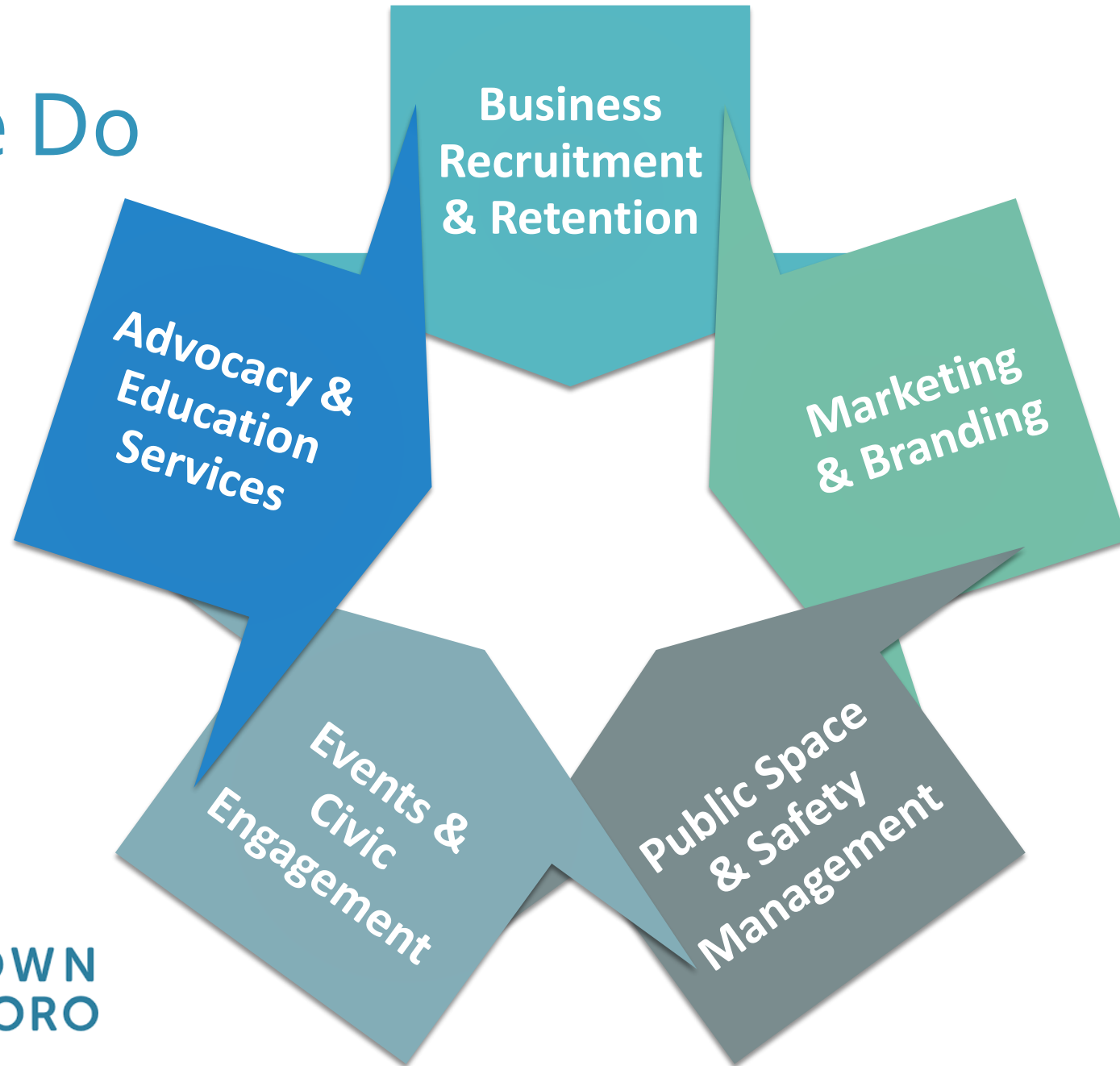


The State of Downtown

April 4, 2024



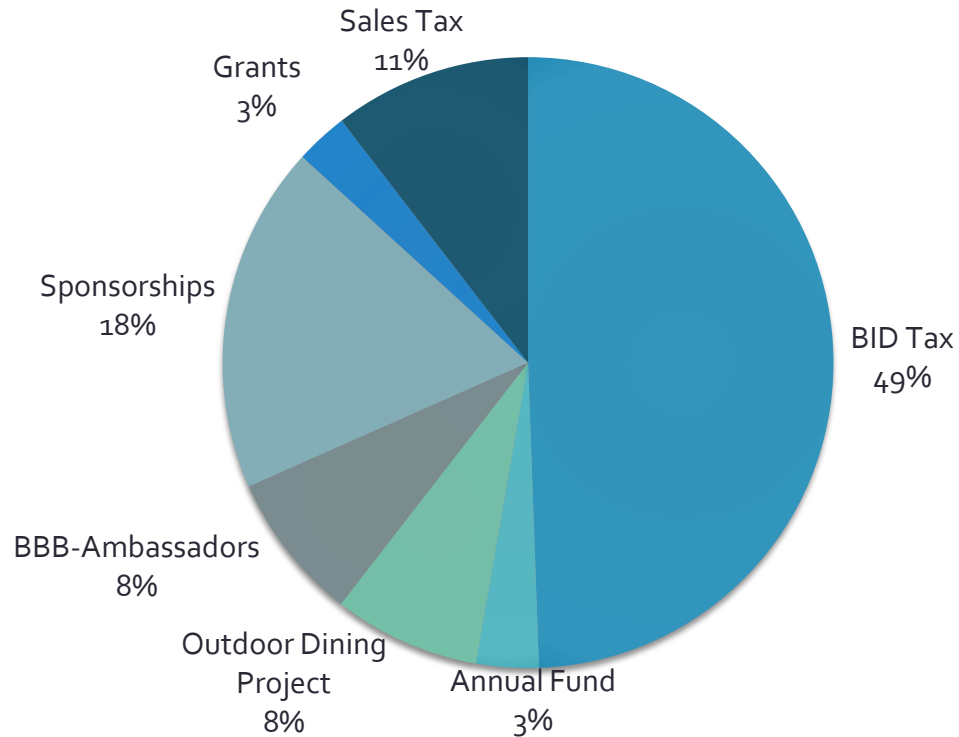
What We Do



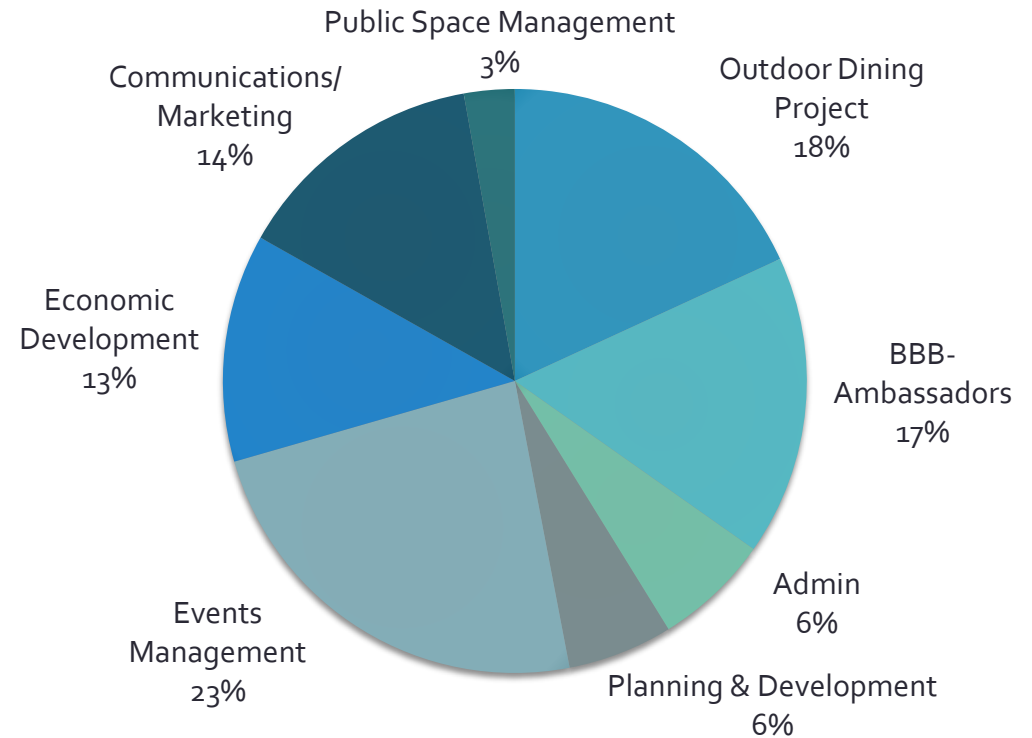
**DOWNTOWN
GREENSBORO**

How We're Funded & Where We Invest

DGI Revenue



DGI Investments





Where We've Been: Economic Impact Beyond Downtown

Downtown Greensboro Ranks #23 of 40 US Cities with Booming Downtowns

*Analysis conducted by 24/7 Wall Street**

23. Greensboro, North Carolina



- Population change in downtown tracts (2012-2022): **+21.6%**
- Population change of non-downtown tracts (2012-2022): **+4.0%**
- Per capita income change in downtown tracts (2012-2022): **+17.4%**
- Per capita income change in non-downtown tracts (2012-2022): **+6.2%**



**DOWNTOWN
GREENSBORO**

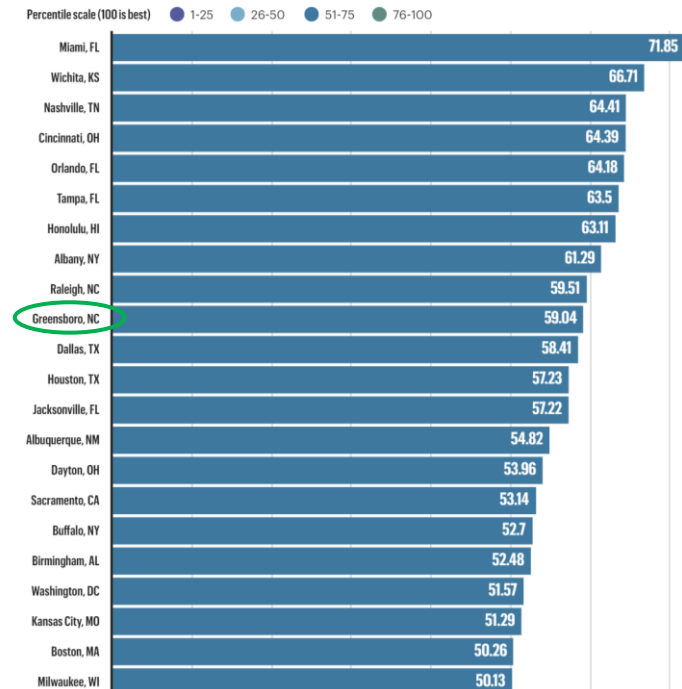
Downtown Vitality Index: How Greensboro's Comeback Compares

*Analysis conducted by The Business Journals**

- Downtown Greensboro ranks among the top 10 of 45 downtown markets tracked by American City Business Journals in post pandemic comebacks!
- Greensboro ranked one spot behind Raleigh and one spot ahead of Dallas.

Where Greensboro ranks

To show how the recovery of Greensboro's downtown compares to others nationally, The Business Journals created the Downtown Vitality Index, which assesses city centers based on six factors and uses a weighted formula to identify the downtowns with the strongest and weakest recoveries. Data was available for Greensboro only in five categories. Downtown activity as reflected by cell phone usage was not tracked for the market.



Downtown Greensboro Visits

Weekend visits
downtown surpassing
pre-COVID by
100,000+

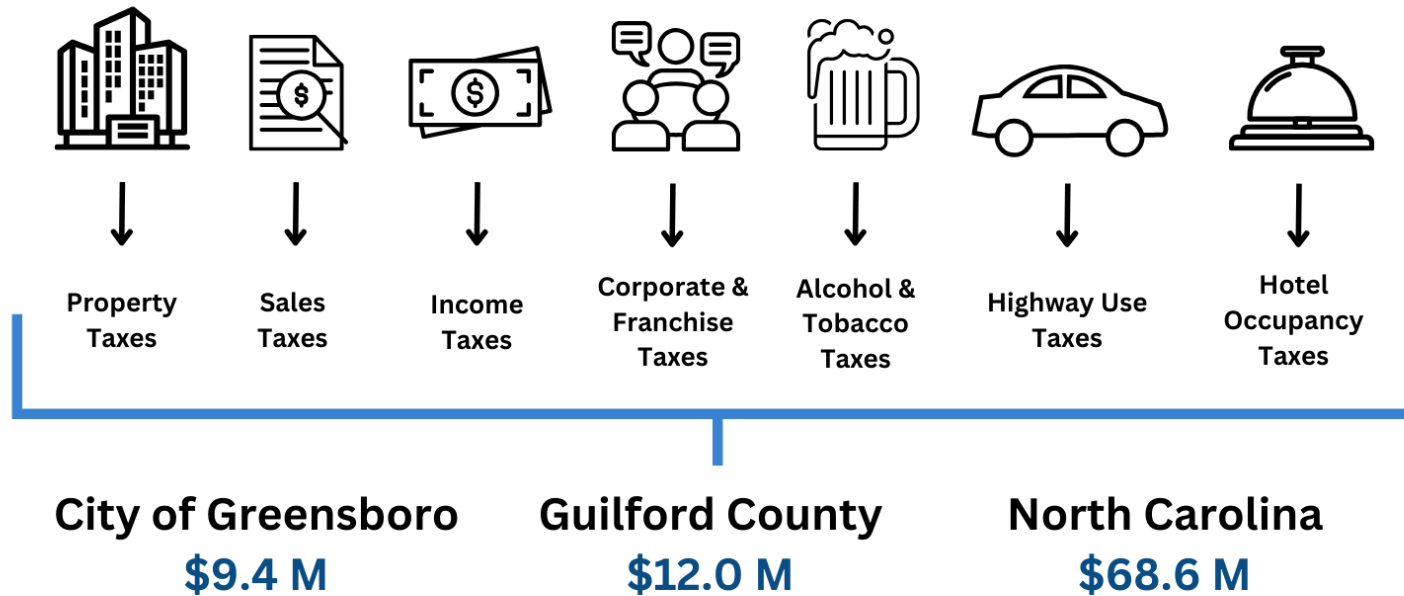
8.6M
visits downtown in
2023

2.4M
visits to Greensboro
Coliseum in 2023

70%
of visitors from
>5 miles away

Downtown Greensboro Economic Impact

Total Tax Revenue Generated within the Downtown BID



\$90 Million in Combined Public Benefit

Downtown Greensboro Economic Impact

Total Economic Impact for the City

	Gross Sales What is the value of goods and services being produced/sold?	Earnings What is the value of the salary and benefits used to produce that output?	Jobs How many full-time equivalent jobs are supported by the production of that output?
Impact on the City	\$1.9 Billion	\$1.3 Billion	17,102

*Source: KB Advisory Group

Downtown Greensboro Economic Impact

Total Economic Impact for the County

	Gross Sales What is the value of goods and services being produced/sold?	Earnings What is the value of the salary and benefits used to produce that output?	Jobs How many full-time equivalent jobs are supported by the production of that output?
Impact on the County	\$3.2 Billion	\$1.7 Billion	30,000

*Source: KB Advisory Group

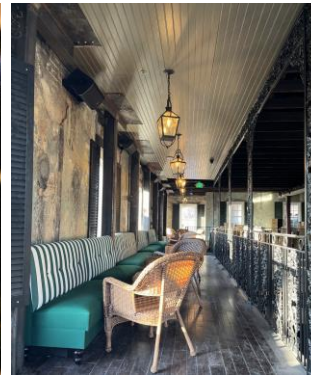
Downtown Greensboro Economic Impact

Total Economic Impact for NC

	Gross Sales What is the value of goods and services being produced/sold?	Earnings What is the value of the salary and benefits used to produce that output?	Jobs How many full-time equivalent jobs are supported by the production of that output?
Impact on North Carolina	\$4 Billion	\$2.2 Billion	37,200

*Source: KB Advisory Group

Grants



\$800K+

*In grants over 10
years*

Façade Grants,
Catalyst Grants, Retail
Revitalization Grants,
and More



Where We Are: Significant Momentum

Downtown Momentum: By the Numbers

31

New Businesses

*(since Jan 2023)
Over 63% MWBE Businesses*

1.8 M

Unique Visitors DTWN

1.6 M Unique Visitors to Friendly
Shopping Center

\$800 M

In the Development
Pipeline

93,000+

People Assisted by
Ambassadors

1,550

Companies

17,000+

Workers



**DOWNTOWN
GREENSBORO**

Business Recruitment & Retention

**Downtown
Businesses**
*New &
Coming Soon!*



**DOWNTOWN
GREENSBORO**

15 New Restaurants & Bars



16 New Service & Retail Businesses

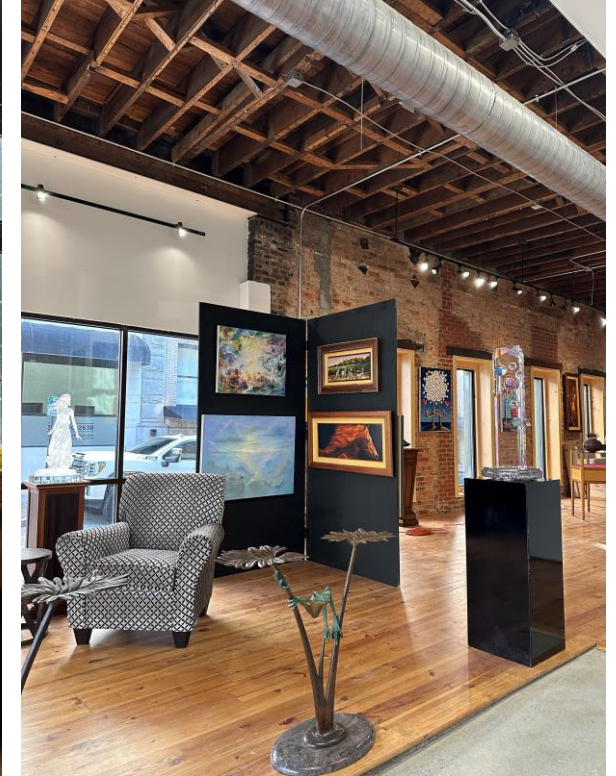


Natty Greene's Brewhouse Pavilion



DOWNTOWN
GREENSBORO

Recently Opened: The Quarter, Muddle, Pura Vida, A'EO Fine Art



Marketing

Social Media Metrics: March 2023-March 2024

+14.2K

New followers on
Instagram

+4.2K

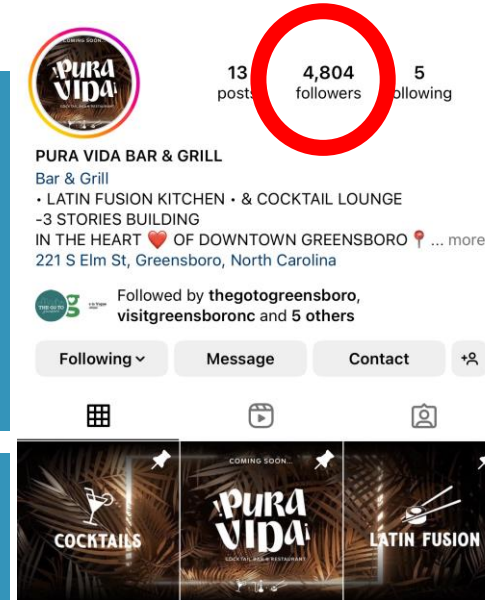
New followers on
Facebook

643.3K

Instagram Reach

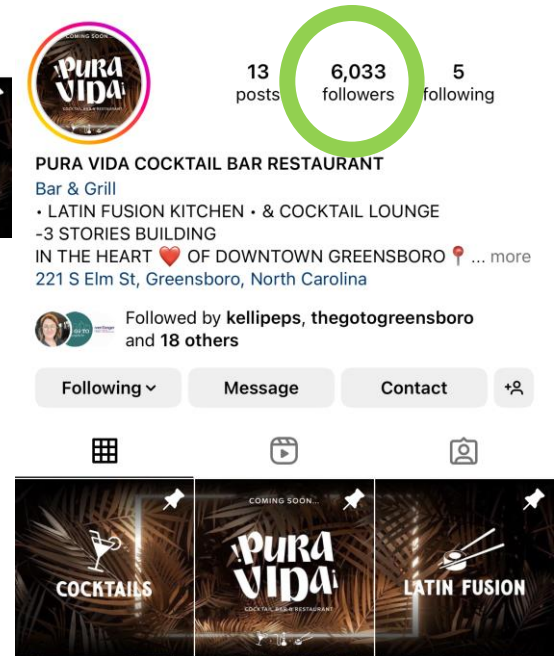
1.1M

Facebook Reach



Instagram profile for Pura Vida Bar & Grill. The profile shows 13 posts, 4,804 followers (circled in red), and 5 accounts being followed. The bio includes: "PURA VIDA Bar & Grill · LATIN FUSION KITCHEN · & COCKTAIL LOUNGE · -3 STORIES BUILDING IN THE HEART ❤️ OF DOWNTOWN GREENSBORO 📍 ... more 221 S Elm St, Greensboro, North Carolina". It also shows it is followed by "thegotogreensboro, visitgreensboronc and 5 others". Navigation buttons for "Following", "Message", and "Contact" are visible. Below the profile are three carousel images: "COCKTAILS", "COMING SOON... PURA VIDA", and "LATIN FUSION".

Gained 1,200+ new followers within 48 hrs of DGI post



Instagram profile for Pura Vida Cocktail Bar Restaurant. The profile shows 13 posts, 6,033 followers (circled in green), and 5 accounts being followed. The bio includes: "PURA VIDA COCKTAIL BAR RESTAURANT Bar & Grill · LATIN FUSION KITCHEN · & COCKTAIL LOUNGE · -3 STORIES BUILDING IN THE HEART ❤️ OF DOWNTOWN GREENSBORO 📍 ... more 221 S Elm St, Greensboro, North Carolina". It also shows it is followed by "kelliepeps, thegotogreensboro and 18 others". Navigation buttons for "Following", "Message", and "Contact" are visible. Below the profile are three carousel images: "COCKTAILS", "COMING SOON... PURA VIDA", and "LATIN FUSION".

Events & Community Partnerships



Public Space & Safety

Downtown Ambassadors

- A dedicated team of individuals who patrol downtown providing a variety of services, from giving directions to offering a helping hand to those in need
- 93,000+ people assisted over last year
- Greensboro Police Chief Award Recipient

Public Space Initiatives

- 13 Outdoor Patios
- Signal Boxes
- Seasonal Enhancements



Advocacy & Education

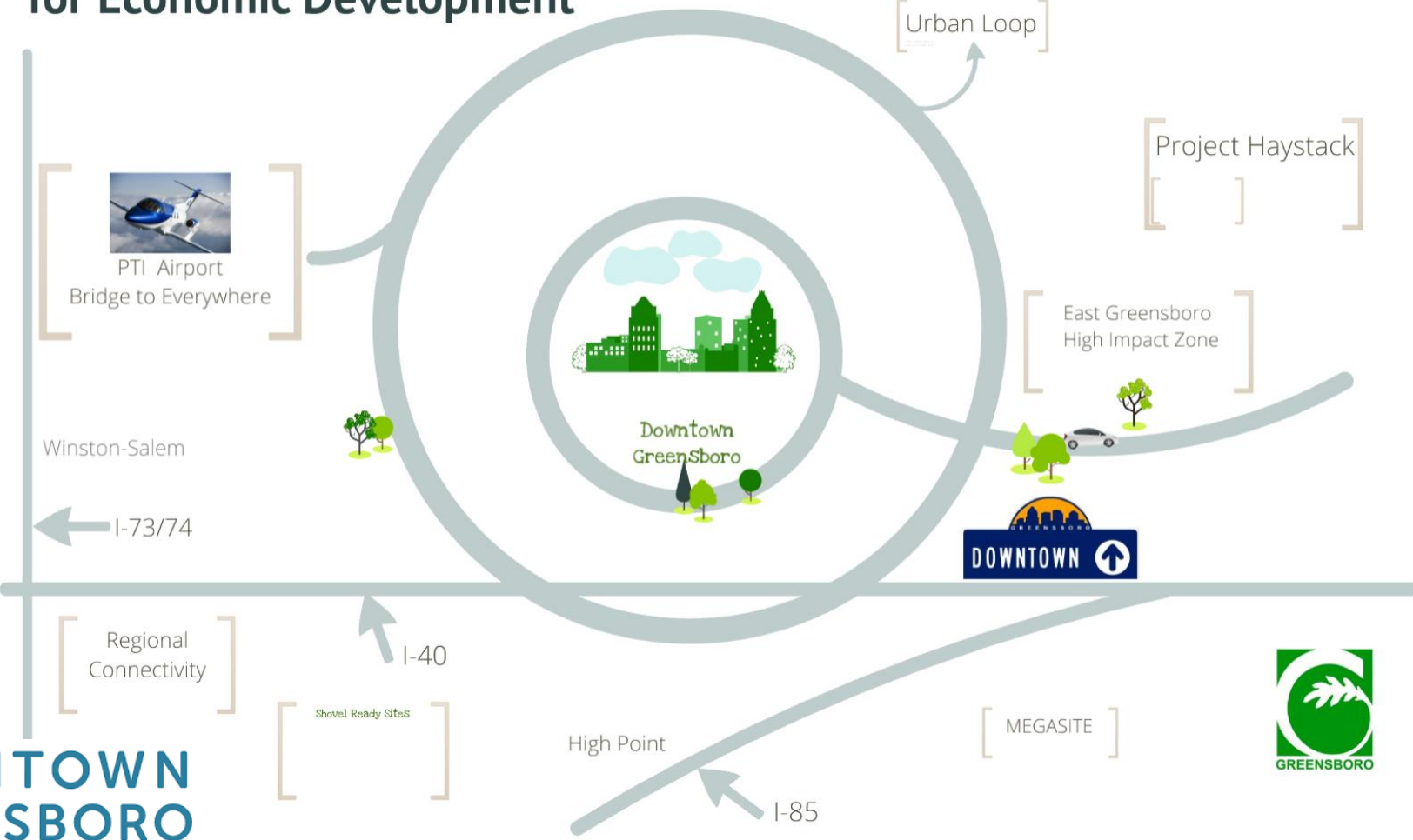
Retailer Engagement & Support

- Host monthly retailer/restaurant meetings
- Connect business to elected officials, city staff, GPD, Block-by-Block Downtown Ambassadors, etc.
- Align DGI strategies and initiatives with the needs of downtown businesses
- Provide complementary Social Media education and strategy consultations



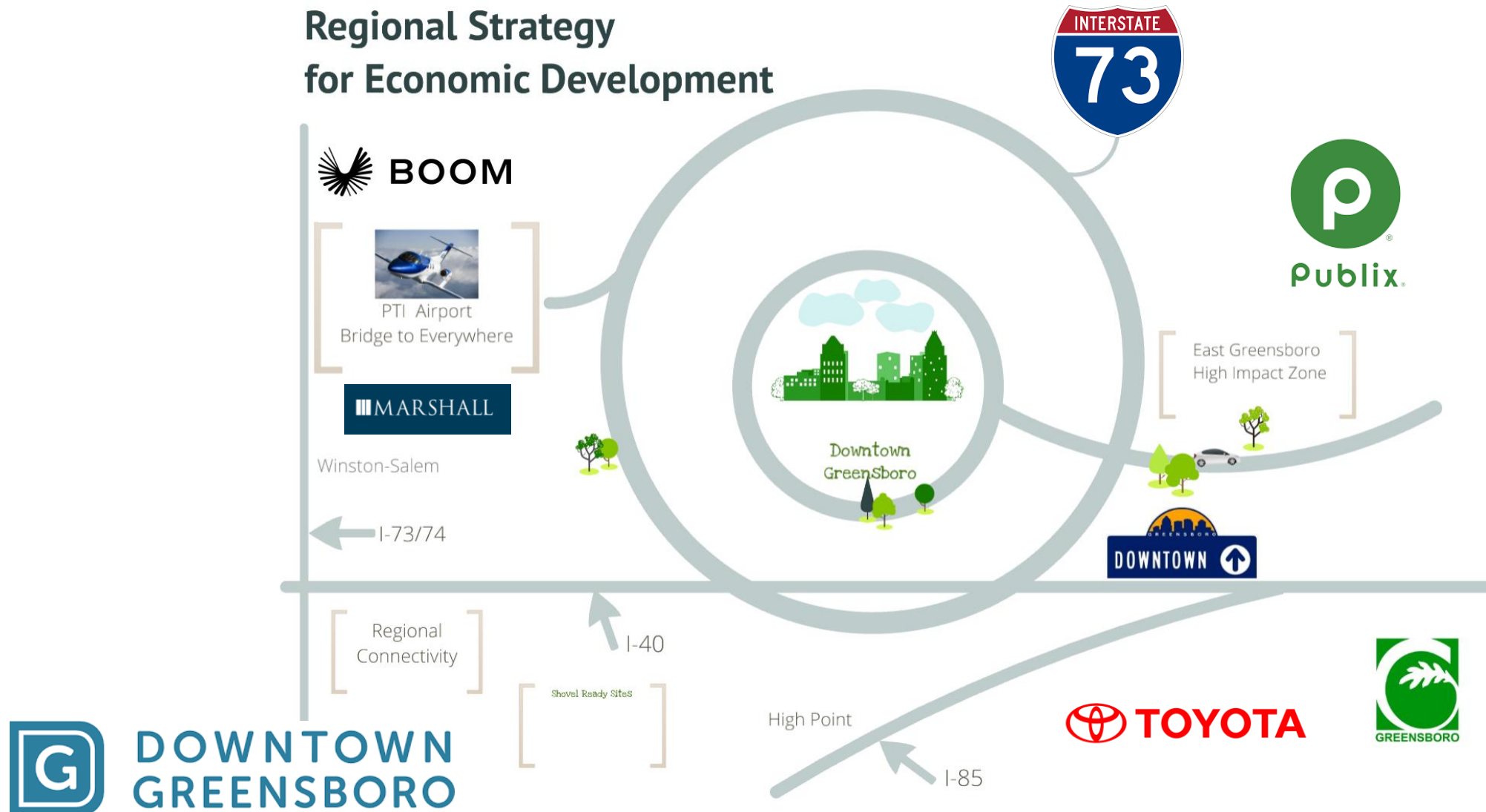
Regional Vision 10 Years Ago

Regional Strategy for Economic Development



Today's Reality

Regional Strategy for Economic Development





**Where We're Going:
Bright Future**

523 N Spring



**DOWNTOWN
GREENSBORO**

Expected completion by end of 2024

Marilyn and Dean Green Rehearsal Hall

COMING SOON



THE NEW
MARILYN AND DEAN GREEN REHEARSAL HALL
for the Greensboro Symphony!



Prominently located in Downtown Greensboro, across the street from Center City Park and CenterPointe, one block from the Cultural Arts Center, LeBauer Park, and the Steven Tanger Center for the performing arts.

The Marilyn and Dean Green Rehearsal Hall will be used for Symphony orchestra, youth orchestra, and Master Chorale rehearsals, and the many community education programs of the Symphony that serve 50,000 students in four counties. Additionally, board meetings, small development events for corporate sponsors and businesses and other meetings.

If you would like to learn more and about how you can support us, please contact **Lisa Crawford**, lcrawford@greensborosymphony.org, 336.335.5456 ext.222

1899 Depot



DOWNTOWN
GREENSBORO

AC Hotel



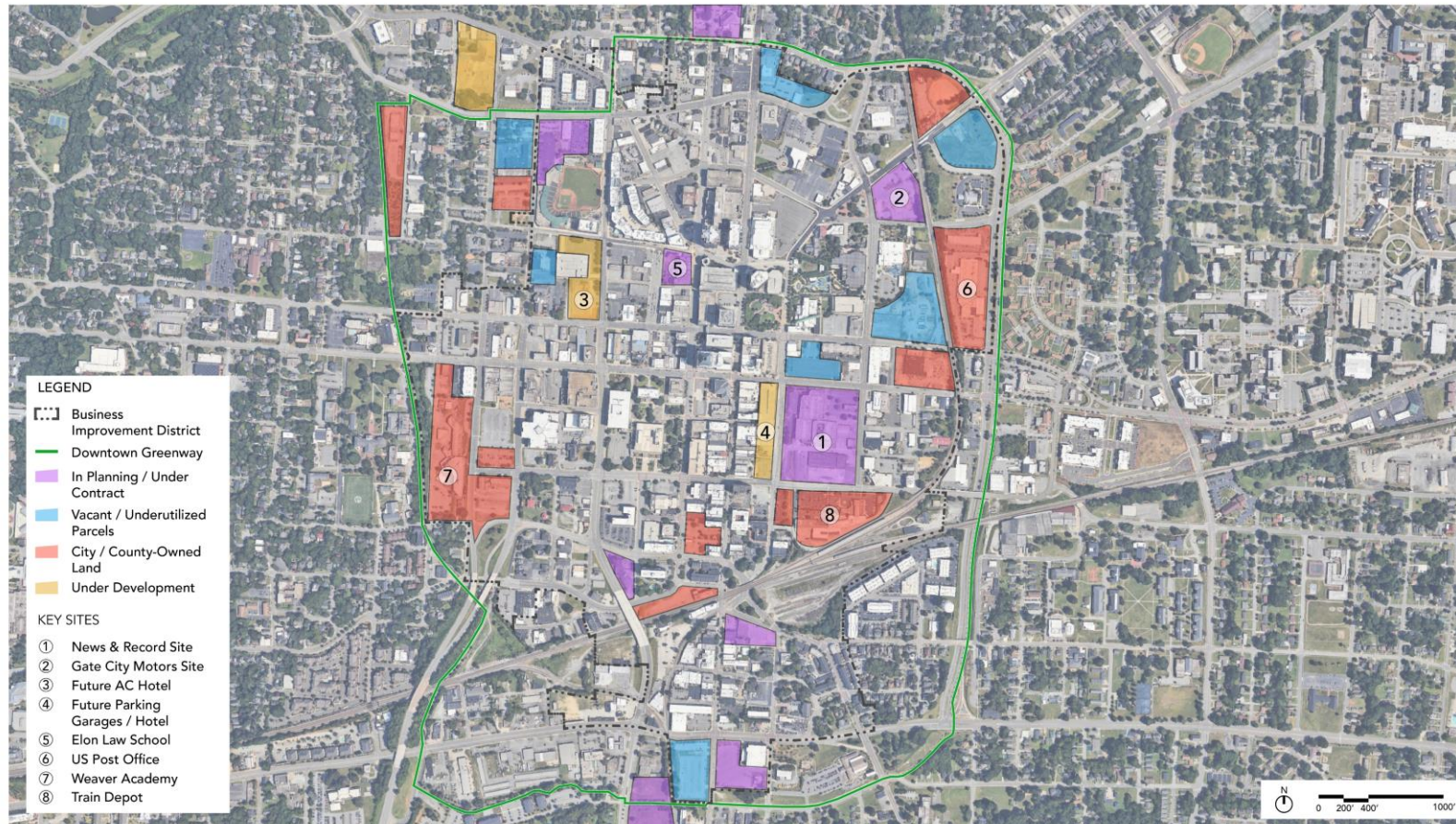
DOWNTOWN
GREENSBORO

Coming Soon



\$800M+ Projects in Pipeline

DOWNTOWN GREENSBORO DEVELOPMENT PROJECTS AND OPPORTUNITIES



11.28.2023

News & Record Site



DOWNTOWN
GREENSBORO

Mixed-Use Depot Development



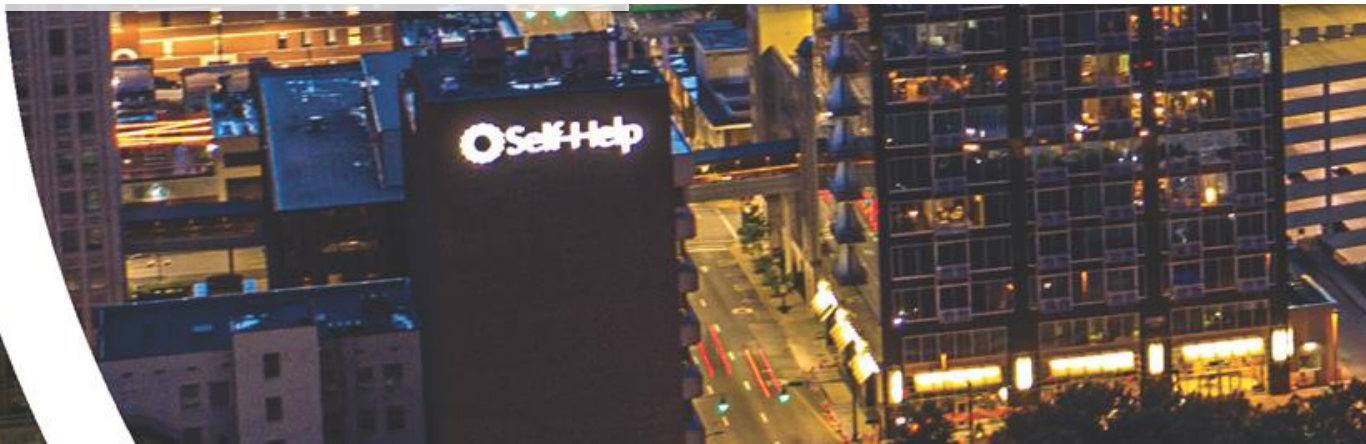


DOWNTOWN GREENSBORO

State of the City

The Depot

04/04/2024



DOWNTOWN GREENSBORO



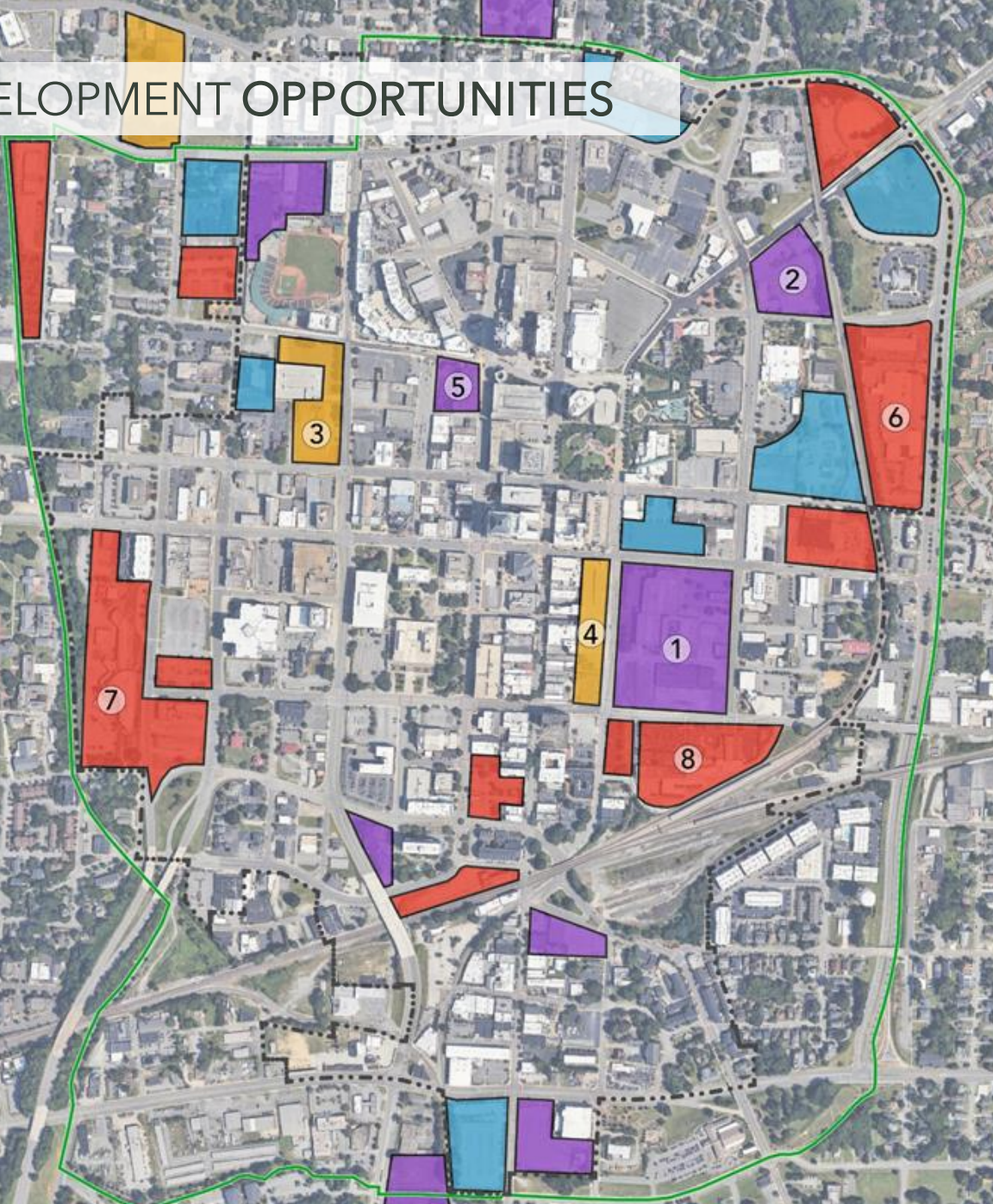
DEVELOPMENT/REDEVELOPMENT OPPORTUNITIES

LEGEND

- Business Improvement District
- Downtown Greenway
- In Planning / Under Contract
- Vacant / Underutilized Parcels
- City / County-Owned Land
- Under Development

KEY SITES

- ① News & Record Site
- ② Gate City Motors Site
- ③ Future AC Hotel
- ④ Future Parking Garages / Hotel
- ⑤ Elon Law School
- ⑥ US Post Office
- ⑦ Weaver Academy
- ⑧ Train Depot



DOWNTOWN GREENSBORO 2030 STRATEGIC VISION PLAN



BIG MOVES

A CONTAINER HUB

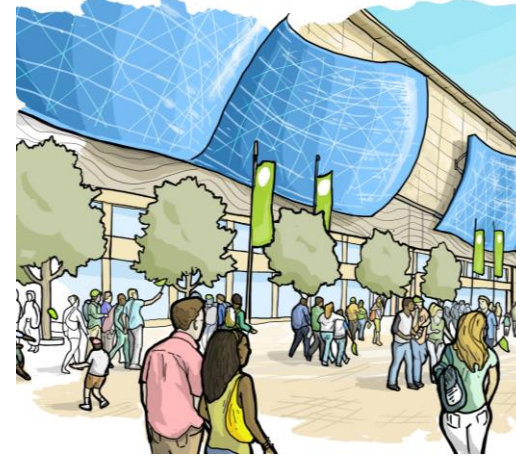
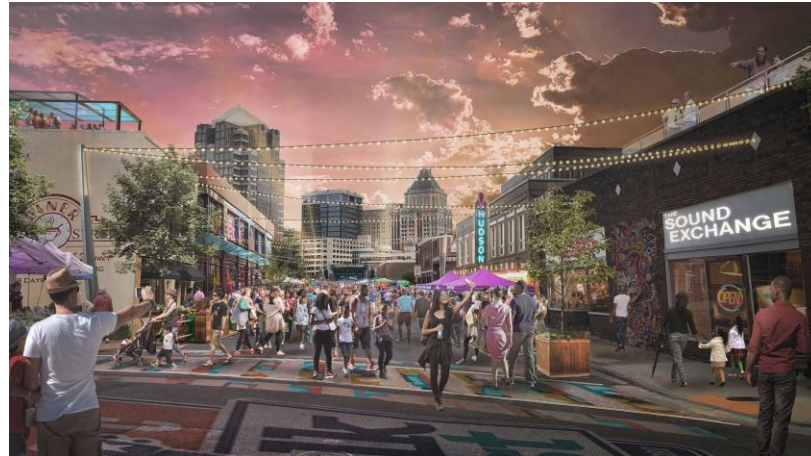
D SOUTH END AND LOWER DOWNTOWN GATEWAY PLANS

B MIXED-USE DEPOT DEVELOPMENT

E BATTLEGROUNDS ENTERTAINMENT DISTRICT

C AUTONOMOUS SHUTTLE CONNECTER

F MULTI-USE ARENA



BIG MOVES: Phasing

Phase One	0 - 3 Years	A: Container Hub B: Mixed-Use Depot Development
Phase Two	4 - 6 Years	C: Autonomous Shuttle Connector D: South End and Lower Downtown Gateway Plans
Phase Three	7 - 10 Years	E: Battleground Entertainment District F: Multi-Use Arena

BIG MOVES: Phasing

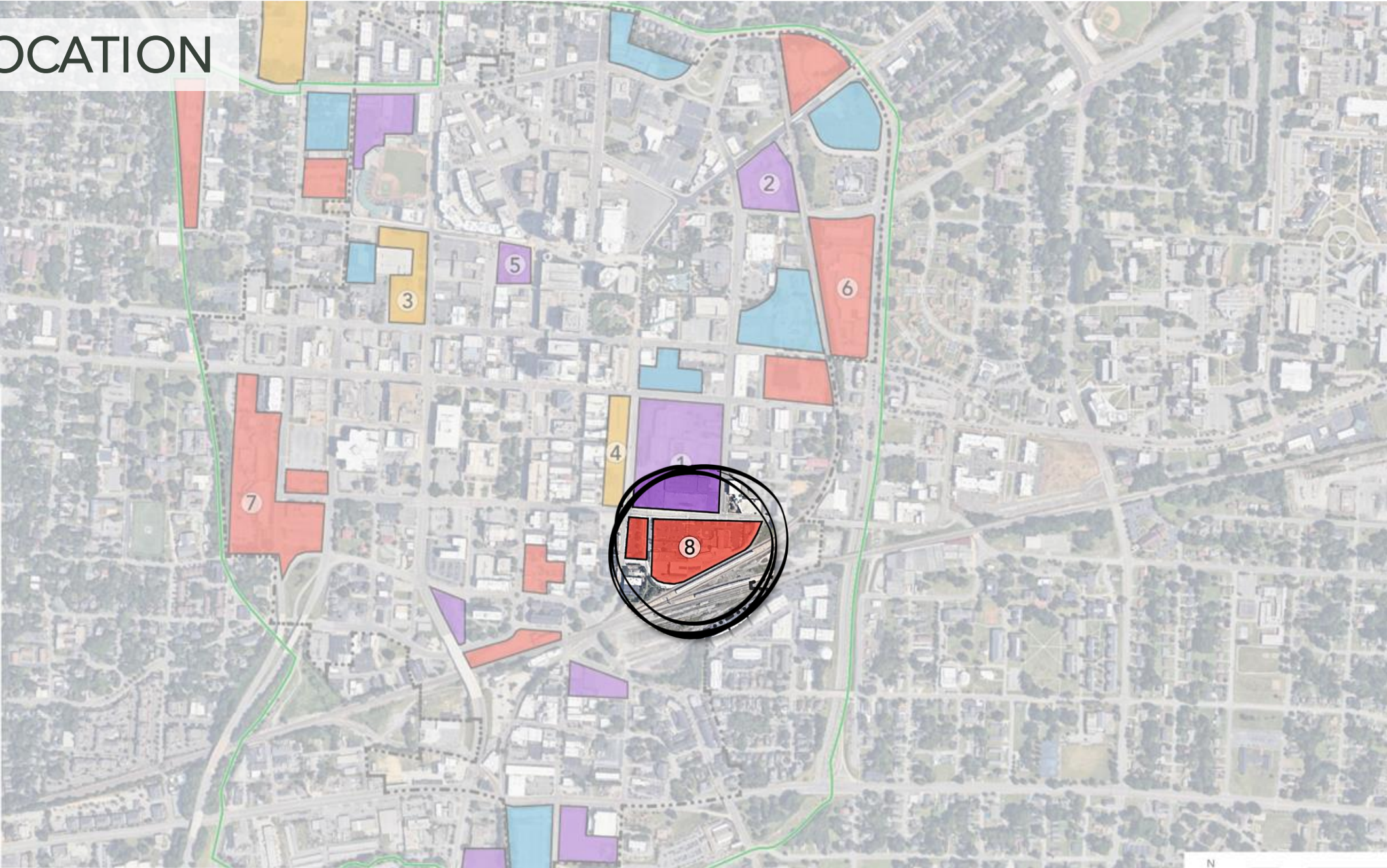
Phase One	0 - 3 Years	A: Container Hub
		B: Mixed-Use Depot Development
Phase Two	4 - 6 Years	C: Autonomous Shuttle Connector D: South End and Lower Downtown Gateway Plans
Phase Three	7 - 10 Years	E: Battleground Entertainment District F: Multi-Use Arena

DEPOT LOCATION

LEGEND

-  Business Improvement District
-  Downtown Greenway
-  In Planning / Under Contract
-  Vacant / Underutilized Parcels
-  City / County-Owned Land
-  Under Development

- ## KEY SITES
- ① News & Record Site
 - ② Gate City Motors Site
 - ③ Future AC Hotel
 - ④ Future Parking Garages / Hotel
 - ⑤ Elon Law School
 - ⑥ US Post Office
 - ⑦ Weaver Academy
 - ⑧  City / County-Owned Land



SITE CONTEXT

Future Parking Garages / Hotel

News & Record Site

Gate City Motors Site

US Post Office

DAVIES ST

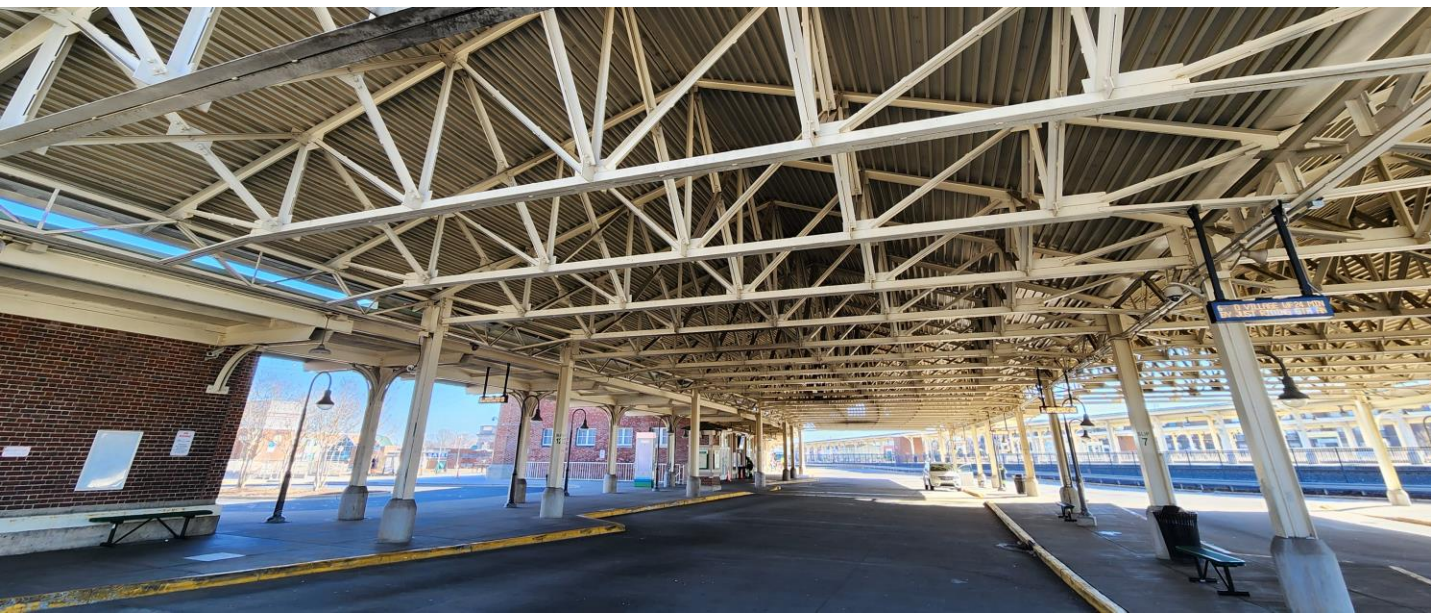
CHURCH ST

WASHINGTON ST

THE DEPOT



EXISTING CONDITIONS



EXISTING CONDITIONS



SITE DESIGN PRINCIPLES

- Create an **exciting destination with unique moments**
- Ensure a **strong gateway and sense of arrival**
- Expand **access and connectivity** throughout the site and beyond
- Provide a **broad range of uses, activities and experiences**
- Support **entrepreneurs and small businesses**
- Ensure a **welcome and inclusive environment** for all people
- Respect and promote the **history and culture of the Depot** and greater community
- Create rich, diverse and flexible **programming opportunities**
- Allow for **both big and small moves** in project phasing and implementation
- Bring it all together with a **vibrant, captivating brand and identity**

EXISTING CONDITIONS







N Church St

E Washington St



PRIMARY SITE USES

-  Potential Redevelopment Opportunities
-  New Uses in Existing Buildings (Interior/Exterior Enhancements)
-  Open Space Amenities
-  Parking and Drop Off Improvements



N Church St

E Washington St

FUTURE ADJACENT DEVELOPMENT



ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

New Uses: DINING/CAFE,
LOUNGE, MUSEUM, ETC.



N Church St

E Washington St



ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES



N Church St

E Washington St



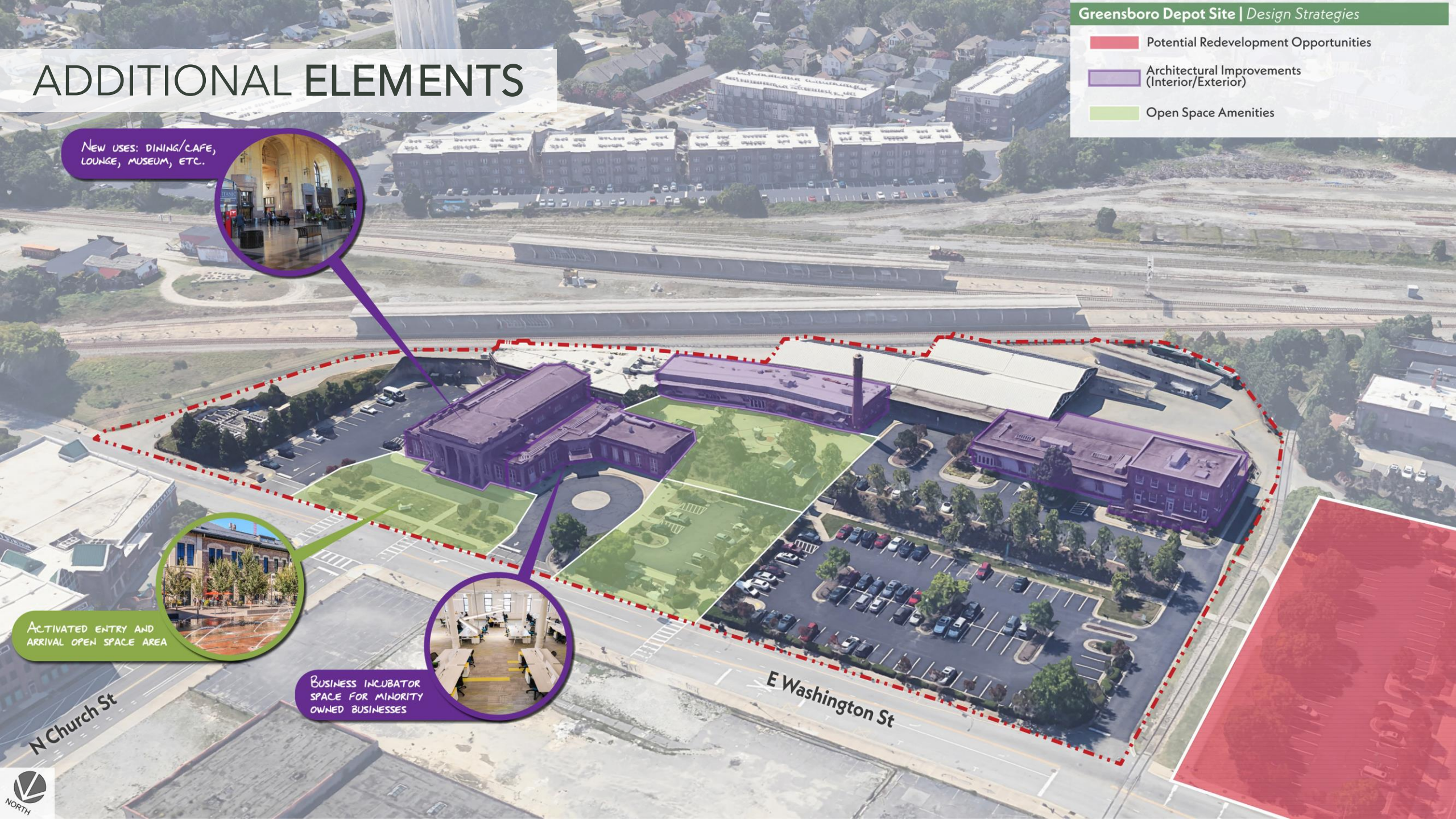
ADDITIONAL ELEMENTS

- Potential Redevelopment Opportunities
- Architectural Improvements (Interior/Exterior)
- Open Space Amenities

New Uses: Dining/Cafe, Lounge, Museum, ETC.

Activated Entry and Arrival Open Space Area

Business Incubator Space for Minority Owned Businesses



ADDITIONAL ELEMENTS

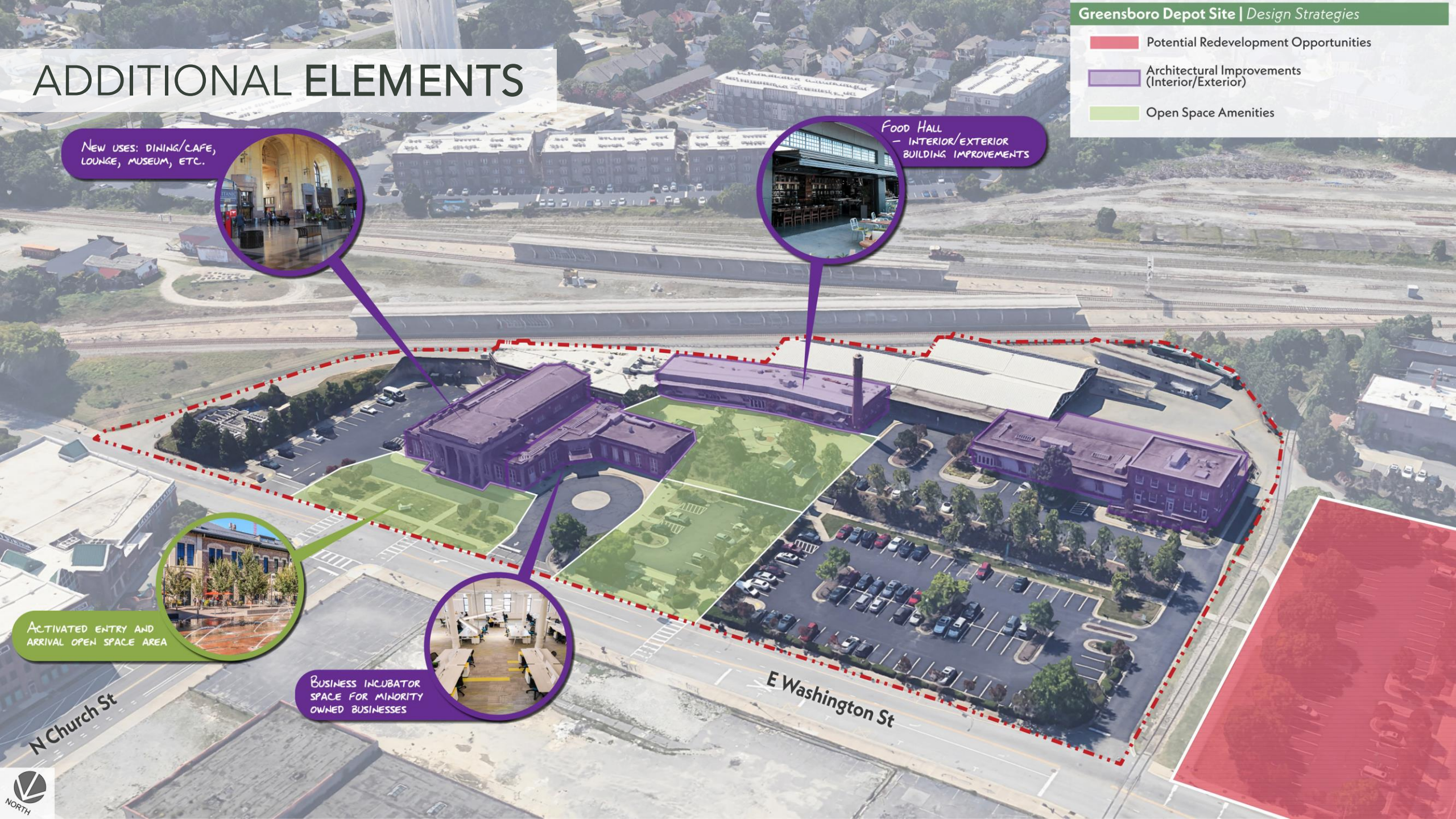
- Potential Redevelopment Opportunities
- Architectural Improvements (Interior/Exterior)
- Open Space Amenities

New Uses: Dining/Cafe, Lounge, Museum, Etc.

Food Hall - Interior/Exterior Building Improvements

Activated Entry and Arrival Open Space Area

Business Incubator Space for Minority Owned Businesses



ADDITIONAL ELEMENTS

- Potential Redevelopment Opportunities
- Architectural Improvements (Interior/Exterior)
- Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE - TERRACED STEPS TO ADJACENT OPEN SPACE



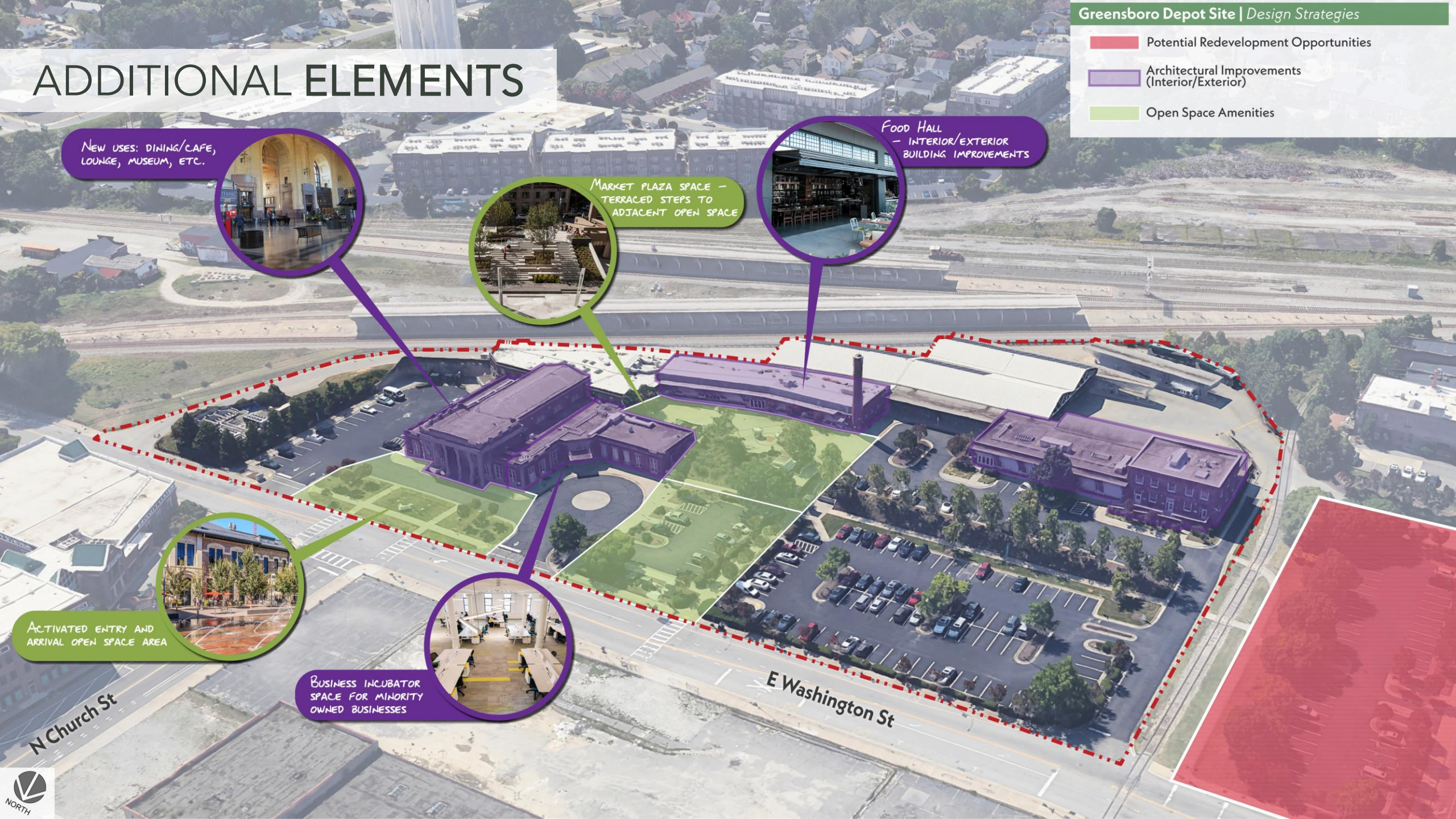
FOOD HALL - INTERIOR/EXTERIOR BUILDING IMPROVEMENTS



ACTIVATED ENTRY AND ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES

ADDITIONAL ELEMENTS

- Potential Redevelopment Opportunities
- Architectural Improvements (Interior/Exterior)
- Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE - TERRACED STEPS TO ADJACENT OPEN SPACE



FOOD HALL - INTERIOR/EXTERIOR BUILDING IMPROVEMENTS



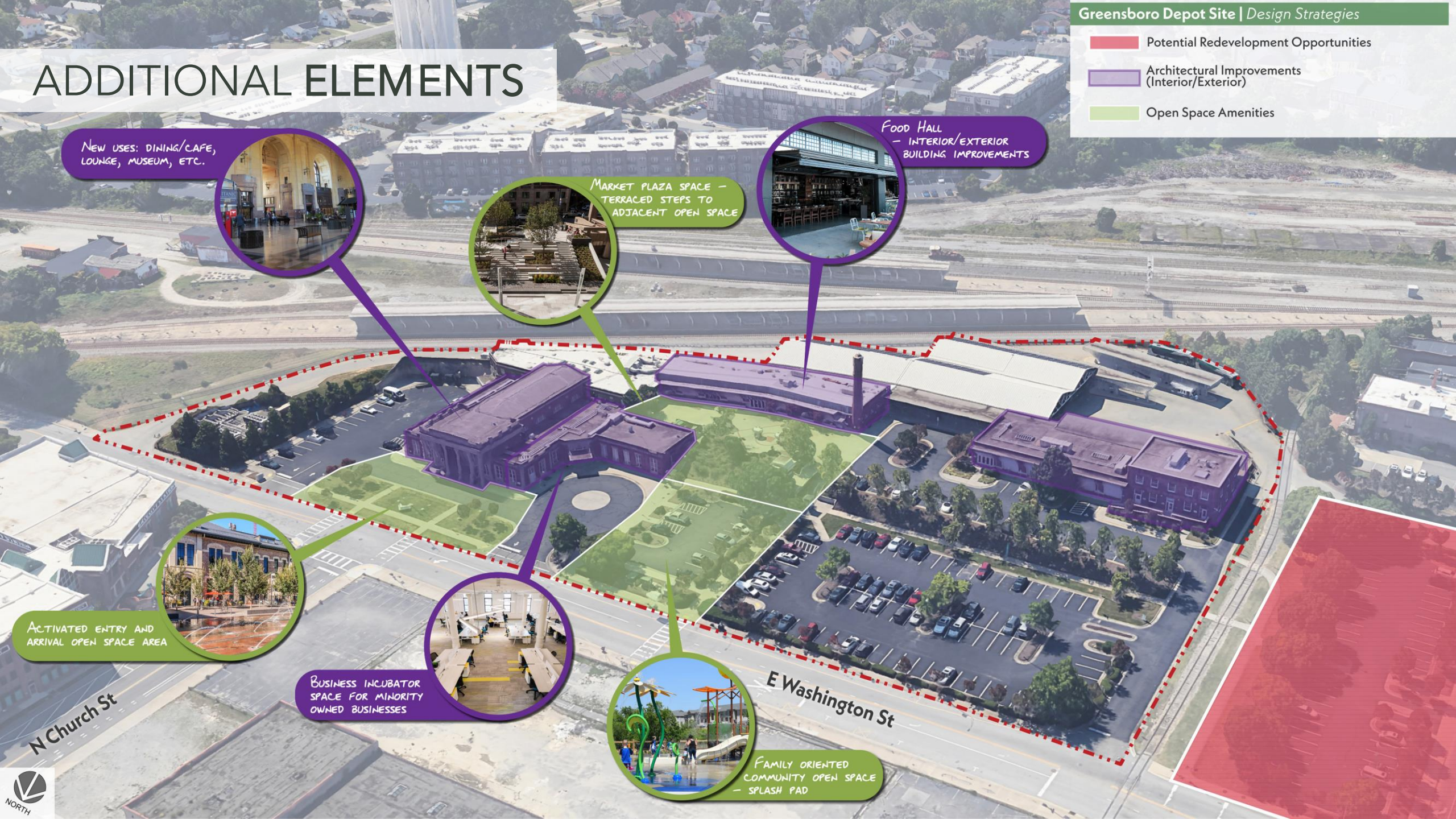
ACTIVATED ENTRY AND ARRIVAL OPEN SPACE AREA






BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES



FAMILY ORIENTED COMMUNITY OPEN SPACE - SPLASH PAD

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



MARKET PLAZA SPACE - TERRACED STEPS TO ADJACENT OPEN SPACE



FOOD HALL - INTERIOR/EXTERIOR BUILDING IMPROVEMENTS



NEW USES: BREW PUB, CITY OFFICES - INTERIOR/EXTERIOR IMPROVEMENTS



ACTIVATED ENTRY AND ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES






FAMILY ORIENTED COMMUNITY OPEN SPACE - SPLASH PAD



N Church St

E Washington St

ADDITIONAL ELEMENTS

-  Potential Redevelopment Opportunities
-  Architectural Improvements (Interior/Exterior)
-  Open Space Amenities

NEW USES: DINING/CAFE, LOUNGE, MUSEUM, ETC.



FOOD HALL
- INTERIOR/EXTERIOR BUILDING IMPROVEMENTS



MARKET PLAZA SPACE - TERRACED STEPS TO ADJACENT OPEN SPACE



NEW USES: BREW PUB, CITY OFFICES - INTERIOR/EXTERIOR IMPROVEMENTS



ADJACENT MIXED-USE INFILL DEVELOPMENT



ACTIVATED ENTRY AND ARRIVAL OPEN SPACE AREA



BUSINESS INCUBATOR SPACE FOR MINORITY OWNED BUSINESSES



FAMILY ORIENTED COMMUNITY OPEN SPACE - SPLASH PAD

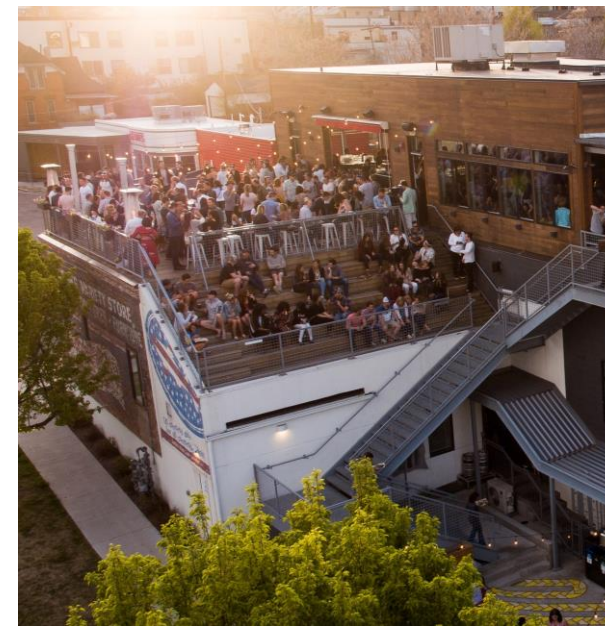


N Church St

E Washington St

ACTIVITIES AND EXPERIENCES

- SOCIAL GATHERING
- ENTREPRENEUR HUB
- EATING AND DRINKING
 - Bricks and mortar
 - Carts and kiosks
 - Pilots and pop-ups
- EVENTS
 - Parties
 - Holiday celebrations
- RELAXATION
 - Flexible seating
- RECREATION
- MUSIC AND PLAY



CIVIC AND CULTURAL . THE GREAT HALL

PRIMARY FUNCTION/USE

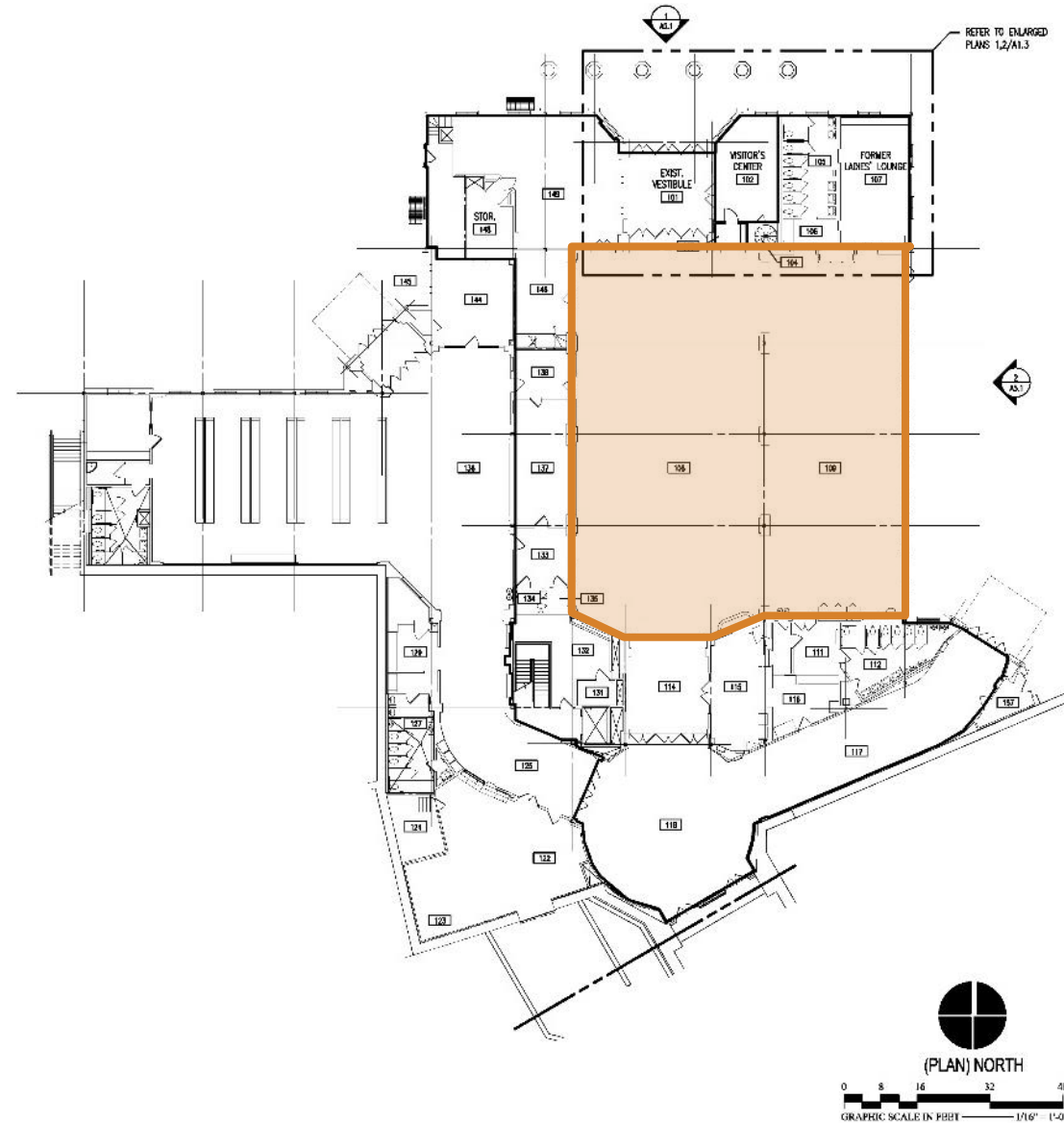
- Event space, restaurant, and museum

SUPPORTING USES

- Restaurant in the current conference space
- Additional branding/programming elements
- Highlights from the train museum
- Updated corner store

ADDITIONAL ELEMENTS

- Maintained historic aesthetic
- New access point to the Hub





EXISTING CONDITIONS



POTENTIAL FUTURE



Santa at the Depot
Join Santa and Mrs. Claus at the Stouffville Depot. Santa will be here to answer questions, take photos, and give out candy. Santa will also be a drawing for a free annual trip either for her or him. Annual Santa Workshop for Kids. 12-18 years old only.

AMTRAK TRAINS

MULTIEXPERIENTIAL . THE MARKET

PRIMARY FUNCTION/USE

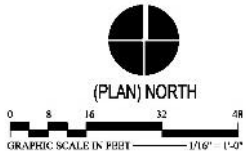
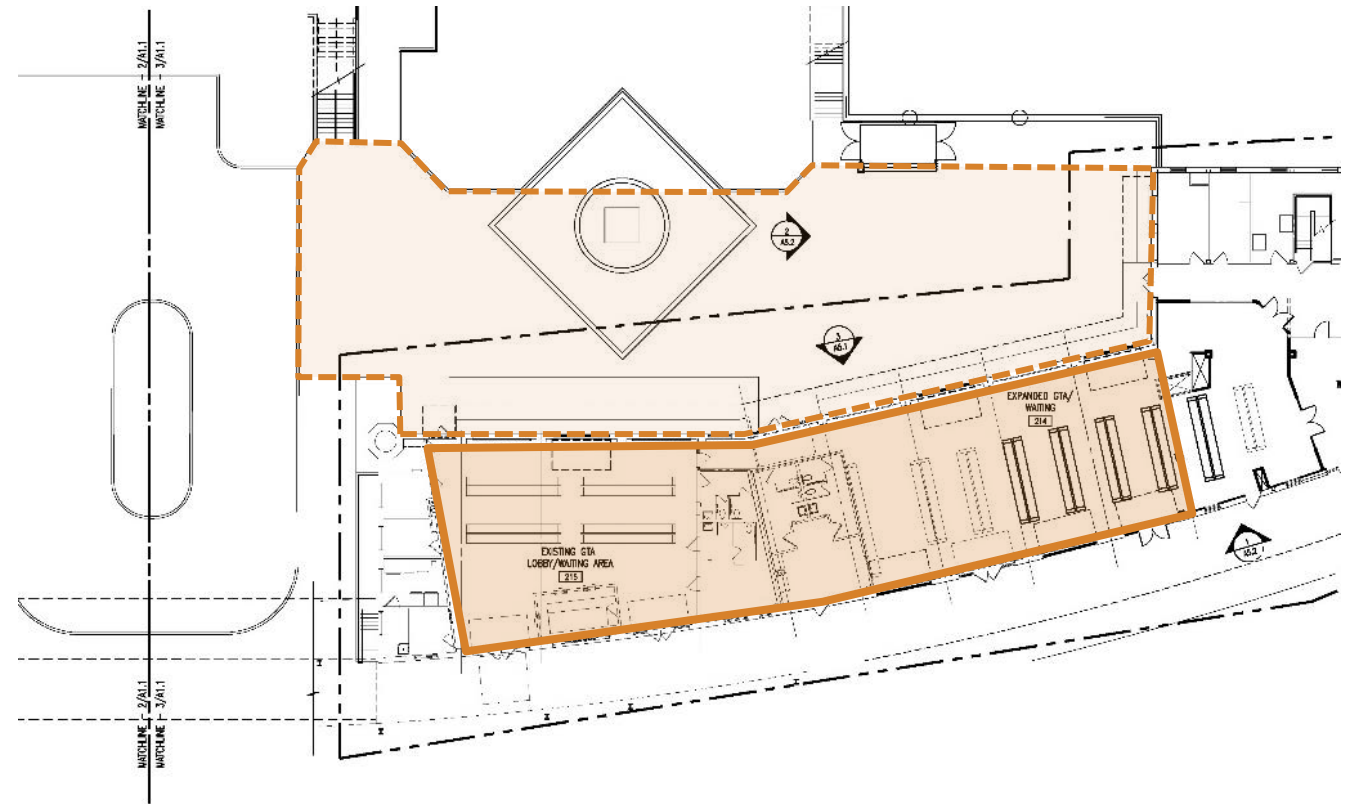
- Outdoor terrace and food hall

SUPPORTING USES

- Consolidated transit ticketing
- Permanent and rotating food vendors
- Food trucks utilities support
- Additional physical/visual access along the northern wall

ADDITIONAL ELEMENTS

- Updated and various lighting
- Modern art/mural elements
- Variety of seating choices





EXISTING CONDITIONS



POTENTIAL FUTURE



SOCIAL GATHERING . THE STAIRS

PRIMARY FUNCTION/USE

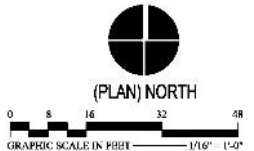
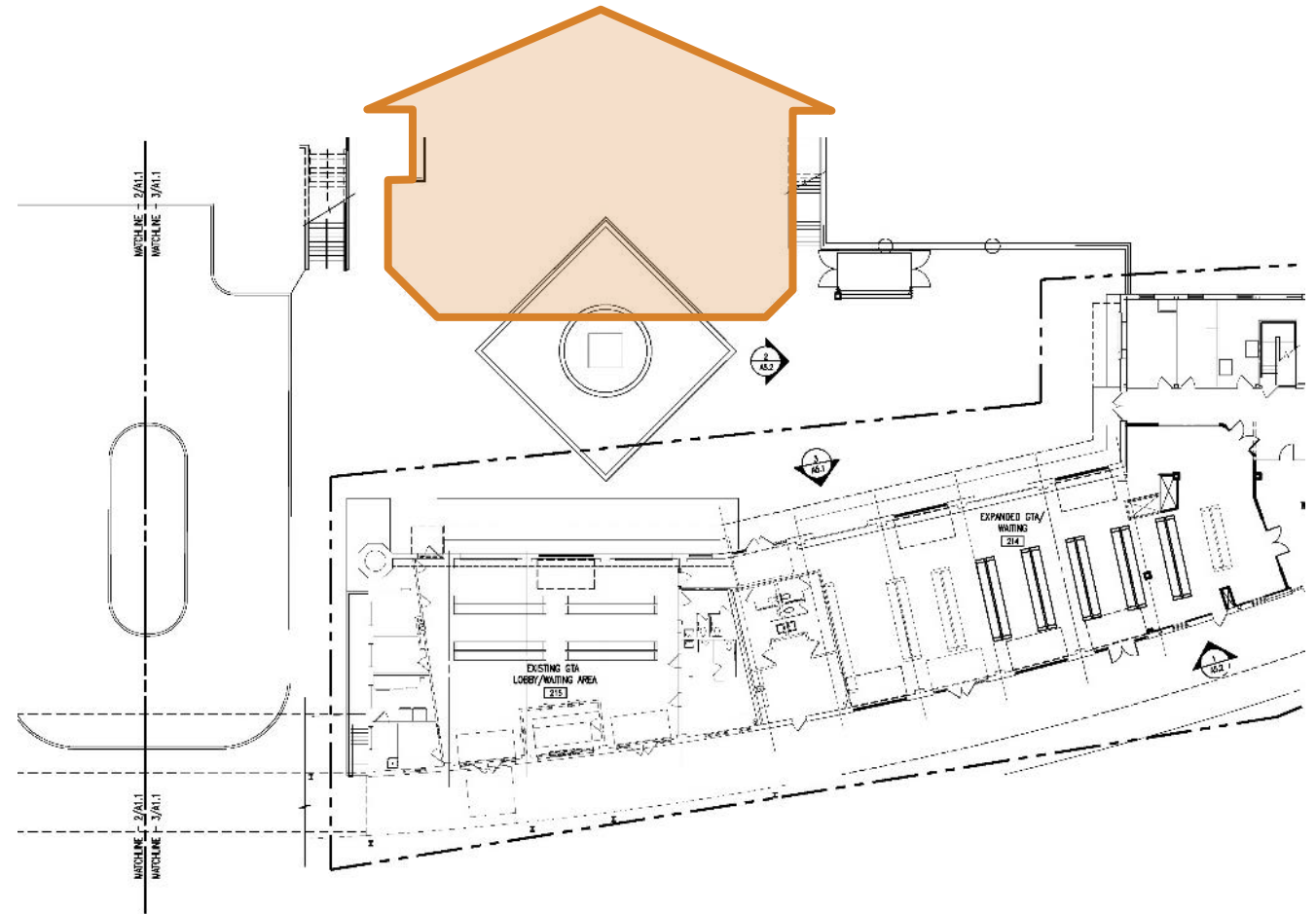
- "Stadium" seating/staircase and active plaza

SUPPORTING USES

- Splash pad
- Low-speed mobility parking
- Sub-terraces

ADDITIONAL ELEMENTS

- Variety of seating options
- New shade trees
- "Warmer" material palette





EXISTING CONDITIONS



POTENTIAL FUTURE



THE DEPOT

- GreenSBoro Transit
- PART
- Carolina Model Rail
- Carolina Coach
- Greyhound
- Elevator
- South Davie St.
- AMTRAK

STRATEGIES

- 1 SUPPORT ENTREPRENEURS AND SMALL BUSINESSES
- 2 CREATE AN ENGAGING STREET ENVIRONMENT
- 3 ENSURE EASY CONNECTIONS AND ACCESS FOR ALL
- 4 NURTURE AND RETAIN OUR STUDENT TALENT
- 5 AMPLIFY THE CREATIVE VIBE
- 6 LEVERAGE THE GREENWAY
- 7 INCENTIVIZE RESIDENTIAL DEVELOPMENT
- 8 CULTIVATE A MOSAIC OF DISTINCT DISTRICTS

STRATEGIES

- 1 SUPPORT ENTREPRENEURS AND SMALL BUSINESSES**
- 2 CREATE AN ENGAGING STREET ENVIRONMENT
- 3 ENSURE EASY CONNECTIONS AND ACCESS FOR ALL
- 4 NURTURE AND RETAIN OUR STUDENT TALENT
- 5 AMPLIFY THE CREATIVE VIBE
- 6 LEVERAGE THE GREENWAY
- 7 INCENTIVIZE RESIDENTIAL DEVELOPMENT
- 8 CULTIVATE A MOSAIC OF DISTINCT DISTRICTS

1 SUPPORT ENTREPRENEURS AND SMALL BUSINESSES

Support and sustain small businesses through the pandemic recovery and beyond, tapping into Greensboro's creativity and innovation to create jobs and opportunity





SUPPORT ENTREPRENEURS AND SMALL BUSINESSES

STRATEGIC ACTIONS

- 1A** Institutionalize successful strategies from the 2020 pandemic recovery
 - Identify sustainable funding mechanisms, such as revolving loan funds or money pools, for micro-loans to support business resilience through unexpected events
 - Adopt more flexible regulations regarding outdoor retail, recreation, dining and beverage sales, including food trucks
 - Temporarily close streets to cars to support socially distanced outdoor dining, recreation and shopping events
- 1B** Improve technical assistance, support networks, and marketing and promotion for small businesses throughout Downtown, with particular effort on Minority and Women's Business Enterprises (MWBE)
- 1C** Launch the Black Entrepreneur Program to improve access to capital, technical assistance, and networking for African American business owners
- 1D** Work with building owners and property owners to improve access to small commercial spaces through tools such as collective lease agreements and short-term or flexible leases
- 1E** Support the creation and retention of low-cost start-up spaces for small and emerging businesses, including shared workspaces such as a commercial kitchen at the Depot
- 1F** Establish a business and technology incubator in Downtown in partnership with local colleges and universities

WORK AND COMMUNITY . THE HUB

PRIMARY FUNCTION/USE

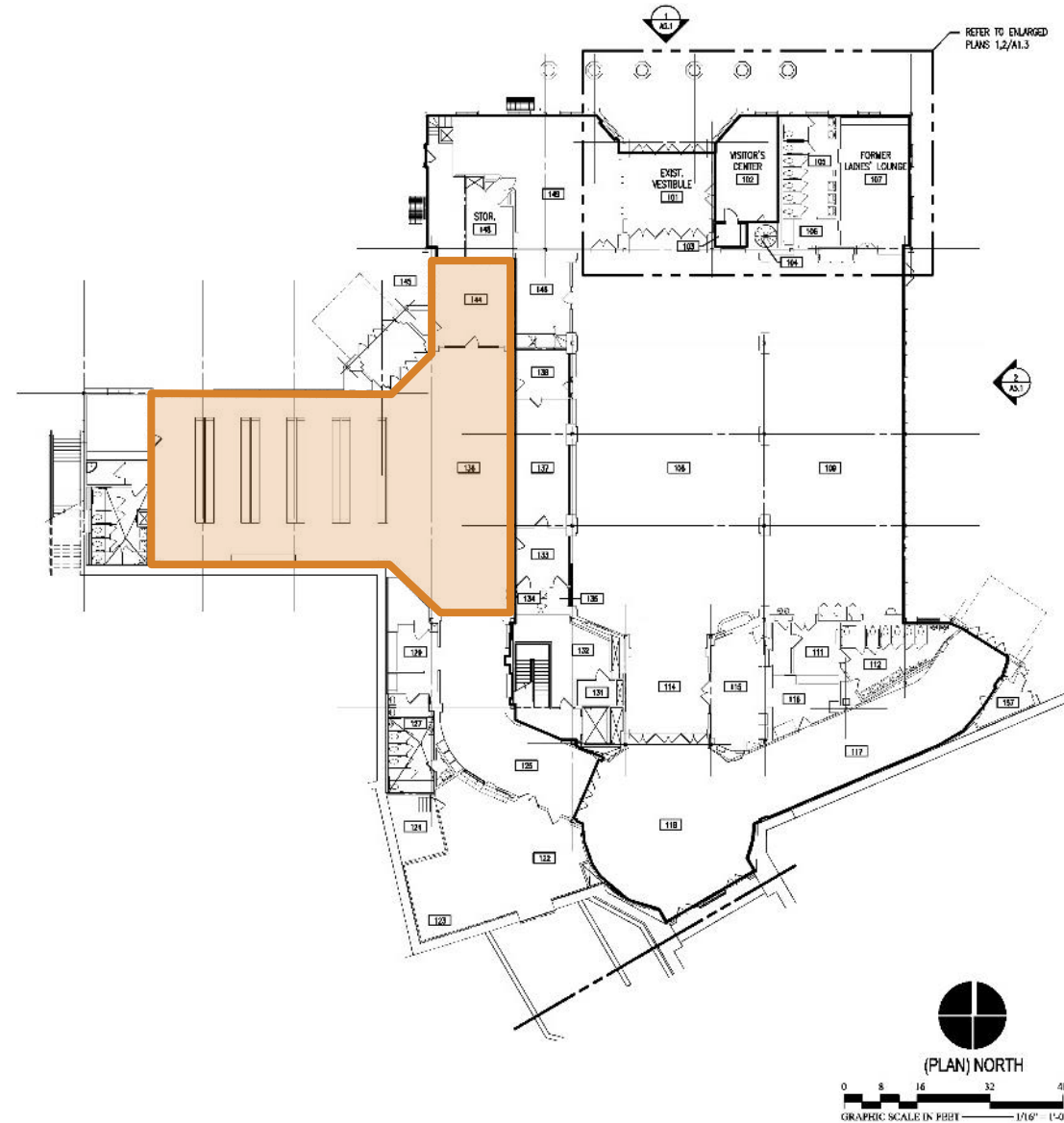
- African American Entrepreneurial Hub

SUPPORTING USES

- Active co-working space
- New huddle/private spaces

ADDITIONAL ELEMENTS

- New glazing along the northern wall
- Access to the Great Hall
- Public art and informational kiosks
- Preserved historic signage





EXISTING CONDITIONS



POTENTIAL FUTURE





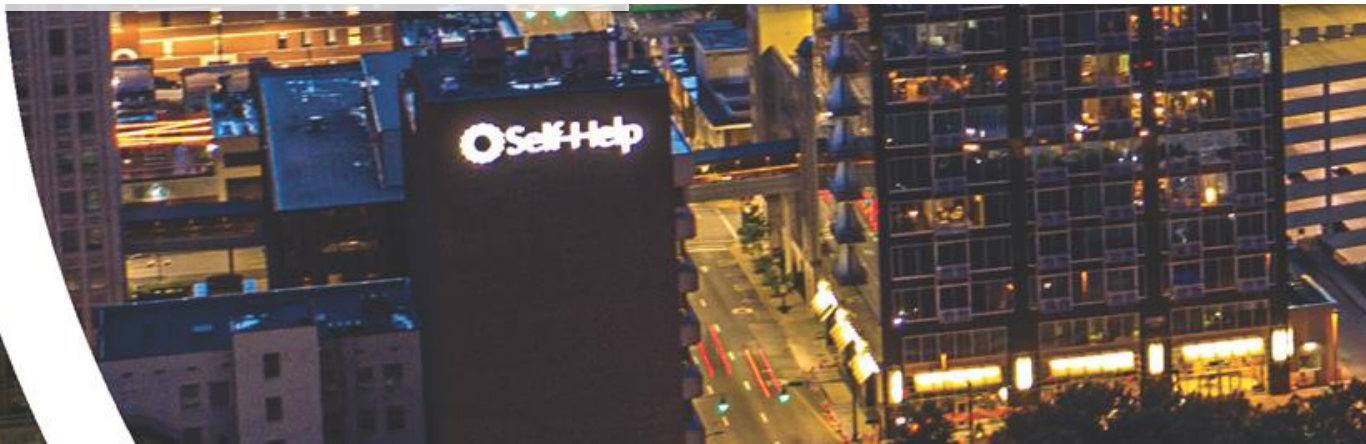


DOWNTOWN GREENSBORO

State of the City

The Depot

04/04/2024





POWERED BY  DOWNTOWN GREENSBORO

Taste What's Real



See for yourself



Telling Our Story

Campaign Creative Overview



POWERED BY DOWNTOWN GREENSBORO

Taste What's Real



POWERED BY DOWNTOWN GREENSBORO

Create What's Real



See for yourself



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Celebrate What's Real



See for yourself



DOWNTOWN GREENSBORO



Taste What's Real

Downtown Greensboro invites you to embark on a culinary journey where you can savor diverse cuisines, immerse yourself in unique atmospheres, and experience an array of culinary styles, all within a convenient stroll.



Restaurants featuring distinct dishes from **10** different countries

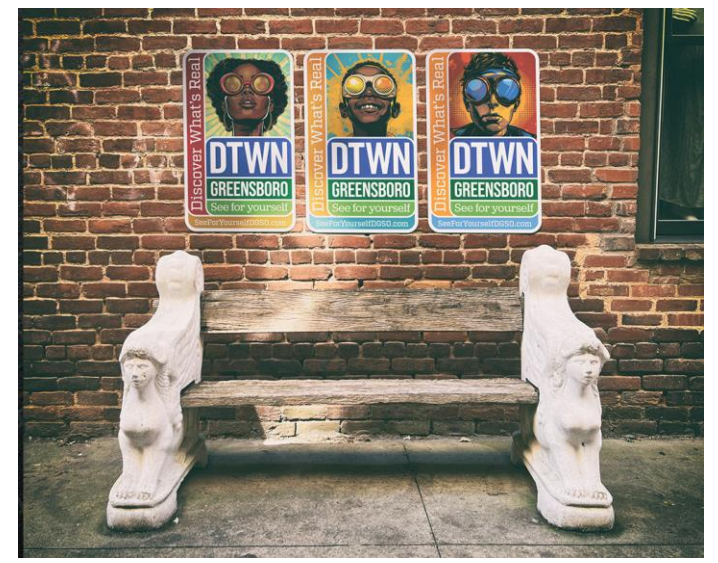


37 outdoor dining spaces located within the downtown area



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Taste What's Real

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Continuing the Conversation

Downtown Community Engagements

- **What?** Downtown Dialogue
- **When?** Quarterly
- **Where?** Various Downtown Businesses
- **Why?** Answer questions, gain insights/ideas and continue the dialogue
- **Next Downtown Dialogue:**

May 16, 9:00-10:30 a.m.

Melrose Coffee & Cocktail Lounge

245 E. Friendly Avenue, Suite 103



**DOWNTOWN
GREENSBORO**

2024 Events



TOWNE BANK
Beach Music
2024
Family Fun!

BERICO DOWNTOWN GREENSBORO Toyota of Greensboro

May 9 | Chairman of the Board
May 16 | The Embers
May 30 | Jim Quick & The Coastlines
June 13 | Eric & The Chiltones
June 27 | The Tams

First National Bank Field | Downtown Greensboro
Gates Open at 5:30 PM | Concert Begins at 6:00 PM



DTWN PICKLEBALL
GSO 2024
TOURNAMENT

- Beach Music Festival
- Fun Fourth
- Freedom Run
- Pickleball Pop-Up
- Wyndham, Natty Greene's 20th Anniversary
- Annual Celebration
- Festival of Lights
- Holiday Parade
- Jingle Jog
- Santa at the Biltmore

Meet the DGI Team

Learn More!

- Join DGI team members at booths to dive deeper into key DGI initiatives

