and marketing it as a high-end industrial, business park. In 2011, the area remained neglected, with attention for revitalization focused mainly in the wealthier northwest section [20%] of the core city area. Faced with this continuing neglect, the community began to come together as a working group. Early accomplishments included: defining the area, mapping its assets, photographing the district, collecting data, including commissioning a statistical baseline from the UNC-Chapel Hill Graduate School of City and Regional Planning, gaining certification as a 501 C 3 nonprofit, and developing a PowerPoint to solicit wider community input (with approximately 800 viewers in person to date). In addition, the SWRF created a website www.highpointsouthwest.org, distributed 2,200 handouts featuring a concept map, and developed four major goals: 1) provide economic incentives to re-use historic buildings and attract new business, 2) develop an interlocking, urban greenway along the district’s defunct railroad beds and floodplains to improve accessibility as a business park, promote public health, and connect residents to public investments and assets including public transportation, schools, parks, shopping, work force training, and emerging jobs; 3) create a park-like atmosphere to attract business, raise the quality of life and promote environmental health, and 4) partner with local experts; we didn’t have all of the answers, but we live in the Piedmont region of NC. What have we done under each goal for the citizens of Guilford County? Goal #1: Provide Economic Incentives: 1) Identified High Point’s industrial properties that are eligible for the National Register to provide federal income historic preservation tax credits [20%] for rehabilitation costs by initiating [in partnership with the City of High Point and NC State Historic Preservation Office] a \$15,000 industrial inventory [completed 2014] resulting in two commercial investments to date: \$2 million restoration of 812 Mills Avenue, the 55,000 square foot, 1926, Myrtle Desk Plant #4 and a planned \$4 million transformation into a COHAB of the 75,000 square foot Melrose Mill at 103 S. West Point and the NC Railroad tracks; 2) raised \$11,000 to nominate individually to the National Register the 69-acre, 178-building Highland Cotton Mills Village with a 281,000 square foot cotton mill [completed 2014] to provide economic incentives for reinvestment; currently Cisco Brothers, is expanding operations in the mill and plans to bring their chair manufacturing operations to this location that will create 25 new jobs; 3) published a \$5000 paperback book The Industrial Legacy of High Point, NC, and Highland Cotton Mills Village [2017], combining the two studies to distribute more widely this tax credit information [available in local bookstores and online at www.amazon.com and www.barnesandnobles.com]; and 4) partnered with the High Point Preservation Society [2017-2018] to begin a High Point Revolving Fund to assist with urban blight. 2) Goal #2: Develop an Interlocking Greenway to Create a Business Park, Improve Accessibility and Promote Public Health: 1) funded and managed a \$38,500 Southwest High Point Greenway Feasibility Study [2015] by Alta Planning and Design with a grant from the City of High Point; 2) completed a \$10,000 Health Impact Assessment [HIA] of the Southwest High Point Greenway [Kostelec Planning, 2015] partnering with the Guilford County Health and Human Services Department, the first HIA in Guilford County; 3)

commissioned an \$18,000 Economic Impact Assessment [EIA] of the Southwest High Point Greenway [NCSU, Institute for Transportation Research and Education 2016]; 4) got earmarked from the NC DOT Division #7 \$200,000 in new sidewalks for the southwest quadrant around the district's two public elementary schools [Fairview and Oak Hill, both Title I] through the Safe Routes to Schools program that will connect these schools to the planned SW HP Greenway [construction scheduled to begin in 2018]; this grant resulted in another \$300,000 being awarded to the City for new sidewalks at three other core city elementary schools; 5) initiated a \$70,000 NC DOT High Point Pedestrian Plan [adopted June 2017] with our greenway consultant Alta Planning and Design; and 6) initiated and wrote for the High Point Metropolitan Planning Organization a successful \$50,000 US Federal Highway Administration grant to plan the SW HP Greenway Trailhead and immediate area around the city's mass transit facilities at the northern tip of the southwest quadrant that resulted in the \$75,000 High Point Multi-Modal Vision Plan [2017].

Goal #3: Create a Park-Like Atmosphere to Attract New Business, Raise the Quality of Life and Improve Environmental Health: 1) awarded a \$69,500 NC Clean Water Management Trust Fund grant, partnering with the Piedmont Triad Regional Council and City of High Point, to create a plan for landscaping, storm water runoff improvements, and identifying areas of invasive plant control along the proposed SW HP Greenway, entitled the Southwest High Point Green Infrastructure Restoration Plan [\$90,300 cash and in-kind match, scheduled for completion August 2018]; 2) 11.4 acres donated to the SWRF in the southwest quadrant along Richland Creek [in two parcels assessed at \$133,000]; 3) installed \$8700 of new signage recognizing the National Register listing of Highland Cotton Mills Village to strengthen neighborhood identity; new signage included a) \$3300 redwood entry sign, b) \$2100 historic cast aluminum roadside marker, and c) \$3300 for 19 intersection sign toppers, the first in High Point, to let people know they are in Highland Cotton Mills Village and it is something special; 4) identified 43 historic sites on, or near, Phases 1-3 of the proposed SW HP Greenway, a 3.94 mile loop starting and ending at the city's mass transit facilities, running through the historic industrial corridor along a defunct railroad bed and circling back along Richland Creek through the historic Southside Neighborhood, to build community identity and give visual interest with new wayfaring signage identifying historic sites once the greenway is constructed (list available upon request); 5) developed in partnership with the Guilford County Parks and Recreation staff a \$140,000, 6-acre, urban orchard along Phase 4 of the SW HP greenway adjacent to Oak Hill Elementary School [opened in 2015]; 6) installing currently in 2017-2018, with 20 donors and community partners, a \$26,000 Botanical Woodland Teaching Garden along Richland Creek and the proposed SW HP Greenway near Fairview Elementary School to help clean the water in Richland Creek now considered impaired [polluted] and foster early interest in ecology and the sciences using the improved environment; 7) helping to facilitate a \$29,000, 2-acre, urban orchard along the proposed SW HP Greenway scheduled for fall 2018 funded by the High Point Department of Community Development and Housing in the Southside Neighborhood; 8) created a \$550 native plant, Blue Bird Garden [2017] in Southside Park along the proposed SW HP Greenway; 9) erected two Little Free Libraries [2017] in the Southside and Oak Hill Neighborhoods and raised \$500 to stock them with new, free children's books geared to multi-cultures; 10) supported two free Trolley Tours [2014-2015], two public design events, BLOOM! and TABLE [2016] and three festivals [2016-2017] in southwest High Point building on the area's home furnishings and design brand, displaying the growing cluster of antiques, arts, and accessories showrooms in the district open year round to the public, and strengthening neighborhood associations; 11) developed a series of

public art along the proposed SW HP Greenway including a) \$1700 mural in the Oak Hill Neighborhood [with another mural in Oak Hill scheduled for 2018], b) two exhibitions of outdoor sculpture between 2014 and 2017 at the SW HP Greenway Trailhead, resulting in the acquisition of \$10,000 kinetic sculpture Comet becoming a permanent piece in 2017, purchased by the High Point Market Authority; c) funded the first permanent piece of public art in the southwest quadrant, a \$12,000 sculpture, WONDER: Beauty from Unseen Places [July 2016], located in Southside Park adjacent to Fairview Elementary School on the proposed SW HP Greenway; d) commissioned the second public mural in the southwest quadrant, \$4,500 PUZZLE, located in Goldston Park [November 2016], also along the SW HP Greenway, e) identified for the High Point City Manager another 27 potential spaces for public art in the core city area, including approximately a quarter of the locations in the southwest quadrant; and f) hired ART-FORCE consultant Janet Kagan to spend a week in High Point, Feb. 6-10th, 2017, to lead discussions on the potential of public art to help revitalize low-income, center city areas, with over 450 city-wide participating.

Goal #4: Partner with Local Experts—As a grass roots, volunteer, working group, we realized that we did not have all the answers. But we live in the Piedmont Region of NC where many experts in different fields reside. We believed that if we partnered with these experts and southwest communities, we could strengthen the neglected southwest quadrant of inner city High Point. Since 2011, multiple partnerships and collaborations include: Public: City of High Point High Point Convention and Visitors Bureau Guilford County: P&R, Public Schools, GHHS Piedmont Triad Regional Council State of North Carolina: NC DOT, CWMTF, SHPO University of North Carolina at Chapel Hill North Carolina State University University of North Carolina at Greensboro High Point Preservation Commission Private Nonprofits: St. Mary's Episcopal Church Episcopal Diocese of NC and Province IV [SE US] Southwest High Point Area Churches Hayden-Harman Foundation Covington Foundation Deal Foundation Slane Family Foundation David Hayworth Foundation Ken Hughes Family Fund Cemala Foundation Foundation for a Healthy High Point Community Organizations: Highland Village Neighborhood Association Southside Neighborhood Association High Point Market Authority High Point Design Center NC Furniture Institute Theatre Art Galleries High Point Arts Council High Point Preservation Society High Point Rotary [Public Art Project—Year 1] Audubon Society LEAP, Inc. {Literacy Empowers All Peoples} Boys and Girls Clubs [Chapters in SW District] Friends of the Library & Reading Connections Piedmont Bird Club Corporations: BuzzSpace, Inc. Cisco Brothers, Inc. KAO Specialties Americas, Inc BRIANSTUDIO High Point Bank and Trust [2 Public Art Projects] Pandora's Manor/Eastern Accents City Transfer and Storage Clubcu-Blaxsand Printology Helix [Borden] Chemicals

- Goals

Major Activities and Goals for the Coming Year 2018-2019: Our major goals in the coming year are 1) finalize a development plan for the SW HP Greenway and organize a volunteer management team to help implement the plan; and 2) raise funds from local sources for 20%, or \$377,774, of the total cost, \$1,888,870, to build Phase 1 of the SW HP Greenway, 1.84 miles, the longest, most expensive phase with the greatest potential to attract new business to create jobs in the inner city. With 20% raised, it will position the City of High Point to apply to the NC DOT for the remaining 80% of costs to build Phase 1 [\$1,511,096]. The City is now eligible for 80% funding for new sidewalks and greenways by completing the NC DOT High Point Pedestrian Plan in 2017. The City of High Point

Parks and Recreation Department commissioned a new \$70,000 master plan in 2018 to include the SW HP Greenway and help with future fundraising. In FY 2018-2019, we plan also to 1) complete by August 2018 the NC CWMTF \$69,500 Southwest High Point Green Infrastructure Restoration Plan, currently underway; 2) finish installing the one-acre, \$26,000, Botanical Woodland Teaching Garden; 3) assist with the installation of the \$29,000 Southside Urban Orchard [scheduled for fall of 2018]; 4) continue to promote landscape improvements and public art throughout the southwest quadrant along the future SW HP Greenway; and 5) support Southside Neighborhood improvements and festivals. Timeline: July 1, 2018: Finish Botanical Woodland Teaching Garden July-December 2018: Secure operating expenses for FY 2018-2019 August 2018: Complete Southwest High Point Green Infrastructure Restoration Plan August-September 2018: Finalize SW HP Greenway Development Management Team September-October 2018: Reach agreement on Development Plan for the SW HP Greenway October-December 2018: Create marketing and media strategies and new literature for SW HP Greenway August-December 2018: Assist with installation of the Southside Urban Orchard September 2018-June 2019: Raise from community 20% funds for Phase 1 of the SW HP Greenway to position the City of High Point to apply to the NC DOT for remaining 80% for build out of Phase 1 June 2019: Support 3rd Annual Southside Reunion and Gospelfest

- New Field
checkbox_A3e

- Other Goals

Professional studies commissioned by the Southwest Renewal Foundation include to date the \$38,500 Southwest High Point Greenway Feasibility Study [June 2015], the \$10,000 Health Impact Assessment of the Southwest High Point Greenway [October 2015], and the \$18,000 Economic Impact Assessment of the Southwest High Point Greenway [December 2016] which show benefits of \$250 million over 20 years. The exact dollar amount is detailed earlier in this application. The Foundation initiated and wrote a \$50,000 grant to help fund the \$75,000 High Point Multi-Modal Vision Plan [August 2017] which points to increased business investment and improved business prospects in the 1331-acre, southwest quadrant of inner city High Point if the Southwest High Point Greenway is built. The High Point Multi-Modal Vision Plan [2017] describes the southwest district as poised for more and accelerated economic investments “reinforcing new activity” if the SW HP Greenway is built. Making connections as identified along the greenway throughout the district will “spur re-use and reinvestment.” [p. 16] The SWRF has tracked through personal observation and intimate knowledge of the district, coupled with High Point Enterprise news articles, collaborations, and personal relationships with business owners, over \$35 million commercial investments in the southwest quadrant and adjacent properties since 2013. [Please see attachment Commercial Investments in Southwest High Point Since 2013.] These new commercial investments are in the southwest High Point market district, along S. Main Street, and within the historic industrial corridor along the NC Railroad tracks at northern edge of the district. Current commercial investments along Phase 1 of the SW HP Greenway include: • The North American Headquarters of Belgium-based, office furniture manufacturer BuzziSpace moved into historic Pickett Cotton Mill along Phase 1 of the SW HP Greenway in 2014 with the goal of creating 135 new jobs, starting with 10 new jobs in 2014 and now up to 35 new jobs in November 2017. CEO Tom van Dessel identifies the planned SW HP

Greenway as a major reason for choosing High Point and this NC location. • Furniture manufacturer Terry Seitz restored in 2014-2015 for multi-use the 55,000 square foot, Myrtle Desk Co. Plant #4, also along Phase 1 of the SW HP Greenway, spending \$2 million on renovations. In 2016, Seitz invested in another 5 acres surrounding this facility and in 2017 purchased another industrial property at 718 W. Green nearby. • Vault, maker of computer tablet cases, moved their headquarters to 1515 W. Green Drive to southwest High Point along Phase 1 of the greenway in 2015-2016 with a multi-million-dollar restoration of an existing commercial building, because, according to an interview with the owner in the High Point Enterprise, the owner saw the southwest district of High Point poised for redevelopment. • Cisco Brothers, an LA-based furniture manufacturer, using approximately 50,000 square feet of the 281,000 square foot Highland Cotton Mill [1014 Mill Avenue] located on Phase 2 but just across W. Green from Phase 1 of the SW HP Greenway, is now expanding, partnering with international companies to assist with distribution and planning \$250,000 in improvements to bring their LA chair manufacturing operation to this east coast location to create an additional 25 new jobs. • CEO John Muldoon, owner of Clubcu-Blaxsand, an international manufacturer and importer of home furnishings and accessories, is purchasing the historic 75,000 square foot, Melrose Mill at 103 S. West Point on the NC Railroad tracks in southwest High Point to begin in 2018 a \$4 million COHAB live/work space to attract young talent in the home furnishings industry. John wants to connect this COHAB to Phase 1 of the SW HP Greenway just two blocks away. • Eastern Accents owner, Ridvan Tatargil, has invested over \$1 million in the last three years in the West High Street Historic District in southwest High Point, and is investing another \$3 million in the southwest district with the purchase of 3 other properties on Phase 1 of the SW HP Greenway including the 55,000 square foot Spirit Center at 803-807 W. Ward where he plans to bring part of his Chicago manufacturing facilities in 2019. In December 2017, he bought 806-808 W. Ward across the street from Spirit Center expanding this planned complex. In addition, Phase 1 of the SW HP Greenway connects to the City's mass transit facilities [Amtrak Passenger Station, local Hi-Tran and regional PART bus terminals] to provide better access to public transportation and to the new multi-use Stadium on three blocks north now under construction by the City. Over \$50 million surrounding development is now being planned, including an events center and children's museum. The new Stadium hopes to attract residents south of the Stadium and the SW HP Greenway will help achieve this goal and provide urban infrastructure to access new jobs. Furthermore, a business incubator sponsored by Business High Point, Inc., yet to be announced, but rumored to be only two blocks north of the SW HP Greenway near the new Stadium, if developed at this location, will further tie into Phase 1 of the SW HP Greenway, giving access to new jobs and small business development for southwest residents. The SW HP Greenway will give not only better access to emerging jobs, but also to GTCC High Point Campus and job training on S. Main Street, adjacent to southwest High Point. Phase 5 of the greenway leads directly onto this campus via a defunct railway bed running just behind the campus. Success in implementing Phase 1, we believe, will lead to development and build out of the other four phases.

- Request
\$74,917.00
- Line Item
Please see attachment.

- General Goals
Please see attachment for General Goals.
- Performance Measures
Please see attachment for Performance Measures
- City...I
N/A
- Phone Number
336-689-8122
- New Field
checkbox_yln
- Grant Funds
Please see attachment.
- Managing Director
N/A
- checkbox_kH2
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- New Field
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- 6 Attachments