



The Transformation Continues

HIGH POINT ON THE MOVE



TRUIST POINT

Home to the High Point Rockers baseball team

Opened: May 2019 | Capacity: 6,500 | Construction Cost: \$36 million

Ballpark Anchors Downtown Revitalization

A standing room only crowd cheered High Point's new ballpark and welcomed its new Triple A baseball team, the Rockers, in May 2019. The excitement, enthusiasm and overwhelming public support validated the vision of city leaders including U.S. Representative, who led the fundraising efforts to retain naming rights, sell the name and provide operating and capital funding. In its first year, the team drew more than 250,000 fans and its stadium was named the 2019 Atlantic League Ballpark of the Year.



HIGH POINT MARKET

World's largest furniture trade show
66,715 square feet — total
annual Market premises
strategically within 75-mile
radius of High Point

High Point Market Continues Decades-Long Impact on City, Region

For decades, High Point has been the center of the home furnishings universe. The semi-annual High Point Market has undergone numerous name changes and makeovers over the years, but it remains the largest furnishings industry trade show in the world. Every spring and fall more than 75,000 buyers, interior designers, architects and media tour the city's 12 million square feet of show space-to-sell and experience thousands of new product introductions. As a truly international affair with 100 plus countries represented among the 2,000 exhibitors, putting High Point on the world stage.



CONGDON YARDS

Mixed-use campus and event center
First Phase Opened: 2020
Cost: \$50 million

The Arts and Business Come Together in Vintage Industrial Space

The old Adams-Mills Historic Mill, built in 1894, and the factory have been updated and repurposed as Plant Seven, a cultural hub and networking space that includes rental and exhibition areas for local artists. As part of Congdon Yards, a mixed-use campus soon from Truist Point that features an HPU-styled classroom and collaboration space, will include the Congdon Event Center. A food hall and several hotels are due to open around the campus in the next two to three years.



NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM

Exhibits and community classrooms

Opening: September 2021 | Two floors, 57,685 square feet | Cost: \$27 million

Entertainment and Education for the City's Children

At the corner of Mainline Avenue and Harrison Street on 5 acres just a block from the High Point Public Library, the Nido & Mariana Qubein Children's Museum is under construction. In addition to its mix of fun and enriching exhibits, the museum integrates with HPU by offering a STEM (science, technology, engineering, mathematics) Lab staffed by the university's education, biology and photo departments.



HPxD

Multiple home furnishings brands
Launched: Spring 2020 | Currently 18 Showrooms

Reimagining High Point's Relationship with Design

High Pointe Design (HPxD) is a group of home furnishings brands with a passion for all things design. They imagine High Point as a year-round hub of design and creativity open to all—designers, students, makers, creators and design enthusiasts. The High Point furniture industry centers on a twice-annual Furniture Market open exclusively to the trade.



NIDO AND MARIANA QUBEIN ARENA AND CONFERENCE CENTER

Opening: September 2021

Arena Capacity: 4,500 | Conference Center Capacity: 2,500 | Cost: \$160 million

An Extraordinary Venue for HPU, the City of High Point and the Region

More than a sports arena and home to HPU's men's and women's basketball programs, the Nido and Mariana Qubein Arena and Conference Center will be the nexus of major events, speakers, concerts, entrepreneurship symposium and education for HPU students, faculty and staff, as well as the city of High Point and the region. The adjacent 40,000 Kain Street and the free during summer will accommodate individuals and organizations visiting campus.



CULP PLANETARIUM
"Out of this world"
experience on
HPU's campus
Opened: October 2019
50-foot dome
6,800 square feet
Seats: 125

Otherworldly Experiences on HPU's Campus Downtown

Made possible by a generous gift by Rob and Sean Culp, the Culp Planetarium not only represents a state-of-the-art tool for teaching HPU undergraduates, but it is also a vehicle for faculty and students to inspire the next generation of scientists and writers around the Piedmont Triad.



CAINE CONSERVATORY
Part of the \$250 million Innovation Corridor
Opened: Spring 2020
15,000 square feet

A Green Wonderland in the Middle of the City

Along a half-mile stretch of the HPU campus, called the Innovation Corridor, more than \$250 million has been invested in programs, faculty and facilities. The final piece, Caine Conservatory, was completed in spring 2020 and includes a working greenhouse, green space and a new cafe, The Butterly Cafe.