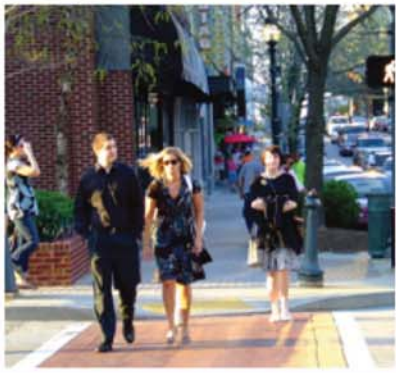


# Progress Report



## Work Program Update

In 2008, DGI created a multi-year work program to direct its limited resources to systematically and methodically address priority issues and projects to improve Downtown. After four years, DGI has completed almost all of the tasks from this earlier effort and is now embarking on a new process to update the work program for the next three to five years.



DGI has crafted an open and inclusive process to obtain input from Downtown business and property owners as well as the general public. The first step was to develop project ideas. Working with volunteers on its three committees, DGI developed a list of over 100 different possible initiatives.

The organization then hosted a public meeting on January 12 to let stakeholders review the projects and suggest new ideas. In addition to the public meeting, DGI also established an "on-line suggestion box" to obtain additional suggestions.

The next step is to vote on the priority projects. In this phase, people can use an on-line survey to review all of the project ideas, and then vote on the projects that are most important. This on-line vote will conclude on February 10.

Armed with these results, DGI will conduct a facilitated retreat at the end of February to examine the identified priorities, the resources needed to implement each project, and draft a year-by-year schedule to complete each initiative. The organization will then publish the draft-work program on its web site for more review and finalize the schedule in April.



"The work program allows DGI to put the resources in place to address issues and concerns facing the center city," said Susan Schwartz, DGI Chair. "We are eager to obtain feedback from all Downtowners and other partners and will complete the project in early spring so it will tie into the upcoming budget process," she said.

For more information about the work program or the exact schedule, contact the DGI office at 379.0060, or visit the website at [downtowngreensboro.net](http://downtowngreensboro.net).



## Television Ads Debut

Downtown Greensboro made its television advertising debut in Fall 2011 as DGI ran two new spots to promote the center city. Named "dine and dash" and "shop and see," the two 30-second ads feature video shots of shoppers spending the day at various Downtown locations along with energetic background music.

DGI staff conceptualized and coordinated the ad production. The spots took almost two days of shooting and featured local actors in the lead roles.

The ads ran during the WFMY morning show from October until December 2011. DGI also placed the videos on its web site to expand the campaign's reach. DGI will continue using the ads throughout 2012 and hopes to produce companion pieces to extend the story line further.

### DGI Staff

**Ed Wolverton**  
President & Chief Executive Officer

**Lee Mortensen**  
Vice President

**Kate Philips**  
Chief Financial Officer

**Deborah Curran**  
Senior Associate

**Vickie Hall**  
Communications Associate

**Larry Owens**  
Clean and Green Team Project Manager

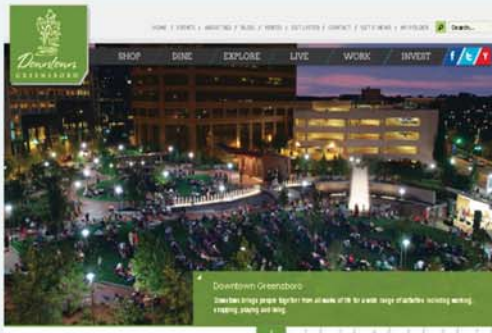
DGI's core purpose is to lead the development of Downtown Greensboro as a prosperous and vibrant urban center, memorable and meaningful for those who choose to live, work, play and invest here.



Stay up to date with our weekly e-newsletter, Twitter and Facebook. Join in @ [downtowngreensboro.net](https://twitter.com/downtowngreensboro)

# Marketing

## Dynamic Website Redesign



DGI New Website

A new visually stimulating and user-friendly website ([downtowngreensboro.net](http://downtowngreensboro.net)) was recently unveiled by DGI to promote the center city. While Downtown businesses continue to receive a free listing on the site, visitors will see new content with information about businesses, attractions, commercial real estate, events, a mapping feature and more.

The website project started with a request for proposals sent to over a dozen Downtown firms. A task force of 13 volunteers with marketing and information technology experience reviewed the submissions, conducted interviews and ultimately selected the firm of MadMonk Interactive for the project. The firm completed a wholesale redesign that included a robust administrative side to improve productivity for DGI staff and make the site easy to maintain.

The newly designed site has many new and enhanced features that include: dozens of videos featuring entrepreneurs, workers and other Downtown users talking about why they like the center city; a blog; the ability to personalize searches and designate favorites; and enticing photography. The site can also be accessed on mobile devices such as smartphones and tablets. The project also upgraded the very popular, weekly e-mail blast that goes to over 4,000 subscribers.

Be sure to keep up to date with center city happenings by adding [downtowngreensboro.net](http://downtowngreensboro.net) as a bookmark on your office and home computers and mobile devices. To add a listing, change an existing one, or sign-up for the weekly e-news, use the site for electronic submissions, or contact Debbie Curran, DGI's Senior Associate, at 379.0060 x28.

## Boosting Holiday Sales and Traffic

Downtown just wrapped up another busy and successful holiday season. Collaborating with a variety of groups and partners, DGI intensified its marketing efforts to spur sales for shops and restaurants, attract visitors to the center city and educate the public about the many Downtown seasonal programs and offerings.

For many, the holiday season kicks-off with Festival of Lights. This venerable event is organized by Grassroots Productions and coincided with the 3rd Anniversary of First Friday (a collaboration between DGI and the United Arts Council). This year, DGI sponsored Festquest - a scavenger style event that required participants to visit various buildings and sites in Downtown to find clues to qualify for prizes. All told, almost 20,000 people descended on Downtown for Festival of Lights and the holiday tree lighting event.

In advance of the holiday season, DGI helped to compose and publish a special newspaper insert with the *News and Record*. This 16-page supplement went to over 140,000 readers and included features on Downtown's creative-class along with holiday events and activities. The supplement came out in early November and DGI underwrote the advertising costs so that participating businesses could receive a 40% discount from normal rates.

Working with the Carolina Theater, the Greensboro Ballet, Greenhill Center for NC Art, Triad Stage and the United Arts Council, DGI also coordinated the second annual **Downtown in December** promotion. The campaign included a special website, aptly named **DowntownInDecember.org**, that featured information about venues and events. The site also had information about stores and restaurants offering specials and gift certificates. The campaign was promoted with six billboards throughout the community and a postcard that was direct mailed to thousands of people across the Triad.

Another retail-oriented campaign led by DGI during the holiday season was **Green Saturday**. Envisioned as an alternative to Black Friday, this campaign spanned four weekends between Thanksgiving and Christmas. The theme focused on the center city's unique and locally-owned shops and provided free, re-usable tote bags to customers and shoppers. Participants were also registered in weekly drawings and a grand prize package worth over \$350 of goods and services donated by Downtown businesses. The winner of the grand prize was Greensboro's Lisa Simpson.



**Green Saturday**  
Grand Prize Winner  
Lisa Simpson

The center city's newest holiday tradition continues to grow as the WFMY News 2 Piedmont Winterfest opened its second season on November 18 with a larger ice skating rink, new skates and other amenities. This family-friendly attraction brings skaters and non-skaters alike to Downtown and DGI works in partnership with the event promoter, Renovo Design, the Greensboro Ice House and the City of Greensboro to host the venue. The last day of ice skating was January 29.



**Piedmont Winterfest**

These marketing efforts are all targeted to boost Downtown for the holiday season and were coordinated by the Marketing Committee, led by Frank Burton from Burton's Pharmacy. For more information, contact Lee Mortensen, DGI's Vice President, at 379.0060 x22.





Visit [downtownfridays.com](http://downtownfridays.com) monthly for map and event details



**City View Apartments**



**Greenway at Fisher Park Apartments**

## Economic Development

### More Downtown Housing on the Way

Two new apartment projects are now underway that will add 275 new apartments to Downtown. **City View Apartments** is expanding with a new building adding 79 units in the Southside Neighborhood. The **Greenway at Fisher Park Apartments** (beside the ball park) developers are constructing 196 new apartments on the north side of Downtown.

Having more people live Downtown has been an important goal for Downtown Greensboro Incorporated. In the past decade, DGI has put significant resources into reaching this goal and the community has seen tremendous success with the number of Downtown housing units doubling over this time.

In addition to generating millions of new dollars of investment and growing the center city's tax base, these new housing projects will add more potential customers for nearby shops, restaurants, and attractions. As many young professionals want to live in a dynamic urban setting, adding more housing to appeal to this demographic group will help with recruitment and retention efforts.

The new apartments complement the existing mix of owner-occupied condominiums, townhomes and single-family homes and will increase options for any group that wants to live in Downtown. As the demand for Downtown housing is extremely strong, these market-based apartment projects will meet an important niche. Look for these new units opening later in 2012.

## Environmental

### Recycling Containers Appear on the Downtown Landscape



**Downtown  
Recycling Containers**

As the community looks for new practices to improve sustainability, Downtown continues in a leadership role by recycling and reusing buildings, maximizing the use of existing infrastructure such as roads, water lines and sewer lines and creating and maintaining parks and trees. A new project has recently launched for Downtown to do even more.

Working with the City's Sanitation Department, DGI is helping to roll out a new wave of recycling containers for Downtown. Using two different types of recycling containers, five new decorative units were recently installed on Elm Street by City crews. The containers match the design and style of the existing receptacles and have two sides - one for regular trash and the other for recyclable materials.

The pebblestone-style containers that serve other areas of Downtown will be repurposed. Existing pebblestone units will be move to new locations and designated for trash only, while others will obtain new lids and will be designated for recyclables.

City crews plan to complete the project in early spring to coincide with the normal increase in pedestrian activity that takes place when the weather improves. Look for, and use, these new recycling appearing on the landscape soon.

# Advocacy

## Greene Street Two-Way Evaluation Continues

Should Greene Street be changed to allow two-way traffic for its entire span? That is a question that the City's Department of Transportation and DGI are currently examining.

The street is currently two-way from Fisher Avenue to Bellemeade Street. It then converts to one-way traffic headed south from Bellemeade to Washington Streets. The street then resumes two-way traffic south of Washington at the Carolina Theater.

This street pattern can be confusing for visitors unfamiliar with Downtown. While one-way streets are extremely efficient at moving traffic and allowing vehicles to move at higher speeds, the pattern is less friendly for pedestrians and could inhibit development of storefront properties along the street.

A consulting firm working with the City recently completed a preliminary analysis and determined that converting the remaining four blocks of Greene Street into two-way operations would have limited impact on traffic flow. While it may pose slight delays entering or leaving the City's Bellemeade Street Deck and the Lincoln Financial decks, motorists going north on Greene Street will actually save time and get out of Downtown faster in the afternoons as they will no longer have to circle the block to go north. The expected impact on the Greene Street Parking deck is even less.

Several more details remain for this project. The city-hired consultants are considering some garage improvements to further reduce delays, such as installing a pedestrian-pay station so day-hourly parkers can pre-pay prior to getting to the ticket booth. Some additional signs and tweaks to the entries and exits may also be needed.

Once more details are evaluated, the City will obtain public feedback about this idea with a special emphasis on deck parking. Contact DGI for more information about this project.



Greene Street

## Award Winners Recognized



**Trip Brown**

Ed Kitchen Leadership Award



**Daniel Craft**

accepting for Chris Lester

Jim Roach Downtown Person-of-the-Year Award

At its recent **Report to the Community**, DGI announced award winners for two community leaders and volunteers. The founder of Brown Investment Properties, **Trip Brown**, was presented with the *Ed Kitchen Leadership Award*. **Chris Lester**, co-owner and operator of Natty Greene's Pub and Brewing Company, received the *Jim Roach Downtown Person-of-the-Year Award*.

The *Ed Kitchen Leadership Award* is given annually to a local individual who through their leadership, vision and dedication, has been a champion for the revitalization of Downtown Greensboro. Brown has numerous real estate ventures in Downtown and is currently serving in a leadership role for the Downtown Greenway.

The *Jim Roach Downtown Person-of-the-Year Award* goes to a local individual who has made a major positive influence on the center city over the past year through their leadership, vision, hard work or investment. Lester was selected for his support for events and activities throughout Downtown.

Congratulations to both Trip and Chris. Their service and efforts continue to help make Downtown a great place to live, work, shop, dine and visit.

From left to right:

Daniel Craft

Tom Taylor

Trip Brown

Captain Brian James

Ed Wolverton





Downtown Greensboro Incorporated  
122 North Elm Street, Suite 609  
Greensboro, NC 27401

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## SAVE THE DATE

### Center City Briefings

2/14, 4/10, 6/12, 8/14,  
10/9, 12/11

7:45 Network & Breakfast

8 to 9am meeting with guest speaker &  
project updates. FREE! @ GMA  
225 Commerce

**Coming This Spring!**  
**Downtown Home Tour**  
**Saturday, May 5th**

[DOWNTOWNGREENSBORO.NET](http://DOWNTOWNGREENSBORO.NET)

## A Word from DGI President - Ed Woluerton



As we enter 2012, Downtown is again seeing positive signs with new storefronts opening and new development projects underway. While both small and large projects are reshaping Downtown right now, the community is considering three huge projects that could transform the center city in almost unimaginable ways if we can make them happen.

A performing arts center is a catalyst project that would build on Downtown's strengths of culture and commerce while leveraging our existing restaurant, retail and entertainment base. Although identified in a 2010 study as a perfect use in Downtown, a new plan recently surfaced to rebuild War Memorial Auditorium at the Coliseum Complex. While the Coliseum area is a great community asset, the DGI Board believes that a new performing arts center should be in Downtown. DGI is now working in collaboration with other organizations and groups to urge City leaders to carefully consider the facility needs and location if the community is to make an investment of \$40 million or more in a performing arts center.

Another long-term project is also in the works to use Downtown as an educational oasis for the colleges and universities in-and-around the center city. A task force called **Opportunity Greensboro** is working on this idea and they are hoping to bring more students and faculty to work and study in Downtown's rich urban laboratory.

The *South Elm Redevelopment* project is also moving forward. After months of work, the City's Redevelopment Commission is recommending a development team to carry out a mixed-use project that would reshape the 7-acre site just south of the intersection of Elm and Lee Streets. In the coming months, the proposed development team and City Council will negotiate a final contract.

Like anything worthwhile, these projects are complicated and difficult. DGI's volunteers and staff are up to the challenge and are investing significant time and effort to help bring them all to fruition. If successful on just one of these projects, Downtown will be dramatically transformed. If we can attract all three - just imagine what Downtown would be like. Let's all work together, on both big projects and small projects, to strengthen Downtown and continue moving our community forward.

Edwin J. Woluerton  
President and CEO