



**TRIAD**  
COMMERCIAL  
PROPERTIES

## R E L A T E D   N E W S   A R T I C L E

### **HIGH POINT -- THE MOST COMPETITIVE CITY, IN THE MOST COMPETITIVE REGION, IN THE MOST COMPETITIVE STATE**

HIGH POINT, NC – For the second year in a row, High Point has led the nation in attracting new industry, outperforming larger entities in the Greensboro/High Point metro area.

Site Selection magazine and North Carolina Governor Mike Easley are announcing today that the Greensboro / High Point metro area is ranked #1 in the nation for attracting new and expanded business for 2007. The Greensboro / High Point MSA received that same top ranking for 2006.

The Greensboro / High Point MSA is made up of Guilford, Randolph, and Rockingham counties. The MSA ranked #1 in the United States for all regions with a population between 200,000 and one million.

In addition, in 2007, High Point actually was ranked #1 in TWO categories – its Guilford and Randolph County portions ranked #1 in one category as noted above, and its Davidson County portion ranked #1 in another category (see below).

#### **Most competitive city**

In 2006, Site Selection magazine reported that High Point had nine of 32 qualifying projects in the region. That gave High Point 28% of the MSA's projects, although High Point's population is only 14% of the three-county total. In 2007, High Point had nine of 30 qualifying projects in the region. That gave High Point 30% of the MSA's projects.

Combining 2006 and 2007, the 62 qualifying projects were distributed as follows:

High Point - 18

Greensboro - 11

Guilford County, outside of the High Point and Greensboro city limits - 7

Randolph County - 17 *(plus one project that is in the High Point part of Randolph Co. and is reflected in High Point's number above)*

Rockingham County - 9

#### **Most competitive region**

In 2007, for the first time in the nation, TWO areas of one region ranked #1 in their respective categories – both in the Piedmont Triad region.

The Greensboro / High Point MSA ranked #1 in the nation in its population category (200,000 to one million).

The Lexington / Thomasville micropolitan region (in Davidson County) ranked #1 for areas of a population of 10,000 to 50,000. Part of High Point extends into Davidson.

#### **Most competitive state**

##### *#1 in business climate*

In November 2007, Site Selection magazine ranked North Carolina as having the best business climate in the country for the third year in a row. The ranking is based on quantitative and qualitative factors that corporate site-seekers say they consider most important. Fifty percent of the score came from a survey of site selection consultants who were asked to rank the top 10 states, and 50% is based on four measures of new plant activity.

##### *#1 in lowest costs*

Of all the leading biotechnology states in the country, North Carolina is recognized as having the lowest costs of doing business, according to a recent Milken Institute study.

##### *#1 in lowest tax burden*

The accounting firm Ernst & Young rated the state for having the lowest business tax burden in the nation.

##### *#1 in attracting new industrial plants*

Site Selection magazine ranked N.C. as first in the Southeast in attracting new industrial plants.