

# President / CEO of Forward High Point



## Advance your Career as CEO of Forward High Point

Forward High Point, Inc. is seeking a President/CEO to lead all functions of the organization, including the urban environment, downtown development, public policy and advocacy, marketing, membership and philanthropy.

### About the Community

With a city population of 116,000, High Point anchors the Piedmont Triad region with a population of more than 1.7 million. The Triad Area is a very active region in North Carolina that is experiencing tremendous economic changes and growth. High Point is known throughout the world for its Furniture Market. Downtown High Point has over 12 million Square Feet of Furniture Showrooms that attract approximately 75,000 people from around the world, twice a year for its Furniture Trade Show. High Point is also home to High Point University, recognized as one of the leading private universities in the country.



### About the Organization

Forward High Point's mission is Transforming Downtown High Point: an Extraordinary and Vibrant Destination to Live, Work, Study and Play.

Forward High Point, Inc. (501c6) was formed in 2016 to lead the effort to redevelop several sections of downtown for year around businesses and activities, as well as to bring back professional offices and residential options to downtown.

Forward High Point, working with the City of High Point, lead the effort to jump-start its downtown revitalization with the construction of a 5,000 Seat Multi-purpose Minor League Baseball Stadium, now home to the High Point Rockers of the Atlantic League of Professional Baseball. The stadium was designed to be the anchor for a Master Planned Development, which will include an Office Building with a Food Hall (to open in April 2022) in Center Field and approximately 200-units of adjacent residential. Two additional former factory buildings have also been renovated adjacent to the stadium and several other major developments have been completed or are underway. Since its formation, downtown High Point has seen over \$150 Million in new investment and has another \$100 million planned.

Forward High Point has also been very proactive in new development, assembling and purchasing land for future redevelopment and also took ownership of a long vacant 9-Story (135,000 SF) former office building on Main Street. Forward High Point currently has the building under purchase contract with a developer who is seeking to renovate the building. This sale will also allow Forward High Point to continue with its revolving land/building fund. These properties are held within its associated charitable Non-Profit, Forward High Point Foundation (501c3).

The City of High Point also recently secured both state and federal funding to complete its greenway link through downtown and to initiate a major new Streetscape project along the street adjacent to the stadium. This multi-year \$28 million project will provide an enhanced multi-modal link between the new downtown/stadium district and the main gate of High Point University.

With its initial success in bringing new investment into our downtown, Forward High Point is looking to evolve from primarily an economic development organization to a more traditional downtown development/management organization. Forward High Point is starting a new Strategic Plan Process to better define that direction, determine what additional supports are needed for a thriving ecosystem within the existing Business Improvement District (BID) and implementation of new marketing strategy and Clean/Safe program.



Forward High Point is currently managed by a 25-member Board of Directors. This makeup may change based on the results of the Strategic Plan. The new President will have the opportunity to form, initiate and manage this new operation and provisions of services while new development continues to move forward.

### **Key Priorities for the Next President/CEO of Forward High Point:**

- Skillful application of ethics, transparency, and equitable community investment lenses from project conception through decision making and implementation
- Proactively communicating and engaging with a diversity of stakeholders in a manner that promotes the values of transparency, accountability and understanding;
- Work in collaborative partnership with government officials, developers, community and business leaders, residents and all downtown stakeholders to enhance the vitality of downtown.
- Establish strategic direction for the organization in partnership with Forward High Point, Inc. and the City of High Point, as well as any key stakeholders in accordance with the organization's mission.
- Ability to independently manage real estate development projects and oversee maintenance of real estate assets. The position involves all phases of real estate development including site recommendation/selection/control, pre-development, securing public/private funding for projects (grants/loans) finance, construction management, planning, and community outreach.
- Oversee day-to-day operations, assure fiscal responsibility in the funding and financial management of the organization, and protect the assets of the organization.
- This individual will be the liaison to the board of directors, city manager's office, city council and other key stakeholders.

### **Minimum Qualifications:**

The successful candidate will have a minimum of 8 - 10 years of increasingly responsible professional experience in downtown management, city planning or economic development. A minimum of a bachelor's degree is required while a master's degree is strongly preferred, with coursework in planning, real estate, development, landscape architecture, urban design or public administration. Main Street Manager Certification or IDA Placemaking Certification is preferred, but not required. Candidate must have a valid driver's license and must be willing to submit for a criminal background check.

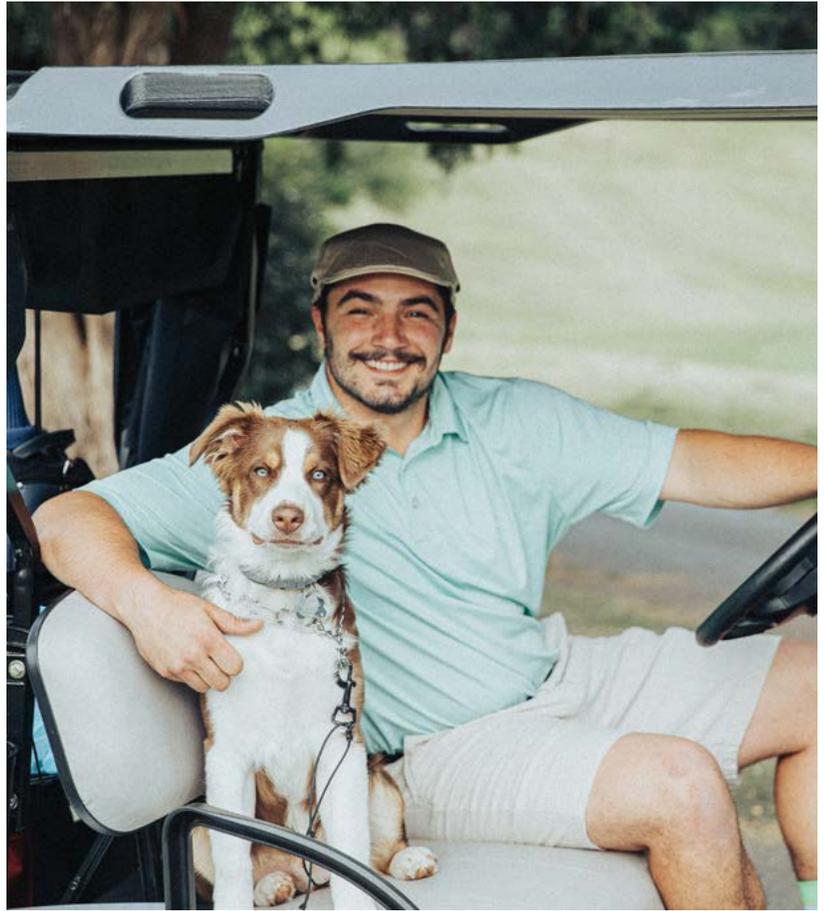
Areas of Expertise:

- Urban Visioning
- Downtown Development
- Advocacy
- Communication and Public Relations
- Marketing and Sales
- Fundraising
- Personnel Management
- Financial Management
- Board Management
- Downtown Management Services
- Government Relations



## Employee Offered Benefits

- Medical Coverage
- Dental & Vision Coverage
- 401(k) Match
- Vacation



## Salary

The hiring range is \$90,000 to \$110,000. There is a residency requirement within a negotiated time-frame after appointment.



## How to Apply

All applications must be fully completed and submitted online via the Forward High Point portal. Resumes and cover letters can be uploaded with the application. First review of applications will begin by **April 11, 2022**. Finalist will participate in a preliminary virtual interview and skills assessment. Final interviews with a panel will be held on **April 21-22, 2022** in High Point.



## Questions

Please direct questions to [careers@forwardhighpoint.com](mailto:careers@forwardhighpoint.com)