

THE WORLD'S MOST EXTENSIVE SUPPORT NETWORK FOR HOME FURNISHINGS BUSINESSES

The breadth and depth of suppliers and furniture-related services available in this area make High Point the prime location for home furnishings company headquarters, manufacturing and distribution facilities, as evidenced by these statements from industry leaders.

“We will be able to take advantage of the tremendous resources here, from designers to photography studios, to an experienced pool of talent from which to recruit.”

– **George Revington**, *President, Home Meridian International on moving his corporate headquarters to High Point*

“The infrastructure of the industry is here...”

– **Joe Elmore**, *Executive VP of Marketing and Project Development, Master Design Furniture*

“The center of the best furniture transportation hub in the country, providing customers the best and least expensive furniture transportation rates in the country.”

– **Kevin O'Connor**, *President and CEO of Samson Marketing (Holding company for Legacy), Legacy Classic Furniture on building the Legacy Classic Furniture distribution center in the Triad*

“High Point, The Home Furnishings Capital of the World™ ... offers the skilled workforce we require...”

– **Paul C. Koehneke**, *VP of Contracting and Special Projects, Brown Jordan International on moving his Lodging by Liberty divisional headquarters to High Point*

“High Point and the Triad offer us access to many, many talented and creative people.”

– **Jack Kreber**, *President, Kreber (commercial photography studio)*

“High Point is a great place for entrepreneurs to thrive. In addition, the elected officials and staff of the City of High Point are very business friendly.”

– **Coy Willard**, *Manager, Capstone Property Group*

HIGH POINT THE HOME FURNISHINGS CAPITAL OF THE WORLD™



Commissioned by the City of High Point

to measure the scale and impact of furniture-related businesses and to estimate the magnitude of the industry's economic influence on the High Point area, Triad region and state of North Carolina, researchers from High Point University produced a landmark study that proves High Point is "The Home Furnishings Capital of the World™." The facts presented in this study are expected to serve as a benchmark for future research and provide valuable input to corporate and governmental decisions.

Data Sources And Methodology

Professors Gerald T. Fox, Ph.D., Richard M. Hargrove, Ph.D. and David L. Bryden, M.L.S. consulted the IMPLAN state and county industry datasets from MIG, Inc., the County and Zip Code Business Patterns, the U.S. Economic Census and the ReferenceUSA™ directory in producing this report. As the most recent available data were for 2004, they estimated economic effects and employment for 2006 using the standard IMPLAN input-output modeling approach. Their projections are based on price changes only, and are thus conservative in nature. Effects of growth in real output and jobs since 2004 are also excluded from their projections.

If you're in the home furnishings industry, you have to be in High Point.

FINDINGS

Total Economic Impact and Employment:

Triad Region and surrounding counties:

Total Economic impact: more than \$8.25 billion

Employment: 65,362 jobs

State of North Carolina:

Total Economic Impact: More than \$8.93 billion

Employment: 69,392 jobs

THE TRIAD REGION contains the world's greatest concentration of home furnishings manufacturers and related businesses

494

HOME FURNISHINGS MANUFACTURERS

61

FURNITURE DESIGN FIRMS

4

INSTITUTES OF HIGHER LEARNING & PROFESSIONAL EDUCATION

23

ALL MAJOR INDUSTRY TRADE PUBLICATIONS & ASSOCIATIONS



2500

HIGH POINT MARKET SHOWROOMS

399

COMMERCIAL PHOTOGRAPHERS & PRINTERS

191

TRANSPORTATION & SERVICE COMPANIES

120

FABRIC, FINISH & HARDWARE SUPPLIERS

138

OTHER MATERIALS SUPPLIERS

TOTAL ECONOMIC IMPACT =

\$8,250,610,564

(YES, BILLION)*

Clearly, High Point is The Home Furnishings Capital of the World™ and the home furnishings industry is a vital part of our city, regional and state economy.



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* Based on the results of the High Point University study, "The Economic Impact of the Home Furnishings Industry in the Triad Region of North Carolina."

"The Home Furnishings Capital Of The World™" is a registered trademark of the City of High Point, NC.