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.

| BOARD OF DIRECTORS | | |
|-------------------|-----------------|
| Victoria Carlin-Milstein | Rhonda Fuller |
| Danny Gatling | Matt Lewing |
| John Lomax | Seth Mapis |
| Tracy Myers | David Parrish |
| Jeff Philips | Paula Parico |
| Nick Piorreck | Marsh Prause |
| Claudel Pressa | Mark Prince |
| James “Smokey” Smith | Leigh Spencer Williams |
| Paul Talley | Ray Trapp |
| Nancy Vaughan | Chris Waldeck |
| Jeff Yetter | Andy Zimmerman |

INCOME for 2019:

- Sponsorship 16.5%
- Grants 19.3%
- Sales Tax 7.5%
- Events 9%
- Annual Fund 5.8%

EXPENSES for 2019:

- BID 41.9%
- Administrative 7.3%
- Public Space Enhancements 8.5%
- Planning & Development 8%
- Communication & Marketing 17.8%
- Economic Development 12.6%
- Events Management 46%
- Economic Development 12.6%
- Planning & Development 8%
ECONOMIC DEVELOPMENT

NEW BUSINESSES

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

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

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

POP-UP SHOPS

- Hampton Inn
  - $20 million investment
- Carroll South of Ballpark
  - $140 million investment
- Project Slugger
  - $24 million investment
ECONOMIC DEVELOPMENT

- Downtown Streetscape Project: $25 million investment
- Hyatt Place: $20 million investment
- Carroll at Bellemeade: $65 million investment

CATALYST GRANTS $9,053
FAÇADE GRANTS $16,641.22
SPARK GRANTS $6,250
MARKETING

"I Found _______." Marketing Campaign Videos

Summer Passport Program Goes Digital!
1,532 total downloads

Downtown Greensboro Restaurant Week

MARKETING

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)

$10 or $15 Lunch Specials | $20 or $30 Dinner Specials | $5 Drink Specials
Visit www.dgsorw.com for a complete list of participating restaurants.

Downtown Greensboro Restaurant Week

"I FOUND MARKETING CAMPAIGN >>"
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
THANK YOU TO OUR MAJOR DOWNTOWN GREENSBORO SUPPORTERS:

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be your best you.

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UNC Greensboro

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C.T. Wilson Construction Co.
ettaingroup
Fainting Goat Spirits
Fourth Elm Construction

Greensboro Chamber of Commerce
GSO Downtown Resident’s Association
Greensboro Jaycees
Highwoods Properties
Leeper, Kean & Rumley, LLP
Lindsey Architecture
Natty Greene’s Brewing Company
O.Henry Magazine
Richardson Properties
Simpson Commercial
Taylor & Associates Appraisers
Wells Fargo

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