What an electrifying time to work, invest, and live in Downtown Greensboro. In the last year, highly anticipated projects have broken ground, and more are in the planning stages. Downtown Greensboro was also the epicenter of hundreds of events and social gatherings.

Thanks to the unique locally-owned businesses in the Center City, there has been a marketable increase in visitors, residents and citizens choosing to spend their time and dollars in downtown.

Our mission at Downtown Greensboro Inc. is to ensure downtown is the community’s number one choice for business, entertainment and social activities. We achieve this by supporting developments that will bring jobs to our center city and strategic long-term investments, such as the Downtown Streetscape Project. In addition, Downtown Greensboro Inc. supports events that bring tourists into our downtown and create a vibrancy you cannot find in any other areas of our city.

With more than $235 million of investment currently under construction and $190 million more to come, downtown Greensboro will continue to evolve, and Downtown Greensboro Inc. is committed to fostering this growth and supporting the economic and social development within our center city.

We thank you all for your support of downtown – it is the community that makes us all A++.

See you Downtown,

Zack Matheny
CEO, President | Downtown Greensboro, Inc.
ECONOMIC DEVELOPMENT

NEW BUSINESSES

- Antlers and Astronauts
- Aspen Boutique
- Crooked Tail Cat Café
- Downtown Bicycle Works
- Fat Tuesday’s
- Hillary Clement Pop Up Art Gallery
- Jacob Raymond Jewelers
- Little Brother Brewing
- Meraki Handmade
- Porterhouse Burger Company
- Rock’s Hair Shop
- Sonder Mind and Body
- Spencer’s Vintage and Fine Consignments
- Wrangler Pop-Up Shop

VOTE YOUR MAIN STREET CONTEST RAISES $150,000 FOR THE CAROLINA THEATRE
ECONOMIC DEVELOPMENT

- **CATALYST GRANTS**: $50,000
- **FAÇADE GRANTS**: $17,500
- **SPARK GRANTS**: $6,960

1. **Carroll at Bellemeade**: $65 Million Hotel and Apartment Project
2. **Downtown Streetscape Project**: $25 Million Investment
3. **Westin Hotel and Parking Deck**: $50 Million Investment
MARKETING

I Found _______.

Marketing Campaign

Summer Passport Program

Updated Map of Downtown Businesses

TWITTER
Followers: 7,234 → 8,858 (+1,624)
Engagement: 2,209 (+1,969)

INSTAGRAM
Followers: 2,924 → 5,472 (+2,548)
Engagement: 15,759 (+12,361)

FACEBOOK
Page Likes: 9,760 → 12,513 (+2,753)

WEBSITE
Users: 142,818
Page Views: 435,922

EMAIL BLASTS
Subscribers: 5,409 (+1,248)

PROMOTIONAL VIDEO | FALL 2017
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
- Piedmont Winterfest

UNITE
- (Understanding the Needs of Inclusion Takes Everyone)
- Class on the Grass
- Halloween Trick-Or-Treat
- Downtown Taste N Tap
- First Fridays
- College Movie Night
- Greensboro Strong Community Concert

PUBLIC SPACE MANAGEMENT
DOWNTOWN PARTNER CAMPAIGN

Thank you to those who supported us at $1000 or above for our Fiscal Year 2017-18 Downtown Partner Campaign:

- Bank of North Carolina
- Bell Foundation
- CBRE Triad
- Charles Aris Inc.
- Dawn S. Chaney
- Frank L. Blum Construction Company
- Grassroots Production Limited
- Greensboro Regional Realtors
- Guilford Merchants Association
- HAECO Americas
- Joseph M. Bryan Foundation
- Lincoln Financial Group
- Manning Kaplan Family Fund
- PNP Design Group
- Schulman and Beard
- Southeastern Cleaning Company