



2018-19 | ANNUAL REPORT

BOARD OF DIRECTORS

- Victoria Carlin-Milstein
- Rhonda Fuller
- Danny Gatling
- Marty Lawing
- John Lomax
- Seth Mapes
- Tracy Myers
- David Parrish
- Jeff Phillips
- Paula Pierce
- Nick Piornack
- Marsh Prause
- Claudel Pressa
- Mark Prince
- James “Smitty” Smith
- Leigh Spencer Williams
- Paul Talley
- Ray Trapp
- Nancy Vaughan
- Chris Waldeck
- Jeff Yetter
- Andy Zimmerman



Downtown Greensboro continues to be an economic and social driver for the greater Greensboro community and region.

By early 2019, downtown opened the first hotel in more than 30 years with the Hyatt Place. Additionally, our city center will continue to expand with 280 new

residential units at Carroll at Bellemeade, a new office building in Project Slugger, the largest employment announcement with the upcoming addition of Centric Brands, and the spin-off and growth of Kontoor Brands.

For the greater community, Downtown Greensboro is the hub of activity that invites everyone throughout the city, region, and beyond to create social gatherings like the Fun Fourth Festival, Festival of Lights, Holiday Parade, First Fridays, and much more.

Downtown truly belongs to everyone, and this year with the help of many, DGI launched the Vision 2030

Strategic Action Plan. This community generated plan will reveal the new ideas that will guide the community and downtown for future growth.

In addition to this plan, DGI set forth 2019 Areas of Focus, which included:

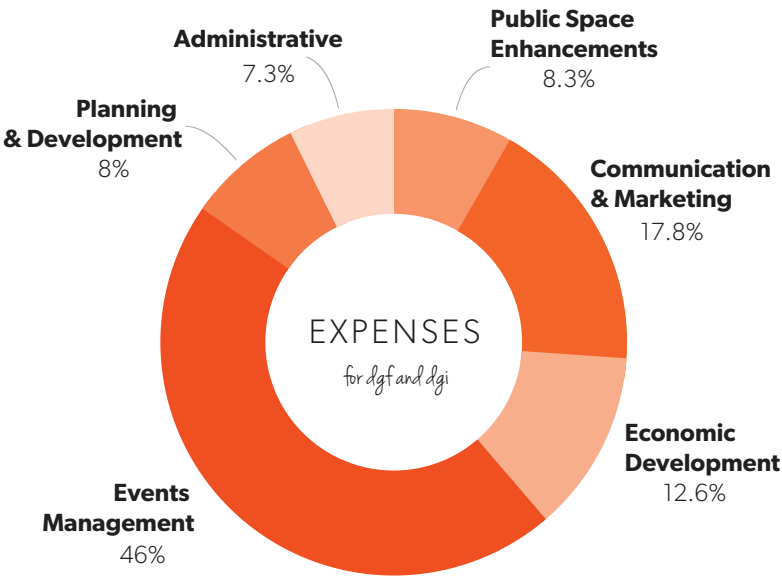
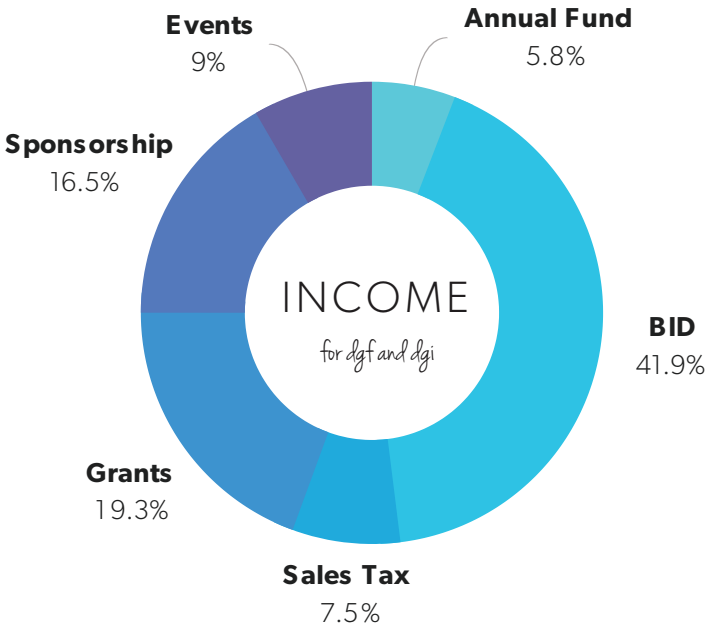
- Recruit 400 NEW jobs
- Focus on Residential Growth
- Marketing Downtown and the Triad
- Highest and Best Land Use
- Work with Higher Ed and Young Professionals
- Revamping First Friday
- Continued Placemaking
- Aid Public Private Partnerships over the Finish Line

We remain committed to achieving these initiatives through the remainder of 2019 and beyond.

For all the growth and enhancements to happen, we rely on the collaborative participation of all our partners, including all individuals and businesses alike, who create the soul and vibe of Downtown Greensboro. Thank you for your continued support of our efforts.

See you Downtown,

CEO, President | Downtown Greensboro, Inc.



ECONOMIC DEVELOPMENT

NEW BUSINESSES

Brew Peddlers
Chez Genèse
Dram & Draught
Gate City Candy Co.
Hyatt Place
Lao Restaurant + Bar
McGee Street Bar
Mindful Supply
Pokè Bowl
Stolen Skate Shop
Union Coffee Co.

POP-UP SHOPS

UNC Greensboro
NC A&T State University
Hadley Home
Wrangler | Lee Hometown Studio



Hampton Inn
\$20 million investment



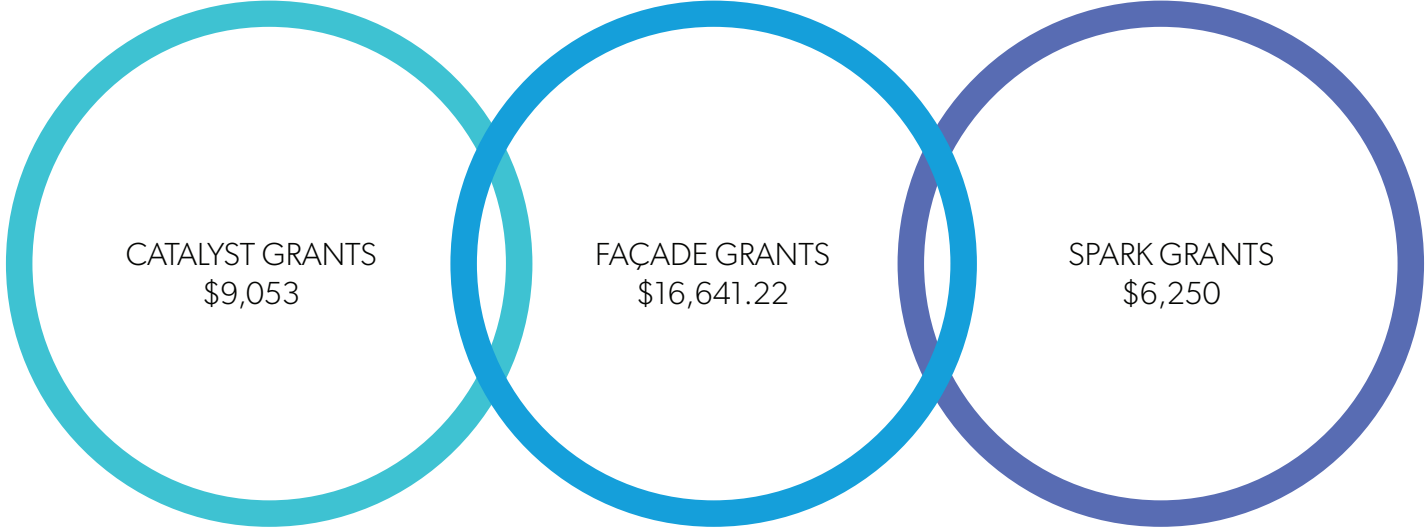
Carroll South of Ballpark
\$140 million investment



Project Slugger
\$24 million investment

NEW JOB GROWTH: KONTOOR BRANDS = 140 || CENTRIC BRANDS = 215

ECONOMIC DEVELOPMENT



Carroll at Bellemeade
\$65 million investment



Hyatt Place
\$20 million investment



Downtown Streetscape Project
\$25 million investment



MARKETING



"I Found _____."
Marketing Campaign Videos



Summer Passport Program
Goes Digital!
1,532 total downloads



Downtown Greensboro
Restaurant Week

TWITTER

Followers: 8,859 => 9,721 (+862)
Engagement: 5,209 (+3,000)

INSTAGRAM

Followers: 5,472 => 8,149 (+2677)
Engagement: 35,003 (+19244)

FACEBOOK

Page Likes: 12,661 => 14,198 (+1537)

WEBSITE

Users: 141,363
Page Views: 406,047

EMAIL BLASTS

Subscribers: 6,092 (+683)



I FOUND *community.*

FIND YOUR _____ DOWNTOWN.

"I FOUND" MARKETING CAMPAIGN >>

 DOWNTOWN GREENSBORO | DOWNTOWNGREENSBORO.ORG

EVENTS

Fun Fourth

- Freedom Run
- Block Party
- Street Festival
- Fireworks Extravaganza

Downtown in December

- Festival of Lights
- Greensboro Holiday Parade
- Santa at the Biltmore Hotel
- SantaCon
- Downtown Trolley
- Piedmont Winterfest

UNITE (Understanding the Needs of Inclusion Takes Everyone)

- Class on the Grass
- Halloween Trick-Or-Treat
- First Fridays
- Restaurant Week



EVENT SPONSORSHIPS: \$47,767.14



PUBLIC SPACE MANAGEMENT



99 Bottles Crosswalk



#DGSO Sculpture



Seasonal Arch



Murals

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Leeper, Kean & Rumley, LLP
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