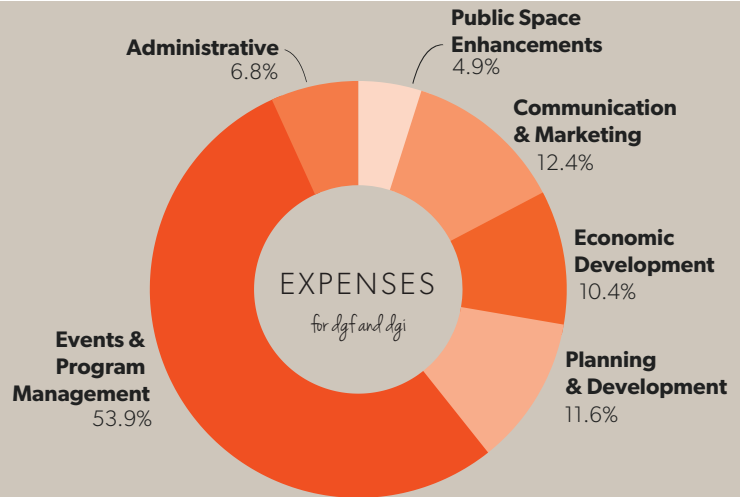
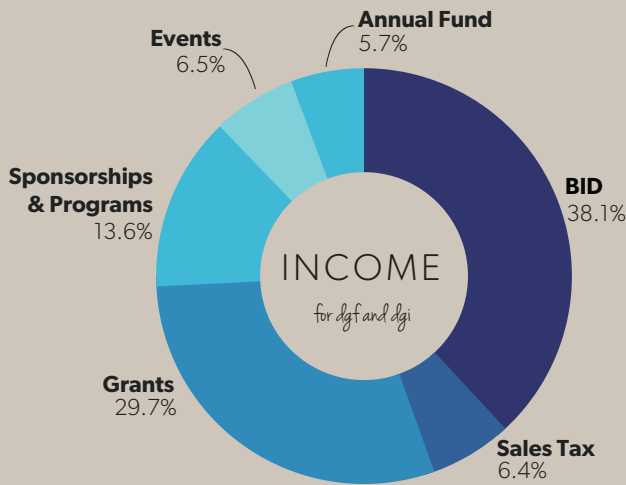




DOWNTOWN GREENSBORO

ANNUAL REPORT

JULY 2019 - JUNE 2020



GRANTS

Facade Grants \$29,837 | Retail Revitalization Grants (rounds 1-2) \$55,762

ECONOMIC DEVELOPMENT

NEW BUSINESSES

- Baked Downtown
- Black Belt Soap Company
- Bonchon
- Heavenly Buffaloes
- Los Chicos
- Machete
- Next Door Bottle Co.
- Porterhouse (LeBauer Park)
- Southend Brewing
- Steven Tanger Center for Performing Arts
- The Bodega
- The Sage Mule

FRESH MARKET

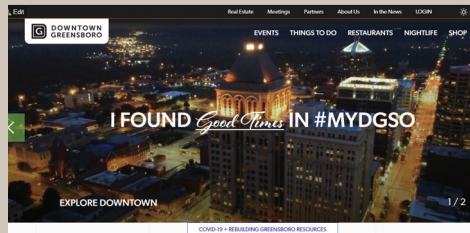
HQ move brings 350 employees to downtown



CARROLL SOUTH OF BALLPARK

Currently, downtown has \$195 million of investment under construction, with \$565 million in investment to come.

MARKETING + EVENTS



CONTINUED PROGRAMS

- "I Found" Campaign
- Summer Passport

NEW INITIATIVES

- Redesigned Website
- Redesigned Event Logos

GET CONNECTED

- Twitter 10,504 followers (+783)
- Instagram 11,698 followers (+3,549)
- Facebook 15,127 fans (+929)
- E-Mail
- Subscribers 5,089 (+368)

EVENTS

- First Fridays
- Jeansboro 2019
- Fun Fourth 2019
- Restaurant Week
- Downtown in December 2019
- ACC Tourney Town
- Feeding the Frontlines