

CITY OF GREENSBORO



COMMUNITY AND DOWNTOWN DEVELOPMENT 2022 ANNUAL REPORT

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MAIN STREET OVERVIEW

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

~National Main Street Institute

GREENSBORO'S TRANSFORMATION STRATEGIES

- Extend historic Downtown toward Mill Village to incorporate new development, both residential and commercial, and preserve the history of Greensboro.
- Improve the East/West Broad Street Corridor while maintaining the historic downtown.
- Maintain Historic Downtown while extending the downtown footprint.



DESIGN

The way that downtown **looks** is a crucial part of the Greensboro's downtown development formula for success. The **built environment** creates a positive atmosphere for investment, tourism, and small business.

LOCAL HISTORY AUDIO TOURS

Greensboro's audio tours continue to be well received by locals and visitors alike! Seven audio stations are installed around town and four additional audio stations are in production for downtown. The audio tour boxes are funded in part through the Certified Local Government grant program offered through the Georgia State Historic Preservation Office. Marketing materials sharing information about the tour box locations were produced and are distributed by local businesses.



DOWNTOWN TREESCAPE

Historic trees play a vital role in the aesthetics of downtown's footprint. These trees give shade and beautiful canopies to the sidewalks and historic buildings. In 2022, New Urban Forestry performed tree maintenance on trees on North & South Main Street and Broad Street. They also worked to create a plan to fertilize and help give longevity to the existing trees in the historic downtown area.

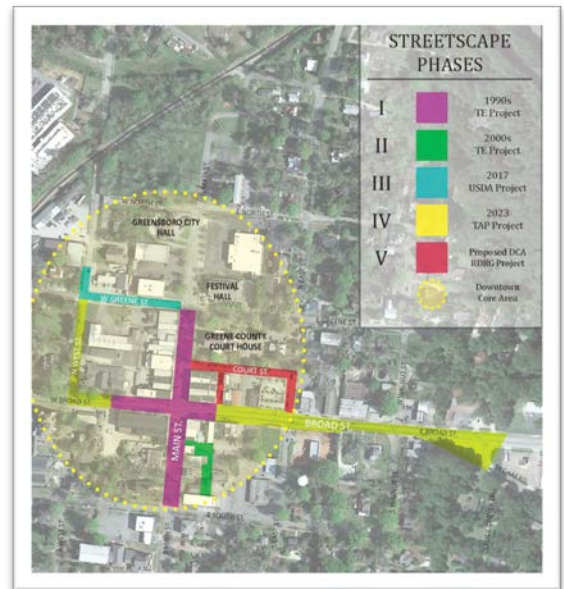


STREETSCAPE IMPROVEMENTS

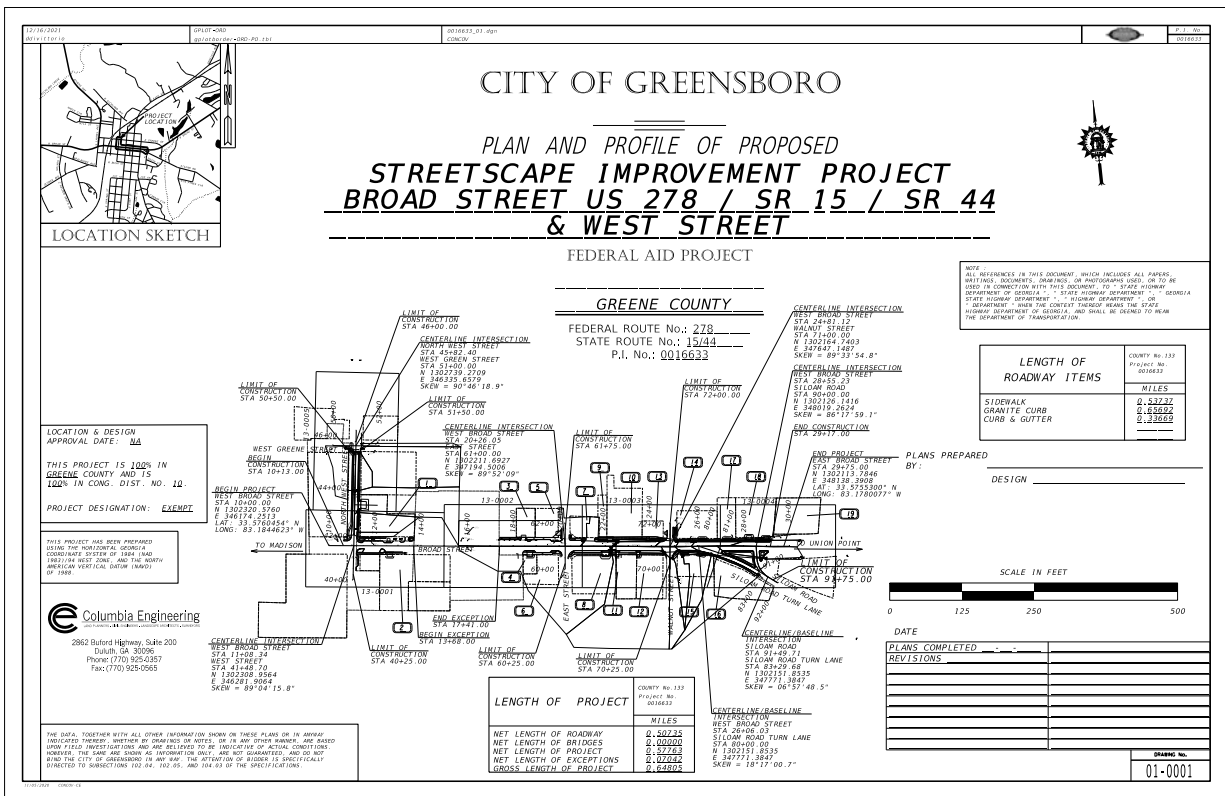
The City of Greensboro is funding Streetscape improvements through the Georgia Department of Transportation's Transportation Alternatives Program (TAP). Greensboro was one of the first cities in Georgia with a population under 5,000 to utilize this program.

Streetscape Phase IV received \$325,600 of additional TAP funding for continued Preliminary Engineering work as well as Right of Way acquisition in the 2022 funding cycle for TAP. Phase IV of Streetscape will take place along East and West Broad Streets and West Street.

Streetscape Phase V was awarded \$280,000 for Preliminary Engineering and Preconstruction activities through a second call for project applications in the 2022 funding cycle. Phase V of Streetscape will take place along Court and East Streets.



Greensboro's Streetscape improvements are part of a longstanding commitment by the city to increase pedestrian safety, improve parking, and make the downtown area more esthetically pleasing for residents and visitors. Streetscape plans include lighting, landscaping, and sidewalk improvements aimed at improving traffic and walkability while keeping in mind the sense of place and local history that is unique to downtown Greensboro's built environment.



HOLIDAY LIGHTING

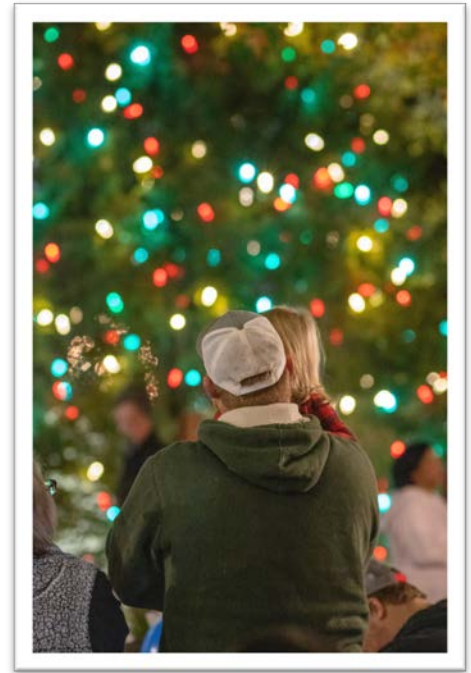
There is no better time for Greensboro to look its best than at Christmas! Visiting downtown Greensboro during the holiday season is a favorite for area residents and guests.

The successful over-the-street café lighting continues to create excitement and interest in downtown. The lights are tremendously popular and increase pedestrian traffic and shoppers during the Christmas season.

New to the lighting contract were café lights in “Rick’s Park” plaza area located on East Broad Street. These lights strung between the trees and around the trees.

In addition, special holiday banners were produced and hung from the light standards throughout downtown.

Because of the success of the over-street-lighting, these lights remain each year for visitors and residents to enjoy until the beginning of daylight savings time in the spring.



DOWNTOWN DESIGN ASSISTANCE MAIN STREET STUDIOS

The Greensboro Downtown Development Authority offers design assistance for property or business owners who are considering exterior changes to buildings in the historic downtown.



This service was previously offered by the Georgia Department of Community Affairs and was suspended in 2021. Because the input from professional designers has been critical for Greensboro’s property owners in selecting paint colors, choosing awnings, and making other design decisions, the service was continued through an arrangement with Main Street Studios, a private design firm.

In 2022, properties located at 106 North Main Street, 111 North Main Street, 118 North Main Street, 120 North Main Street, 122 North Main Street, and 117 South Main Street utilized the downtown design assistance program. This resulted in **six** improved building facades located in the historic downtown.



ORGANIZATION

The organization of a successful community and downtown development program is a key component. Greensboro's program works to ensure that **strategic partnerships** on a local, regional, and state level are in place. Staff is **well-trained** and maintain important certifications. And **key data** about downtown are tracked to measure progress and set future goals.

MAIN STREET PROGRAM ASSESSMENTS

- Greensboro's 2022 Program Assessment was completed and approved by the Georgia Department of Community Affairs, Office of Downtown Development.
- Greensboro is a certified National Trust Main Street City for the year 2022.
- Greensboro is recognized as a Georgia Exceptional Main Street (GEMS) city for 2022. This is the highest designation achievable for a Main Street program within the state of Georgia.



GEORGIA DOWNTOWN ASSOCIATION

The Georgia Downtown Association (GDA) is a non-profit association that promotes the economic redevelopment of Georgia's traditional downtowns. Through advocacy, education and marketing, GDA works to focus the public's attention on the value of downtown. GDA is an independent association that supports both public and private sector efforts targeted at enhancing Georgia's downtowns. In 2022, Kendrick Ward was appointed to the board of directors on a three year term and serves on the GMA Legislative Policy committee and the GDA Education Committee.

GEORGIA INITIATIVE FOR COMMUNITY HOUSING (GICH) CERTIFICATION

The city of Greensboro applied for and was granted continued certification of its GICH program. Through GICH, the city is working to build partnerships with community organizations to improve housing in Greensboro. Greensboro's certification extends through 2024.

GA DEPARTMENT OF TRANSPORTATION LOCAL ADMINISTERED PROJECT (LAP) CERTIFICATION

Greensboro staff members underwent specialized training from the Georgia Department of Transportation (GDOT) in order to be certified to manage the city's upcoming Transportation Alternatives Program (TAP) grants for Streetscape improvements. The LAP Certification is a series of five courses including Plan Development Process, Local Area Programs, Right of Way Acquisition, Procurement, and Title VI trainings. Once Greensboro staff were trained in each of these areas, the city was LAP certified by GDOT.

City staff attend the necessary training and recertifications to maintain Greensboro's designation as a LAP Certified City. This certification gives Greensboro the ability to maintain design control over the upcoming Streetscape improvements along the state routes Hwy 278/15.



COMMUNITY PARTNERSHIPS

The office of downtown development maintains a close working relationship with multiple organizations within the Greene County community. These organizations are the Greensboro Business Association (GBA), the Greensboro Tree Board, Visit Lake Oconee CVB, Traditions Highway 15, Classic South, Greene County Family Connections and the Greene County Chamber of Commerce. Regular communication and strategic partnerships with these organizations help keep downtown Greensboro thriving.

GREENSBORO CITY STAFF & VOLUNTEERS

Greensboro's Main Street office could not function without the help of some key community entities. Events and projects could not be accomplished without the help of the Street Department and Water/Sewer Department. Sam Price with the street department helps prep all events, keeps the hanging baskets beautiful, and assists whenever our office needs. The Water/Sewer department show up whenever they are needed. If there is a solar box that needs to be installed, large equipment that needs to be moved, or a helping hand at our events, they are ready to serve and assist as needed.

The Main Street office also could not function without the assistance of students from Greene County High School. Students from the CTAE and DECA classes assist at every event and help with community clean up days around town.



TRADITIONS HIGHWAY 15

Seven years ago, the Greensboro Main Street office joined Traditions Highway 15 marketing co-op and economic development group. The group meets monthly to discuss marketing plans to get people on the scenic route, GA DOT projects along highway 15 and economic development projects, such as cell towers in extremely rural areas.

In 2019, signs were installed at all county lines that are a part of the trail.

Currently, the team is working toward producing it's second travel magazine and is actively recruiting more communities to join the trail from mountains to ocean. 2022, a new app was developed by UGA students to promote the trail

PARTNERSHIP WITH HABITAT FOR HUMANITY

Greensboro is working closely to help HFH achieve its mission of increasing the availability of affordable housing in our area. The City is an active partner in HFH's Baynes Creek project. Greensboro prepared and submitted an extensive pre-application for the Georgia Department of Community Affairs (DCA)'s Community Development Block Grant (CDBG) Innovative grant cycle.

This pre-application was well-received, and DCA extended an invitation to the city to submit a full application. Due to scheduling considerations, HFH has determined that this application will not be possible in the 2022 cycle as originally intended. Future opportunities for support of the Baynes Creek project are being explored.



STAFF AND ELECTED OFFICIAL TRAINING

- Mayor Corey Williams completed Main Street 101.
- Kendrick Ward served on the panel for John Maxwell's 5 Leadership Summit.
- Kendrick Ward serves on the Georgia Downtown Association Board and is a member of the Education and Legislative Policy committees.
- Kendrick Ward was certified by the Georgia Department of Transportation in Engineering and Design. Procurement Policy and Procedure. This certification is required for Greensboro's Local Area Project (LAP) certification.
- Cail Hammons was certified by the Georgia Department of Transportation in Right Of Way Management. This certification is required for Greensboro's Local Area Project (LAP) certification.
- Cail Hammons attended the Community Planning Institute (CPI) presented by the Georgia Department of Community Affairs.

HISTORIC PRESERVATION ORDINANCE UPDATE

Community Development worked with the City Attorney's office to update the Historic Preservation Sign Ordinance for the city of Greensboro. A change to the permitted use of changeable copy signs within the district allowed First Presbyterian Church to improve its signage and remain in compliance with historic district regulations.

GREENE COUNTY ECONOMIC DEVELOPMENT RETREAT

Cail Hammons presented on behalf of the City of Greensboro at the Greene County Economic Development Retreat that was held as part of the Greene County Board of Education's Strategic Planning efforts.

The retreat was facilitated by the University of Georgia's Carl Vinson Institute for Government and Information was shared about economic development efforts such as the heritage tourism audio tours, planned streetscape improvements, and the Rural Zone program.



DOWNTOWN DATA

The Greensboro Main Street program tracks several key data points for Downtown Greensboro.

This Downtown data is used to track the program's success over time and is one reason Greensboro is a Georgia Exceptional Main Street, recognized by DCA. Downtown data is also used for various grant applications.

DOWNTOWN EMPLOYMENT DATA

Having an accurate count of people who work in downtown Greensboro is an important piece of information for Greensboro's development team. This number is used to recruit new businesses to town and as evidence of downtown's role in the community as an important center of employment.

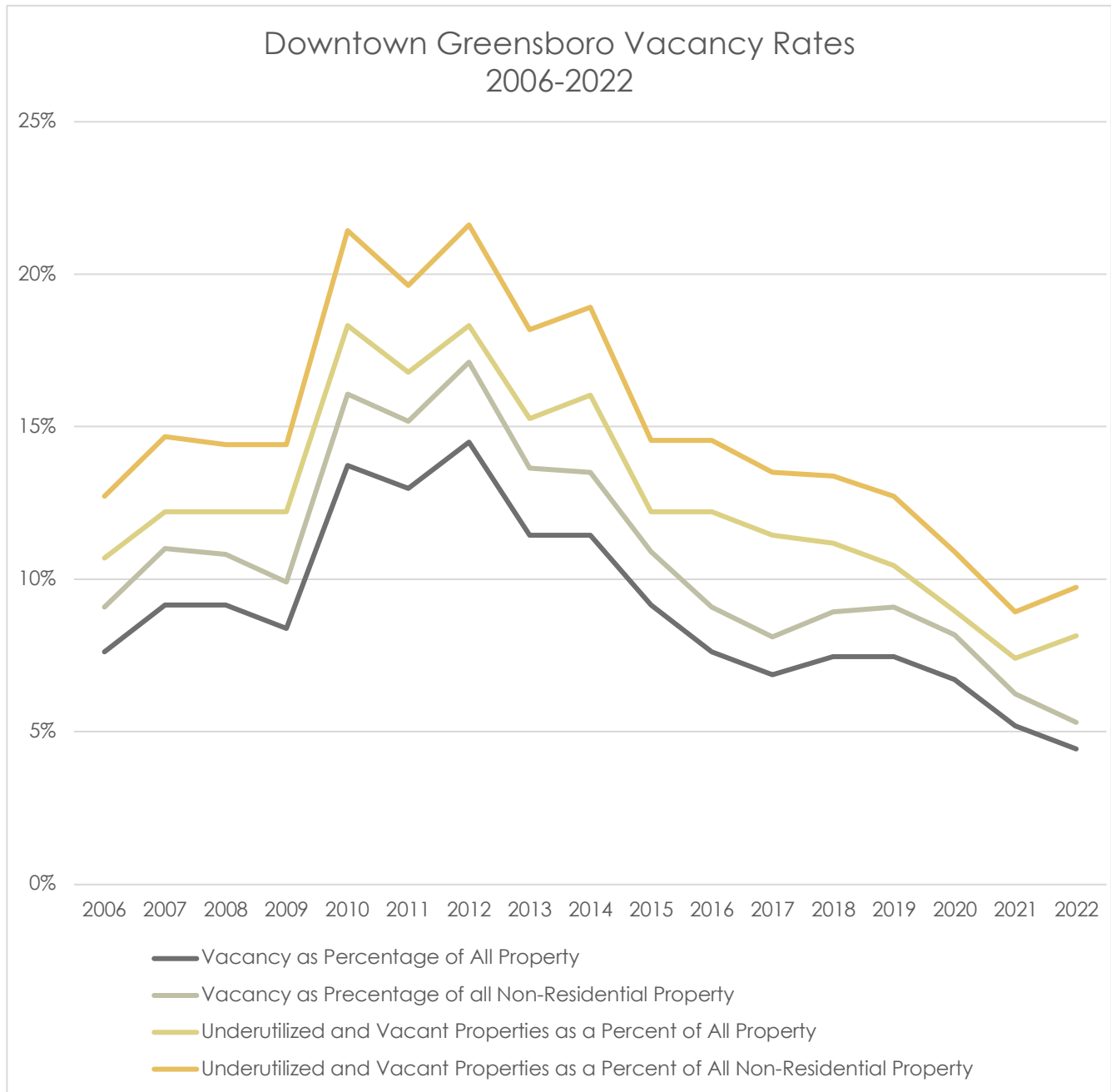
Currently, **469 jobs** are in downtown Greensboro.



VACANCY RATES OVER TIME

In order to fulfill the annual reporting required for the city's Opportunity Zone and Rural Zones, the Community Development Department tracks annual **vacancy data** for downtown Greensboro.

In 2022, we continue to see vacancy rates drop as downtown experiences increased interest in properties available for both rent and purchase.



PROMOTION

The Greensboro Main Street program actively **promotes** our downtown through a schedule of regular events; targeted, professional advertisements; tourism marketing partnerships, and a strategic social media presence. These efforts work together to increase the number of **customers** and **tourists** visiting downtown and ultimately add to **increased business** recruitment and retention.

GREENSBORO AUDIO TOUR AND WALKING TOUR BROCHURE

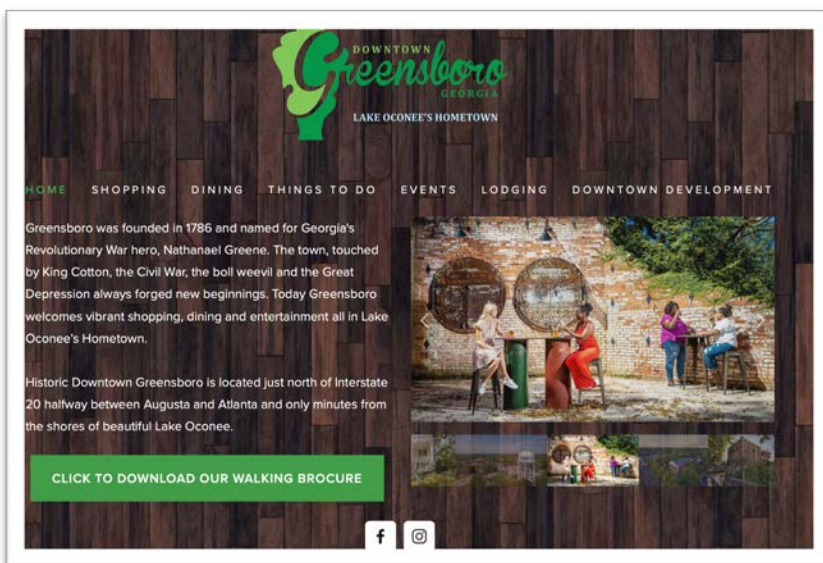
Seven solar-powered audio interpretive stations are placed at locations of historic significance around Downtown Greensboro. Visitors enjoy walking to these various locations in downtown and interacting with the interpretive station to hear audio that tells the story of Greensboro's local history.

The Main Street office created a flyer for guests to pick up at local stores that identifies the locations of the stations throughout town. Building on the success of these flyers, a brochure was produced that provided greater detail about Greensboro's local history.

The audio tours are a great example of heritage tourism product development as Greensboro seeks to foster sense of place through the promotion of local history.

WEBSITE REFRESH

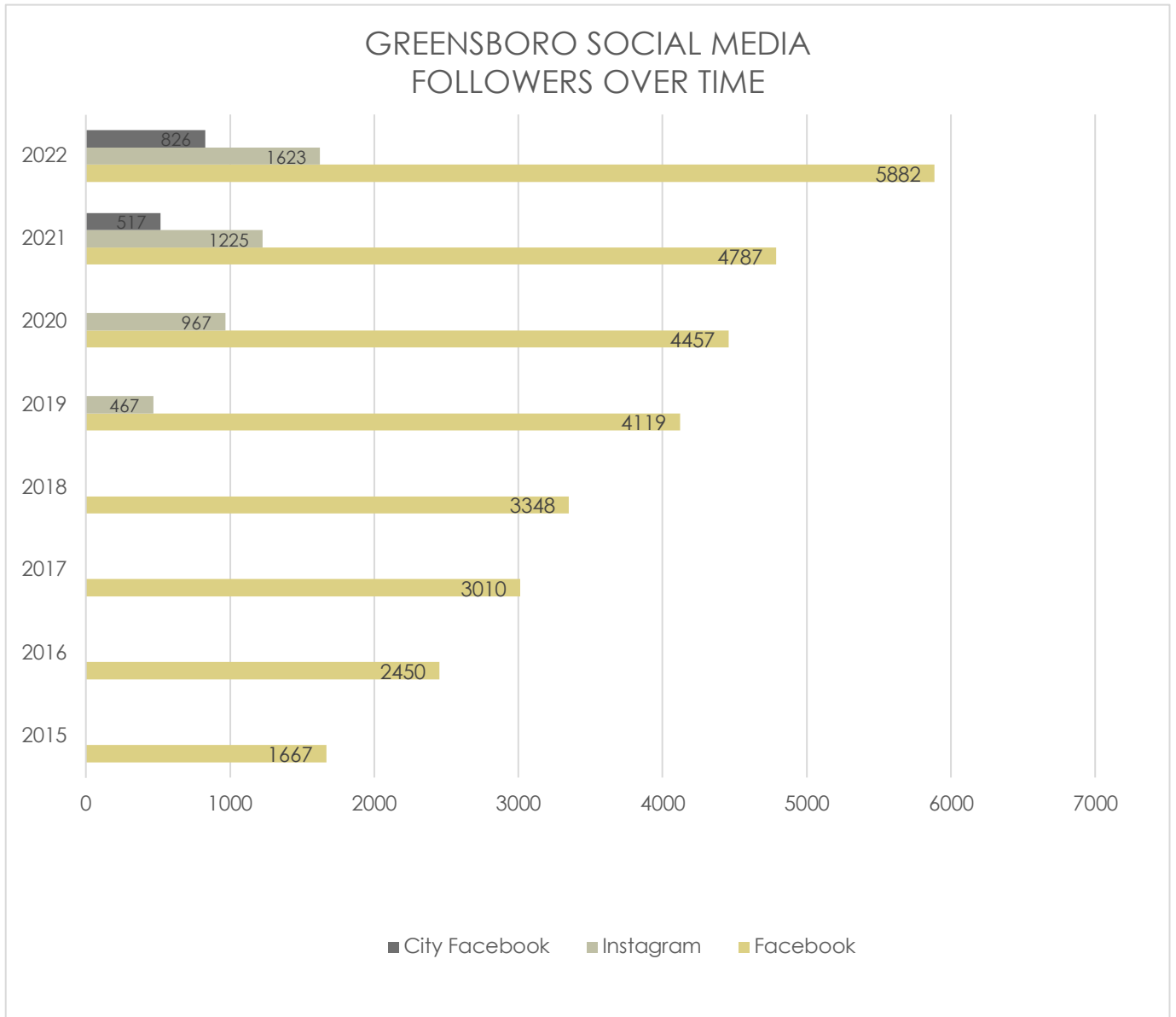
Greensboro Main Street program Updated the tourism website, DowntownGreensboroGA.com. The website switched platforms to be easier to navigate.



SOCIAL MEDIA PROMOTION

Downtown Greensboro's main tool of promotion is Facebook and Instagram. The Main Street program uses social media to promote upcoming events, downtown businesses, economic incentives and other public announcements such as road closures.

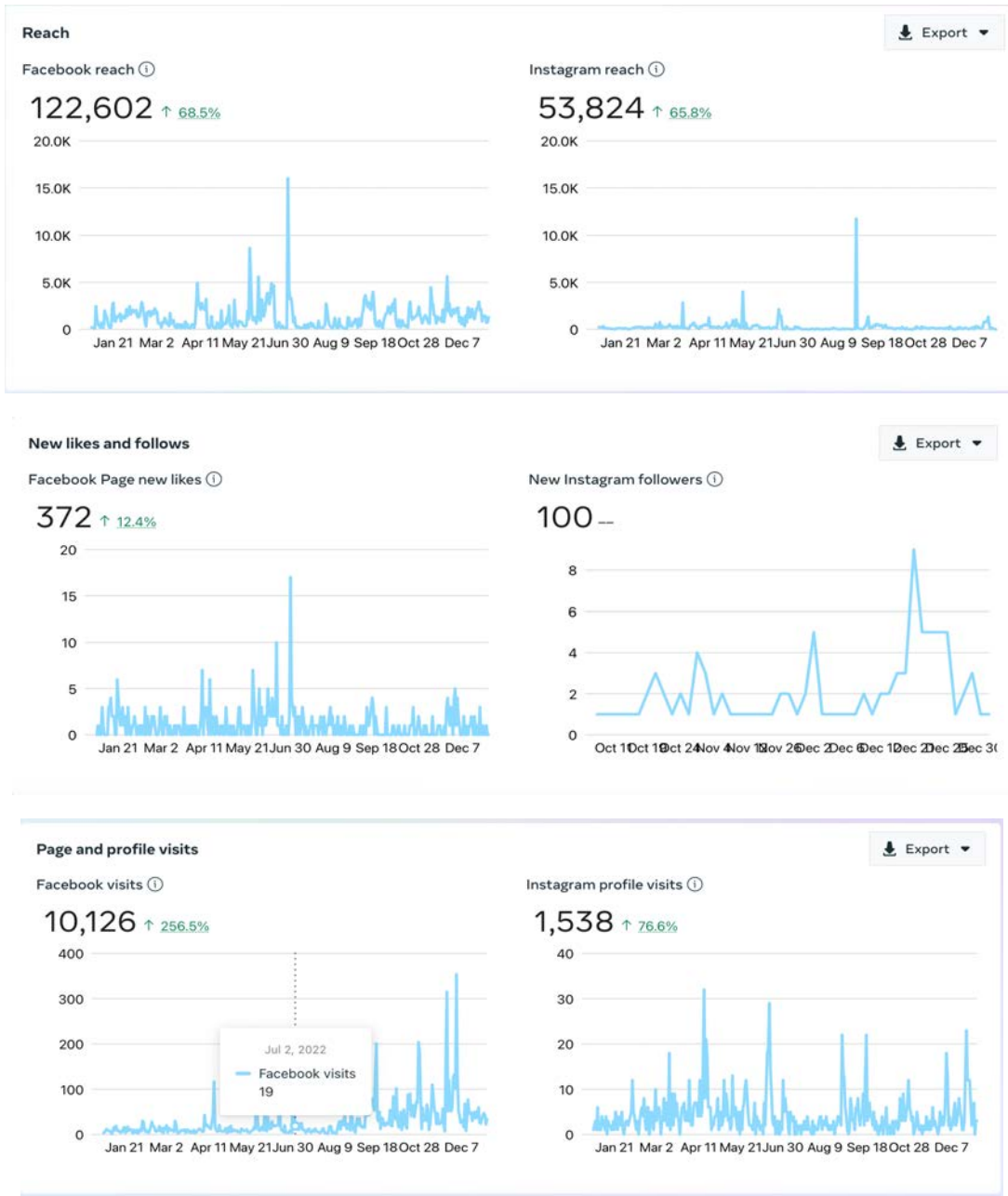
Greensboro's social media presence continues to grow, as both Facebook and Instagram saw an increase in "followers" for 2022.



Greensboro Social Channels

Downtown Greensboro, GA Facebook and Instagram

January 2022-December 2022



Audience

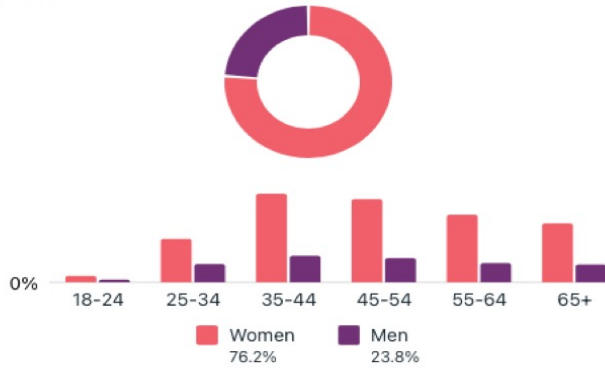
Current audience

Potential audience

Facebook followers

5,939

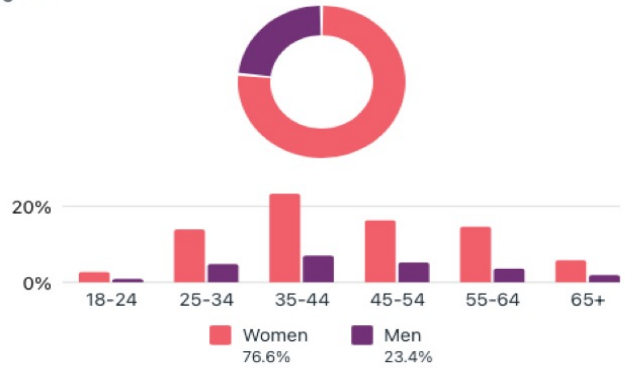
Age & gender



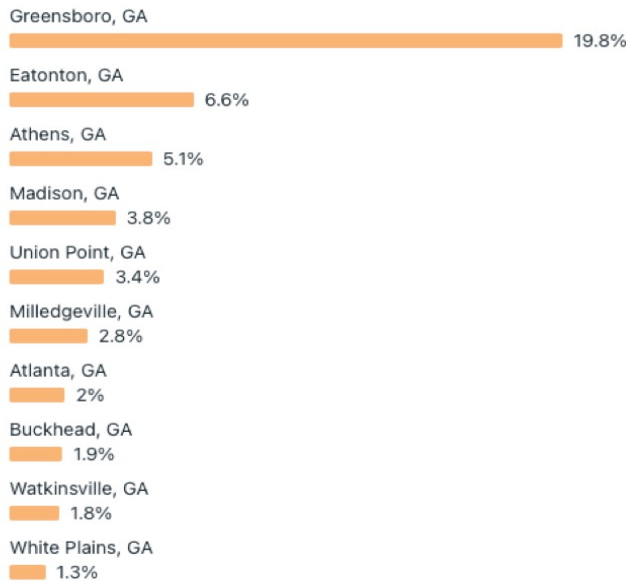
Instagram followers

1,636

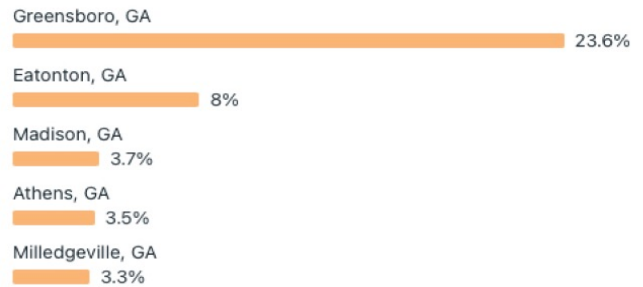
Age & gender



Top cities



Top cities



Top countries



Top countries



AUGUSTA VISITOR CENTER

Greensboro was on display at Georgia Visitor Information Center on Interstate 20 near the Georgia/South Carolina state line in Augusta during the months of May through August 2022. The display promoted downtown Greensboro and encouraged tourists to visit Lake Oconee's Hometown while traveling west through the state.

Over the course of four months, the display was seen by estimated 143,726 visitors! This prime exposure comes at minimal costs for the Main Street program with maximum results. During the months that Greensboro is on display in the state welcome center, our downtown merchants report an increase in visitors traveling into the state from South Carolina and the Augusta area.

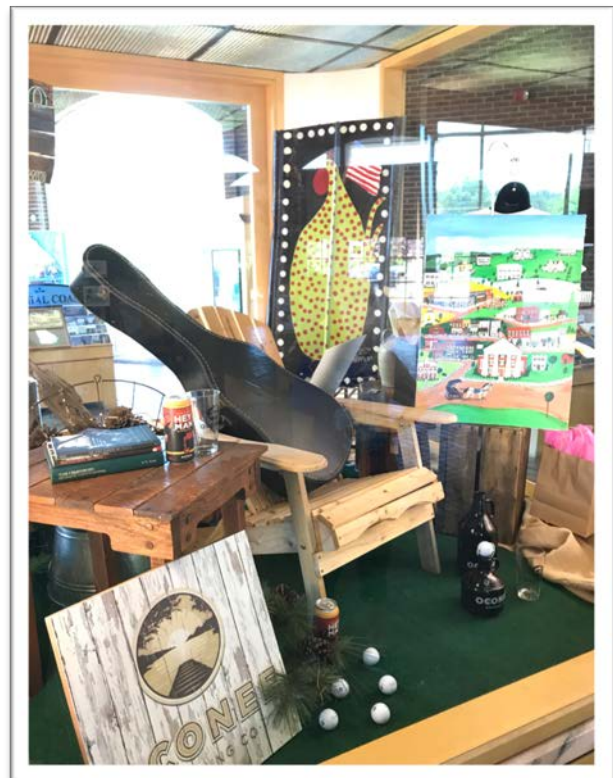
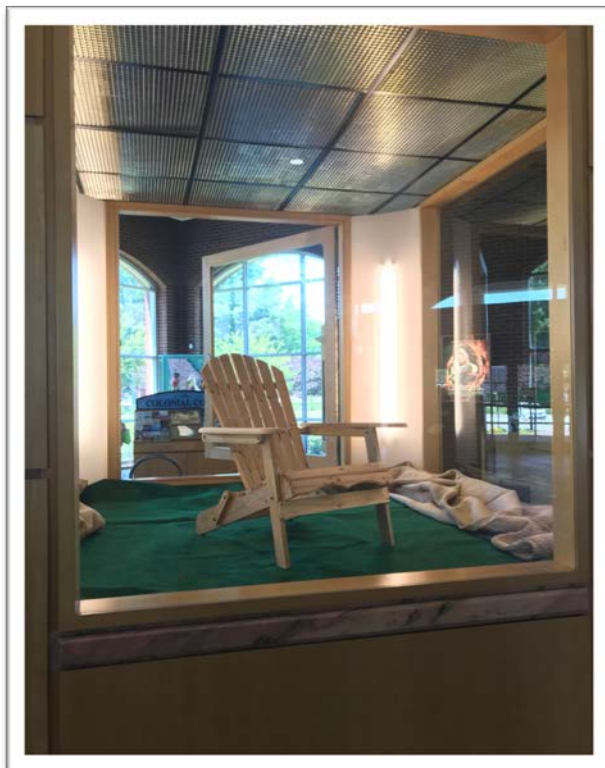
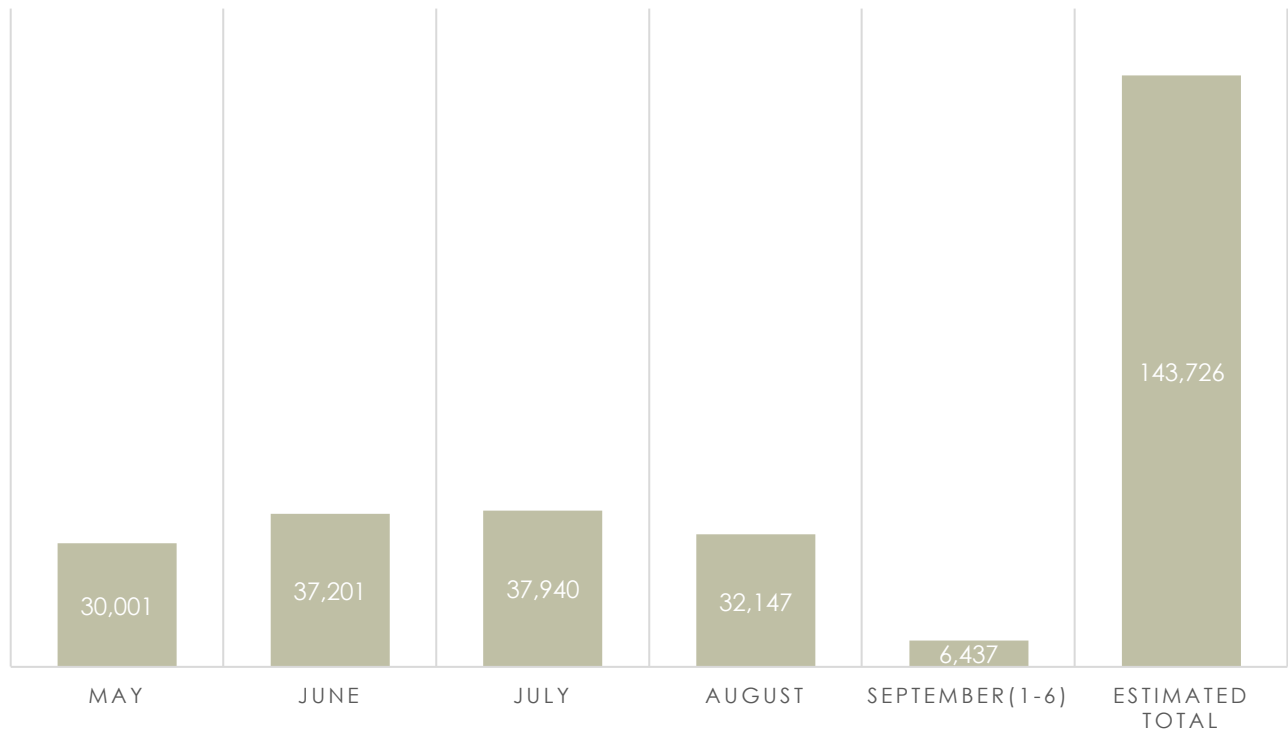
The Augusta VIC staff greets thousands of tourists as they enter Georgia each year. For 2022, estimated 143,726 people saw the Greensboro display. Costs to produce the display are minimal for this large number of impressions. Staff averages a cost of \$.01 per impression return on investment (ROI) for driving key tourism and marketing traffic to Greensboro.

The display included promotional items from Greensboro as well as eye-catching merchandize from various Greensboro businesses. The goal of the display was to catch the attention of westbound travelers entering the state to encourage them to visit Greensboro during their time in Georgia. During the months that Greensboro is on display at the VIC, downtown merchants often report customers who comment that they saw the display and decided to exit Interstate 20 in Greensboro because of what they saw!



GREENSBORO DISPLAY VISIBILITY AUGUSTA VISITOR INFORMATION CENTER

■ Visitor Count



DOWNTOWN EVENTS AND GUESTS

Greensboro Main Street program produced four quarterly events for 2022. The events were: The 22nd annual **Southland Jubilee** festival, **Pickin' on the Greene** summer concert, **Rock 'n Roll Cruise In** classic car show, and the **Lighting of the Tree** holiday celebration.

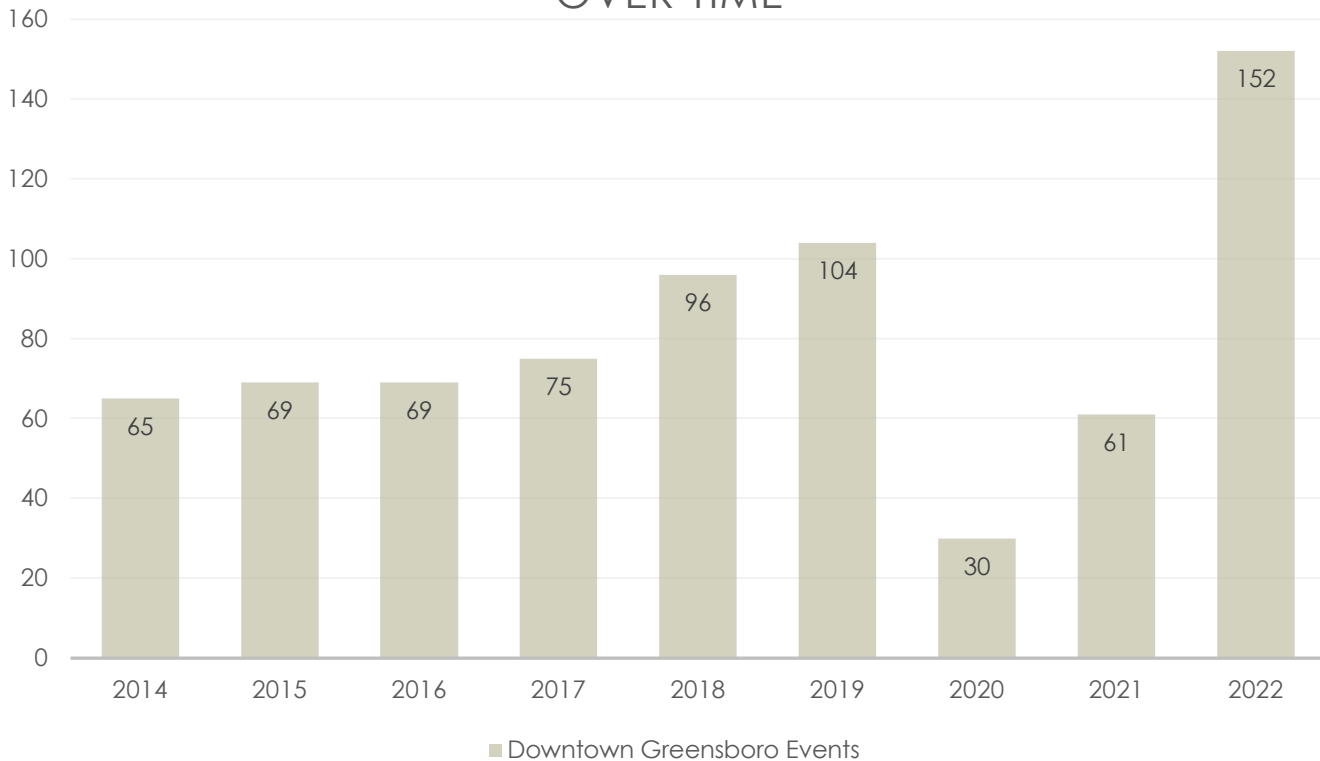


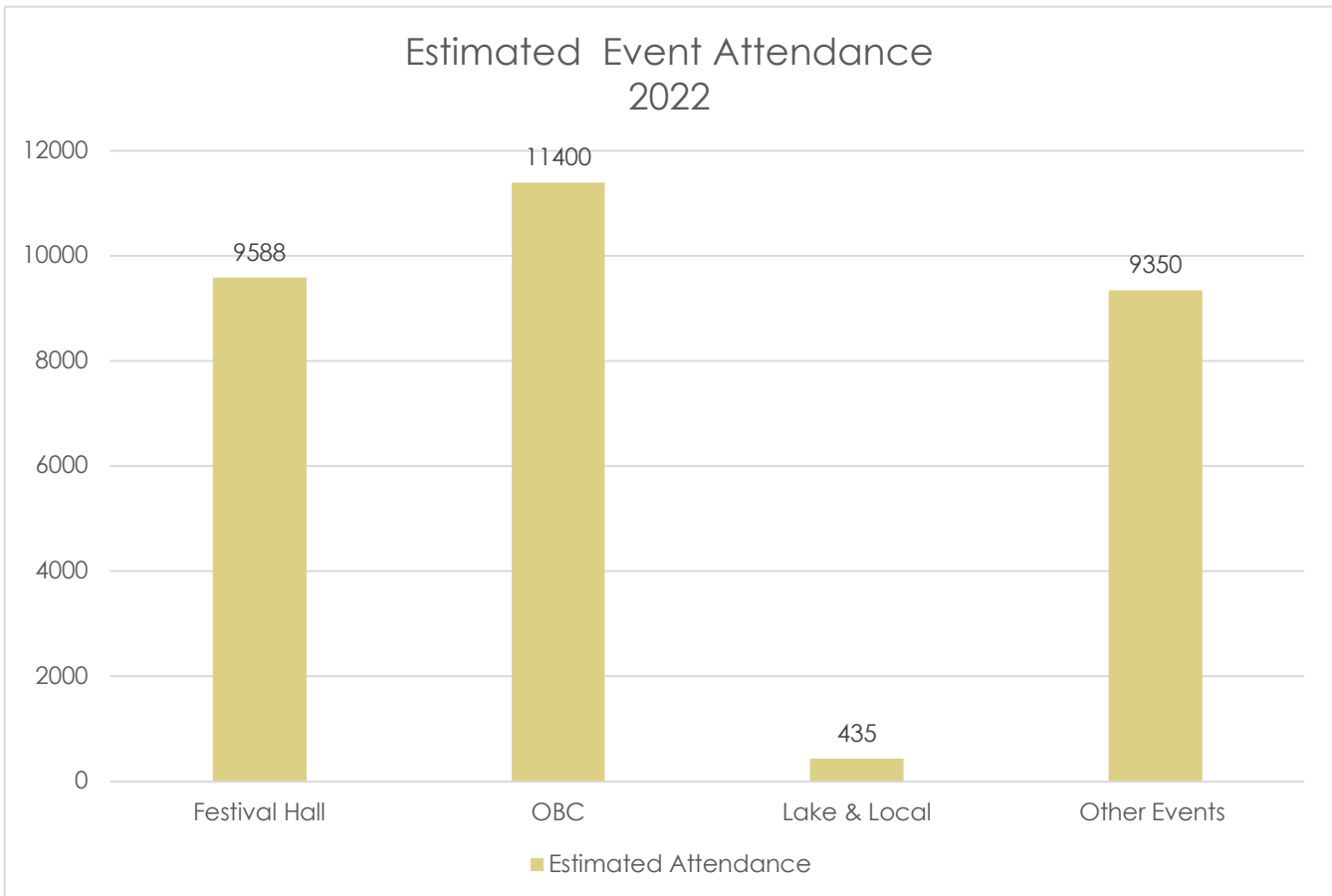
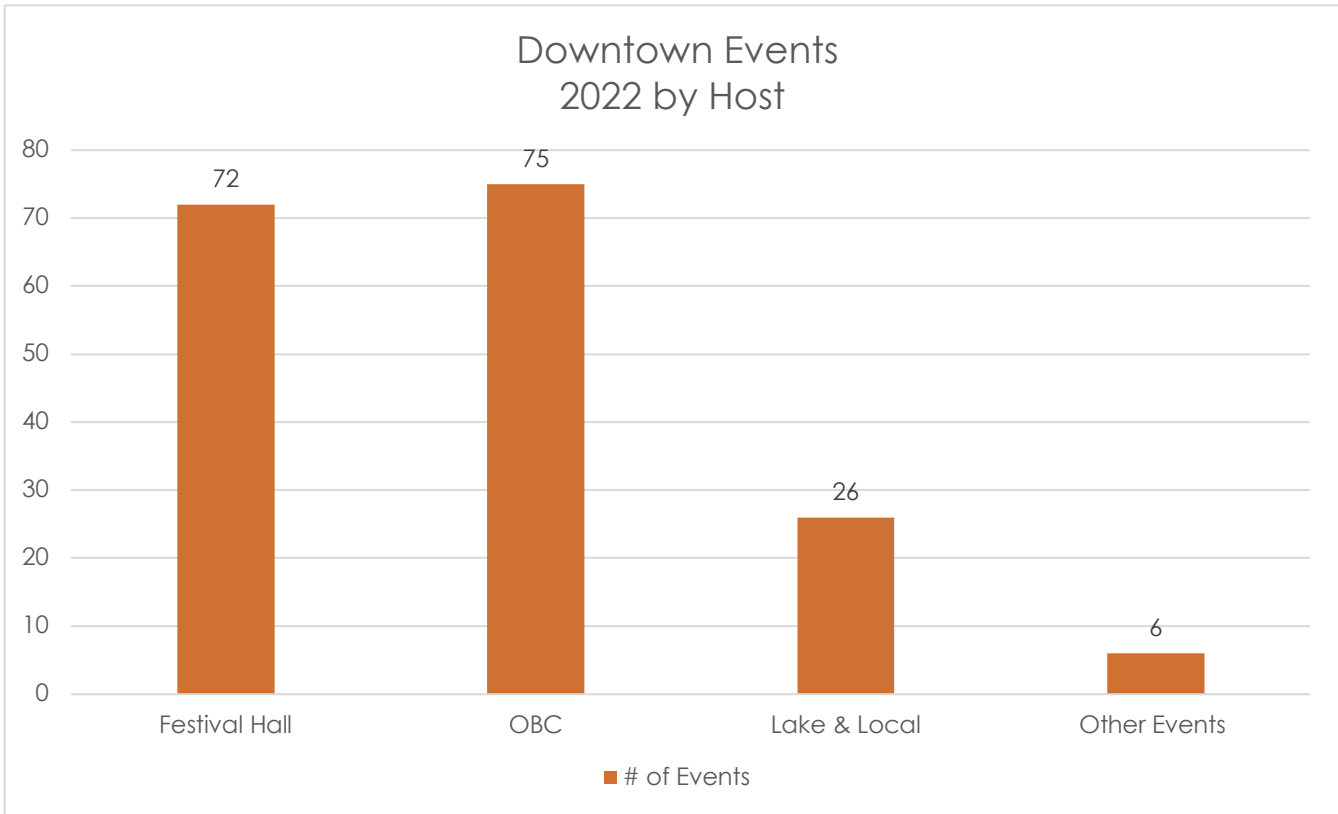
These four events are produced to attract tourism to Downtown Greensboro in hopes people will return time and time again.

In addition to these events, the Main Street office produced and assisted with two additional community events, the **Motown on Main** concert benefiting Greene County Family Connection and Greensboro's annual **Downtown Trick or Treat**.

Greensboro's office of Downtown Development also works to track total events that happen in the commercial district. These events are open to the public and are either free of charge or may be ticketed events that take place at the Oconee Brewing Company, Festival Hall, or other merchant events throughout the year as an indicator of downtown activity. The total events for 2022 are 152 with nearly 29,000 people attending these events

DOWNTOWN GREENSBORO EVENTS OVER TIME





SOUTHLAND JUBILEE

The 22th annual Southland Jubilee took place on April 16 in Downtown Greensboro. Arts and crafts vendors, classic cars, agricultural exhibits, and children's activities filled the streets of downtown for Greensboro's favorite day of the year!

Southland Jubilee featured live performances from Southern Spice Dance, Mark the Magic Man, and Saltamacchio's Tang Soo Do Karate School.

Greensboro's agricultural heritage was highlighted with the Mobile Dairy Unit, offering milking demonstrations throughout the day.

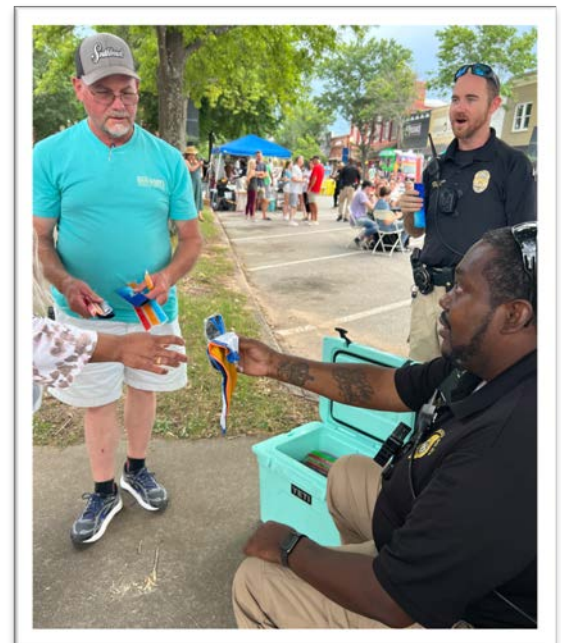
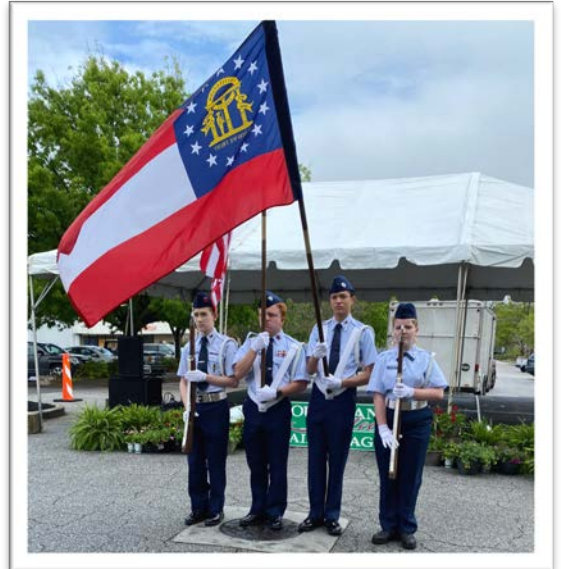
Vendor and car show attendance were likely impacted by the rain that passed through Greensboro on the morning of the festival. Several registered vendors did not attend, and car show registration was a bit lower than normal due to the weather. In the end, the sun came out and Greensboro enjoyed another year of its premier springtime event!

Southland Jubilee is made possible through the continued support of our business community and sponsors.

PICKIN' ON THE GREENE

The Main Street Office produced Pickin' on Greene, Greensboro's Summer Concert, on June 17. Lawn chairs filled the Court House Lawn and Café Tables dotted Main Street as an enthusiastic crowd turned out to hear live music from *Wim Tapel and The Cannons* and *After School Special*, a 90's tribute band fill the summer night.

The Summer Concert attracted around 1,000 people including many local residents from Greensboro and the Lake Oconee region and visitors from around the state.





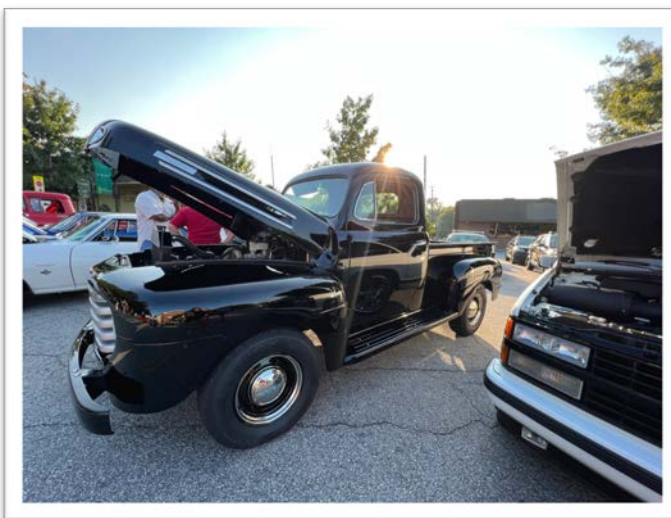
ROCK 'N ROLL CRUISE IN

This year the Cruise In was a big success!

The annual car show event was produced and promoted through a partnership with the local Georgia Classic Cruisers Car Club.

More than eighty-five classic cars were on display along Main Street. Many of the car owners travel to Greensboro each year to show their cars at this popular regional event.

Live music from *John Dunn and the Jazz Men* filled downtown and great vendors added to the excitement.



DOWNTOWN TRICK OR TREAT

The Downtown Trick or Treat continues to provide a safe way for Greensboro's families to participate in the tradition of Trick or Treat. This year's event was held on Thursday, October 27th from 5-7pm. The Main Street office partnered with the Greensboro Police Department and other community organizations to offer the event to our community.

An estimated 500 children attended the event which featured a Trunk or Treat took place in the parking lot of the former BB&T building. Children were served hamburgers from the Police Department, and other law enforcement agencies and community groups offered trick or treat candy. Many families ventured throughout downtown to trick or treat with local merchants.



LIGHTING OF THE TREE HOLIDAY CELEBRATION

Greensboro's annual Lighting of the Tree was a great success this year on December 2. The crowds for this popular holiday event continue to grow, with record attendance at 2,000 people.

Santa's arrival to downtown Greensboro kicked off the festivities around 6 pm. Santa surprised the crowd as he directed the *Lake Oconee Academy Band of Titans* in the performance of several favorite holiday carols.

Performers from *Southern Spice Dance Academy* took the stage and delighted everyone with a holiday dance performance. Later carols were sung by sister vocalists EverGreene.

During the middle of the event, Mayor Corey Williams led the crowd in the annual tradition of prayer with a countdown to light Greensboro's Christmas Tree. Right on schedule, the tree was lit with the crowd applauding in response!

Vendors offered gingerbread, hot cocoa, and candy canes as children and adults alike enjoyed the charm of a small-town Christmas! Visitors roasted marshmallows, snuck in a quick visit with Santa, and enjoyed fresh cooked food from local vendors.

Year after year, one of Greensboro's most loved traditions is the annual community-wide search for the perfect tree to stand on the Court House Lawn for the holiday season. This year's tree was more than twenty feet tall and was donated by an anonymous family.

Assistance cutting the tree, transporting it town, and placing the tree into position on the Court House Lawn was provided by New Urban Forestry.



ECONOMIC VITALITY

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies



BUSINESS DEVELOPMENT

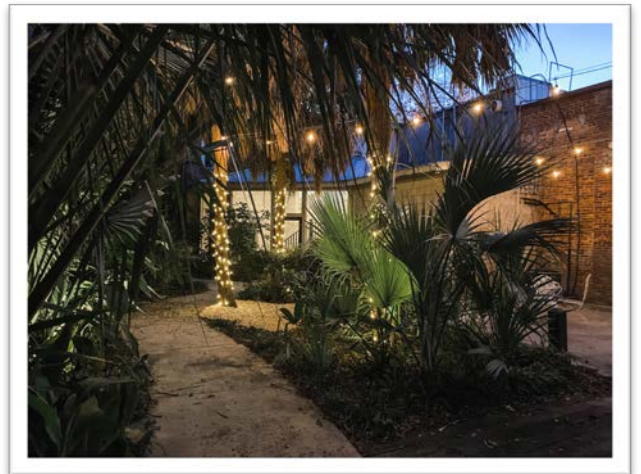
In 2022, Downtown saw the opening of four new businesses and the loss of two. Greensboro added The Burch Food Truck, Bonnies Coffee and More, Greene Co. Habitat Store, and Broad and Main Antiques. This added a total of **13 new jobs** to downtown. Greensboro also lost Greensboro Pharmacy and Royal Kings, which lost four jobs.

BUILDINGS SOLD IN 2022

In 2022, eleven commercial buildings were sold in downtown Greensboro. The sale prices for these buildings totaled **\$3,940,044**. The buildings addresses that were sold are; 202 East Broad Street, 404 West Broad Street, 1191 East Broad Street, 111 East Broad Street, Main Street N, 109 North Main Street, 116 North Main Street, 203 North Main Street, 111 North Main Street, 106 South Main Street, 106 North Main Street.

PUBLIC/PRIVATE INVESTMENT IN DOWNTOWN

Georgia Main Street tracks the total public/private investment in downtowns across the state through monthly reports submitted by each community. This total includes the sum of Expenses, Real Estate Sales, Rehab investment, Public investments, Infill investments, and Housing investments. In 2022, Greensboro saw an investment of **\$4,154,044** in the downtown commercial district. This number represents a 52% increase over 2021.



LOW INTEREST LOAN FACILITATION

The Greensboro Downtown Development Authority stands ready to assist potential new business ventures in downtown through the facilitation of low interest loan applications.

The DDA received three inquiries about potential low interest loan applications and assisted with one application to the Georgia Cities Foundation Revolving Loan Fund.



RURAL ZONE PROMOTION

Greensboro's Rural Zone offers dollar for dollar tax credits against a qualifying business or property owner's Georgia Income Tax liability. The Rural Zone tax credits are available for job creation, property investment, rehabilitation expenses that take place with the city of Greensboro's designated Rural Zone.

The Rural Zone program is managed by the Greensboro Office of Downtown Development. Greensboro markets the Rural Zone as an economic development incentive through a printed brochure, on the downtown website, and through direct communication with eligible property or business owners.

In 2022, a direct mailing was sent to Rural Zone property and business owners informing these owners that they may be eligible for the Rural Zone tax credits. **Three properties** were certified to claim Rural Zone tax credits in 2022, resulting in a combined **\$188,875 in potential state tax relief** for these downtown investors over the next five years.



ENTERTAINMENT DISTRICT

A new downtown entertainment district was passed by the Greensboro City Council and took effect for in January 2022. The entertainment district allows for the consumption of open container alcohol within the district boundaries during city sponsored events.

Drinks may be malt beverages or wine and must be no larger than 16 ounces in size. All drinks are to be served in an official city logoed cup or container.

The entertainment district allows for patrons from the popular Oconee Brewing Company to carry a drink with them as they walk between the brewery and downtown events that are taking place along Main Street.



ACTIVE GRANTS AND APPLICATIONS

Program	Agency	Project	Amount	Status
Hazard Mitigation Program	GA Emergency Management Agency	Purchase of Portable Generators	\$ 85,357 grant \$ 15,062 match	Closed Out Award
Transportation Alternatives Program (TAP #1)	GA Department of Transportation	Streetscape Phase IV Preliminary Engineering	\$474,426 grant \$118,606 match	Underway
Transportation Alternatives Program (TAP #2)	GA Department of Transportation	Streetscape Phase IV Preliminary Engineering <i>(Supplemental funding)</i>	\$ 69,600 grant \$ 17,400 match	Underway
Transportation Alternatives Program (TAP #2)	GA Department of Transportation	Streetscape Phase IV Right of Way	\$ 256,000 grant \$ 64,000 match	Underway
Transportation Alternatives Program (TAP #2b)	GA Department of Transportation	Streetscape Phase V Preliminary Engineering	\$ 280,000 grant \$ 70,000 match	Awarded
Certified Local Government Grant (CLG #1)	GA Historic Preservation Division	Solar Box Audio Tour Stations	\$ 12,290 grant \$ 7,279 match	Closed Out Award
Certified Local Government Grant (CLG #2)	GA Historic Preservation Division	Solar Box Audio Tour Stations	\$ 10,695 grant \$ 9,966 match	Underway
Certified Local Government Grant (CLG #3)	GA Historic Preservation Division	Solar Box Audio Tour Stations	\$ 9,118 grant \$ 6,078 match	Submitted
Community Home Improvement Project (CHIP)	GA Department of Community Affairs	Owner-occupied housing rehabilitation	\$ 300,000 grant	Underway
Improving Outcomes for Disadvantaged Neighborhoods	GA Office of Planning and Budget	Resurfacing Walking Trail and Parking Area at Robinson Park	\$ 66,000 grant	Awarded



PANDEMIC RELIEF FUNDING AND AMERICAN RESCUE PLAN ACT (ARPA)

Community Development Staff has assisted with obtaining Pandemic Relief Funding through the CARES Act, ARPA, and a Public Safety employee stipend offered by the state and managed the funding submissions in the Governor’s Office of Planning and Budget (OPB)’s grants portal.

In addition, staff has been involved with meeting reporting deadlines and other requirements related to the use of these funds. This is an ongoing process as guidance continues to be issued on a regular basis.

Funding Source	Amount	Date Received	Local Use
CARES	\$51,887.03	August 7, 2020	Public Safety Payroll Expenses – Overtime
CARES	\$121,069.73	September 4, 2020	Public Safety Payroll Expenses -Overtime
ARPA – 1 st Tranche	\$616,917.00	July 2, 2021	Employee Bonuses (Partial)
Georgia Public Safety Stipend	\$24,353.50	November 5, 2021 February 8, 2022	Direct stipends to Police and Fire personnel
ARPA – 2 nd Tranche	\$616,917.00	July 14, 2022	TBD

ARPA Quick Takeaways for Greensboro

- Greensboro is a “Non-Entitlement Unit” – NEU. NEU’s are cities, counties etc. with populations under 50,000. Greensboro follows the NEU policies and procedures for receiving and using funds.
- First reporting requirement was on April 30, 2022 and covered expenditures between March 1, 2021 and March 31, 2022. Reports will be submitted annually.
- Greensboro’s funds were used for “Revenue Replacement” under the Standard Allowance Rule which means they are available for use towards any appropriate government service.



MEDIA RELEASES

Motown on Main is Back!

Dance the night away to all your favorite Motown music.

(Greensboro, Ga.—February 1, 2022) Celebrate the sounds of Motown with Jarvis Wingfield and Friends, while benefitting the Greene County Family Connection organization at the Oconee Brewing Company in Downtown Greensboro, February 19, at 7:00 p.m.

Gather your family and friends and make plans to be in Downtown Greensboro on February 19, 2022 for Motown on Main at Oconee Brewing Company. Tickets for this event are available for purchase on the Oconee Brewing Company's website: www.oconeebrewingco.biz. Don't wait until the last minute, though, this show will sell out. The wonderful *Jarvis Wingfield* is bringing a show with all of their favorite Motown tunes.

"Motown on Main brought a packed house to the brewery in 2019," said Kendrick Ward, Greensboro Main Street Manager. "The entire audience was up movin' and groovin' to the Motown tunes while having a great time."

The Jarvis and Friends will play their favorite selections from the mammoth Motown songbook. Dance to the hits of the 50's, 60's, 70's and 80's from legendary artists such as Marvin Gaye, The Jackson 5, The Supremes, Smokey Robinson and The Temptations. Enjoy great music with friends and family while helping Greene County Family Connection fulfill its mission in our community.

Family Connection brings together community partners to develop, implement, and evaluate plans that address the serious challenges facing Georgia's children and families. The partners work to research the needs of children and families in our community, and to address those needs together.

Targie Folds, Greene County's Family Connections director, hopes to raise needed funds for projects such as the Teen Maze and local Back to School Bash, as well as helping families in need throughout the year.



"Jarvis Wingfield and Friends is a local band that will get you dancing all night long. We would love to have you join us for a high energy night," says Folds.

The Greene County Family Connection and the Greensboro Main Street program are excited to partner for this event. Come out to Greensboro and celebrate the wonderful music of Motown.

Motown on Main promises to be a good time for all while making a difference in the community. Come spend a night full of singing and dancing, you don't want to miss this celebration!

Motown On Main: Saturday, February 19, 7:00 p.m. at the Oconee Brewing Company. Tickets are \$15 online and \$20 at the door.

This event is 21 years and older. For more information about Motown on Main contact the Greene County Family Connections (706) 453-1010. To purchase tickets, visit www.oconeebrewingco.biz

###

Save the Date- Southland Jubilee is coming to Greensboro

Mark your calendar to celebrate Downtown Greensboro's 22nd Annual Southland Jubilee

(Greensboro, Ga.—March 9, 2022) Downtown Greensboro is prepping for the 22nd Southland Jubilee on Saturday, April 16, 2022, from 10 a.m. to 4 p.m.

People from all over will gather the streets of Greensboro to participate in the fun, family-friendly event. There will be a variety of vendors throughout the streets of downtown Greensboro that will allow you to enjoy a little bit of everything. You can even have a blast from the past, as you walk down South Main Street to enjoy the Classic Car Show that is put on each year by the Classic Cruisers.



"Southland Jubilee is the "Everything Festival," said Kendrick Ward, Greensboro's Main Street Manager. "Our festival has something for every age and is fun for the whole family."

When at Southland Jubilee you can expect to make memories that will last a lifetime. There will be booths that will keep the kids happy along with an agricultural exhibit that will have animals for you and your child to play with. There will also be several arts and crafts tents that will have handcrafted items for you to enjoy and that will get your creative mind flowing. The downtown merchants will have several things happening for the event that day and there will be food and funnel cakes, which is always a favorite. After the festival head over to the Oconee Brewing Company for a fun night full of singing and dancing.

This event has developed the reputation across the region as a quality heritage arts and family festival that brings the community together. Southland Jubilee continues to grow each year and is unlike any of its kind. Along with the charm of downtown Greensboro, it provides visitors a day filled with fun activities.

For more information regarding the festival, please visit www.southlandjubilee.com

About Southland Jubilee

Southland Jubilee is a daylong heritage arts festival that takes place in the heart of historic downtown Greensboro. Southland Jubilee is produced by the Greensboro Main Street Program and the Greensboro Downtown Development Authority with support from the City of Greensboro. Since its beginning in 1998, this annual spring festival has been downtown Greensboro's main community event and has developed the reputation across the region as a quality heritage arts and family festival. The festival's goal is to attract people to the town with the hope that they will return to the community and future events.

Georgia Classic Cruisers Showcase at the 22nd Annual Southland Jubilee

(Greensboro, Ga. April 1, 2022) - Georgia Classic Cruisers (GCC) invites all car enthusiasts to come and enjoy a variety of hot rods, classics, antiques and trucks on April 16 at the twenty second annual Southland Jubilee.



The car show will be located on S. Main St. and is expected to draw over 150 specialty vehicles from Atlanta, Augusta, Macon, Athens and surrounding areas.

"Our Southland Jubilee car show attracts over 150 car enthusiasts from across the state and it is our biggest show of the year," said Barney Ross, chairman of the GCC club. "The show also gives our members an opportunity to share our interest with the lake area community, while also showcasing American history with cars ranging from the Model T to the muscle cars of today."

There will be an abundance of 60's and 70's muscle cars including Camaros, Corvettes, Chevelles, and GTOs. Ford Mustangs and Chrysler products including Barracudas, Belvederes and Road Runners can also be expected.

The cars are not only for the viewing enjoyment of Southland Jubilee visitors, but are also competing for 50 various car show awards determined by independent judges. These awards include top forty, best of show, best paint, best engine and many more.

Participants and spectators alike will enjoy music from the 50's 60's and 70's by Tommy Landrum throughout the car show area. Southland Jubilee kicks off the summer season for the GCC.

Georgia Classic Cruisers has a close relationship with Southland Jubilee, but also maintains an active philanthropic presence in the Greene County community.

Those interested in participating in the car show must pay a \$20 entrance fee. Registration is from 8 a.m. to 12 p.m. on Saturday April 16. For more information about the car show please contact the Georgia Classic Cruisers, Jubilee Chairman, Barney Ross 706-467-9122 or visit www.GeorgiaClassicCruisers.com.

For more information about Southland Jubilee, please visit www.SouthlandJubilee.com.

###



Southland Jubilee is coming to Greensboro this Saturday**Mark your calendar to celebrate Downtown Greensboro's 2ndnd Annual Southland Jubilee**

(Greensboro, Ga.—April 15, 2019) Take a stroll through the streets of Downtown Greensboro during Southland Jubilee this Saturday, April 16, 2022, from 10 a.m. to 4 p.m.

Since 1998, People from all over have gathered the streets of Greensboro to participate in the fun, family-friendly event. There will be a variety of new and returning vendors throughout the streets of downtown Greensboro, along with a blast from the past, as you walk down South Main Street to enjoy the Classic Car Show that is put on each year by the Georgia Classic Cruisers.

Southland Jubilee has developed the reputation across the region as a quality heritage arts festival and is unlike any of its kind. Along with exposing visitors to the charm of Greensboro and providing attendees with a full day of fun, Southland Jubilee is known for bringing the entire community together.

Festivalgoers can also enjoy live entertainment throughout the day at the Visit Lake Oconee, Reynolds Lake Oconee and The Ritz Carlton Reynolds Lake Oconee main stage. This years community stage will start with the presentation of the Colors from the Lake Country Civil Air at 10am, the Lake Oconee Academy Band of Titans at 11:00am, Saltamacchio Karate at 12:00pm, Southern Spice Dance Academy at 1:00pm, and rounding out the day is the Greensboro Primary School Children's Choir at 2:00pm and Greensboro Primary School Children's Dance group at 2:30pm.

One fun new thing will be Mark the Magic Man emceeing the main stage the entire day. In between acts, he will presenting some of his famous magic!

In addition to the handmade arts and crafts vendors, the younger attendees will enjoy a fun time in the Children's Area. This area will include a rock-climbing wall, spider-jump, bounce houses, trackless train rides and kids games.



The Greene County Ag Area, Sponsored by Farm Bureau and 4-H, will allow guests to interact with farm animals from 10 a.m. to 3 p.m., as well as learning how milk is made during The Mobile Dairy Unit demonstrations at 10:30 a.m., 11:30 a.m., 12:30 p.m. and 1:30 p.m.

Walking down South Main Street is a sight to all, whether you know a lot about classic cars or nothing at all, it is something that many people tend to enjoy. You can go up and talk to the people who own the cars, take tons of pictures and ask members from the local car club questions that you may have regarding classic cruisers. You can find all kinds of cars that have been remodeled from the 50s, 60s, and 70s including Camaros, Corvettes, Chevelles and GTOs.

"Southland Jubilee is the 'Everything Festival'," said Kendrick Ward, Southland Jubilee Chair.

"Our festival has something for every age and is fun for the whole family."

Whether it is the live performances, arts and crafts, classic cars, heritage demonstrations, children's activities, the agricultural exhibit or your favorite festival foods, attendees will find something that they can enjoy every year at the award-winning festival.

This festival is possible because of the generous support from the local businesses below:

Reynolds Lake Oconee, The Ritz-Carlton Reynolds Lake Oconee, Visit Lake Oconee, Juturna, Jordan Air, Higdon Electric, Easley Yard Care, St. Mary's Good Samaritan Hospital, Farmers Bank, Satisfactory Print and Design, Waste Management, Oconee Valley, BankSouth, Dock 103.9FM, Lake Country 94.7FM, C.W. Smith Insurance Agency, Rayle EMC.

For more information regarding the festival, please visit www.southlandjubilee.com. For more information about the Georgia Classic Cruisers car show, visit

<https://www.georgiaclassiccruisers.com/>

About Southland Jubilee

Southland Jubilee is a daylong heritage arts festival that takes place in the heart of historic downtown Greensboro. Southland Jubilee is produced by the Greensboro Main Street Program and the Greensboro Downtown Development Authority with support from the City of Greensboro. Since its beginning in 1998, this annual spring festival has been downtown Greensboro's main community event and has developed the reputation across the region as a



quality heritage arts and family festival. The festival's goal is to attract people to the town with the hope that they will return to the community and future events.

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Southland Jubilee Celebrates 22 years

(Greensboro, Ga. – April 18, 2022) The unmistakable smell of freshly fried funnel cakes wafting through the air can only mean one thing: it's festival season. In Greensboro, that means the Southland Jubilee is once again taking over the streets of downtown to celebrate the arrival of spring. Last Saturday's Jubilee started out a bit on the nippy and rainy but by 10 am but the mercury steadily rose until it reached the low 70s by the early afternoon when things were in full swing and the crowds were at their peak.

The diverse crowd of young and old wandered up and down Main Street to take in the classic car show, watch Mark the Magic Man do tricks and slight of hand, watch agricultural demonstrations, browse and buy arts and crafts from local and regional artisans, and, of course, eat funnel cakes and snow cones and freshly churned ice cream along with a plethora of other foodstuffs from the many vendors on hand.

Always a favorite, the children's area in the parking lot behind the courthouse drew throngs of the younger set to the bounce house, spider jump, pick up ducks and a trackless train, among other amusements.

As always, the festival was free to attend. It ended at 4 pm but that evening there was a new musical coda to the festivities courtesy of Oconee Brewing Company who brought Purple Madness, A Prince Tribute Band in to perform on their stage. This was a separately ticketed event from the Jubilee but drew hundreds of festival goers over to the brewery from Main Street. It was an apropos ending to another blue-sky-day in a small farming town by the railroad tracks and a festival that seemed to have a little bit of everything.



This festival is possible because of the generous financial support from the local businesses listed below:

Juturna Water, Jordan Air, Heat and Plumbing, Reynolds Lake Oconee, The Ritz-Carlton Reynolds Lake Oconee, Visit Lake Oconee, Higdon Electric, Affinity Outdoor Living, St. Mary's Good Samaritan Hospital, The Farmers Bank, Satisfactory Print and Design, BankSouth, Dock 103.9FM, Lake Country 94.7FM, Firefly Trail, INC., Oconee Valley Healthcare, Waste Management, C.W. Smith Insurance Agency, Rayle EMC

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About Southland Jubilee

Southland Jubilee is the Everything Festival. A day-long heritage arts festival that takes place in the heart of historic downtown Greensboro. Southland Jubilee is produced by the Greensboro Main Street Program and the Greensboro Downtown Development Authority with support from the City of Greensboro. Since its beginning in 1998, this annual spring festival has been downtown Greensboro's main community event and has developed the reputation across the region as a quality heritage arts and family festival. The festival's goal is to attract people to the town with the hope that they will return to the community and future events.

Greensboro's Summer Concert Announces Bands

Two great bands to play at Pickin' on the Greene

(Greensboro, Ga.—June 16, 2022) Gather your friends and family, Greensboro is prepping for the 10th Annual Pickin' on the Greene. It will be on Friday, June 17, from 7 p.m. to 10 p.m.

Downtown Greensboro celebrates the summer season with the 10th Annual Pickin' on the Greene music event. The Greensboro Main Street Program in partnership with the Greensboro Business Association presents Pickin' on the Greene as the summer's main event. This family-friendly event will feature live entertainment, food, Kona ice and of course, shopping and dining in Lake Oconee's Hometown.



"Pickin' on the Greene is downtown's premiere summer concert," explains Kendrick Ward, Main Street manager. "We hear from visitors all the time that Greensboro is such a charming and welcoming place, which is why we share our town with others by inviting them to join us in a fun evening of music with our friends and neighbors."

Two great bands will play for Greensboro favorite Summer Concert.

Starting the night will be Wim Tapley and The Cannons. Tapley and his band members; Nick Crosby on bass, Daniel Miller on drums, Olin Cordell on tenor sax and Craig Rodger on alto sax, are prepared to put on a great show in Greensboro. Opening for After School Special, that one hour will have the crowd on their feet.

Based in Athens, Georgia, Wim Tapley came of age playing scrappy venues in Washington D.C. and its sprawling suburbs. Taking slots on Wednesday nights and Sunday mornings, young Wim paid his dues and honed his voice with the patience and passion of a born troubadour. Firmly rooted in Americana and blessed with a devastating knack for dreamy pop hooks, Wim Tapley is the East Coast's resident and rising space cowboy. Pull in the glamorous sensibilities of your favorite pop princes, the swinging depths of neo-soul, and a higher-than-average affinity for horns, and you get a sense of this lone ranger's unique sound.

Wim's encompassing vision puts him in the middle of everything— and we mean everything— he creates. Though a frontman at heart, Wim is a talented multi-instrumentalist and on his most recent release *The Woodlands* he played, recorded, and co-produced (with Lazzo) every element himself.

After School Special will take the stage near 8:30 for Pickin' on the Greene. This Atlanta-based band will be serving up the best jams from the 90s! Playing 90's hits from Weezer, Maroon 5, Fall Out Boy, No Doubt and other great 90s bands.

After School Special has played around the Atlanta area for years, included their most recent concert at Zoo Atlanta.

When at Pickin' on the Greene, you can expect to make memories that will last a lifetime. All are welcome and encouraged to bring a lawn chair and enjoy this free event. There will be food and beverages for purchase as well as home churned ice cream provided by Front Porch



Churn. Downtown shops and restaurants stay open into the evening offering the very best in Lake Country shopping and dining.

For more information regarding the event, please visit www.downtowngreensboroga.com.

About Pickin' on the Greene

Pickin' on the Greene is a summer music event that takes place in the heart of historic downtown Greensboro. Pickin' on the Greene is produced by the Greensboro Main Street Program and the Greensboro Downtown Development Authority with support from the City of Greensboro. Since it's beginning in 2012, this annual summer event has been downtown Greensboro's main summer community event, attracting musical artists and visitors from across the state. The event's goal is to attract people to the town with the hope that they will return to the community and future events.

###

Rock N Roll Cruise In coming to Downtown on Saturday, September 17th

Downtown Greensboro features John Dunn & The Jazzman Band

(Greensboro, Ga. --- August 18, 2022) Downtown Greensboro will welcome back the Rock n' Roll Cruise-In on Saturday, September 17th from 4-8 pm on the Court House lawn as classic cars line both sides of North Main Street and visitors enjoy the sounds of the ever popular John Dunn & The Jazzman Band. The event is free for all attendees!

The Annual Rock n' Roll Cruise-In event is hosted by Greensboro based *Georgia Classic Cruisers Car Club*, and the *Greensboro Main Street Program*. The event will feature antique, classic, vintage, street rods and special interest cars. In addition, the event boasts live music, dancing, shopping, and food concessions to enhance the street-side Cruise-In.

John Dunn & The Jazzman Band, a local favorite, is an energetic, experienced group of musicians whose charisma and enthusiasm packs the dance floor! Band members Antwan lefthand Lewis on keyboard, Alvin Duce Batiste on drums, Ric Hodges on guitar, Ron Bell on bass,



Antonio Bennet on tenor sax, John Dunn on trumpet, and Melanie Lowe's vocals will keep their audience groovin' to the beat! So, dust off your dancing shoes, practice your moves, and plan to dance the night away under the stars in downtown Greensboro!

Approximately 100 specialty cars will grace the streets of Greensboro, from stock antiques to highly modified Hot Rods. There will be an abundance of 60's-70's "muscle cars" to include GTOs, Corvettes, Chevilles, and Camaros, plus Ford Mustangs and Chrysler products including Barracudas, Belvederes and Road Runners. Also on display will be several '55 – '59 Chevrolets. There will be something for every car enthusiast to enjoy.

For car participants, a registration fee of \$20.00 includes door prizes and dash plaques, plus the opportunity to win one of 25 awards graciously sponsored by the Jimmy Britt Chevrolet, Buick, GMC dealership of Greensboro. Vehicle registration starts at 3:00 p.m., and awards will be distributed at 7:30 p.m. that evening.

Join in the fun as historic downtown Greensboro takes a step back into the past as memories and stories are swapped by attendees who "remember when..." Bring your lawn chairs and sit with family and friends as you enjoy a good ole' southern family outing.

Many downtown businesses and restaurants will remain open for your shopping and dining pleasure.

See you Saturday, September 17th, from 4-8 p.m. on the Courthouse lawn in downtown Greensboro. The Rock n' Roll Cruise-In is a part of the 2022 Greensboro Event Series that features unique downtown events throughout the year. For more information visit www.georgiaclassiccruisers.com

###



Greene Family dedicates tree for the late John Moses Greene

Oak Tree Dedication for Deacon John Moses (Bobby) Greene

(Greensboro, Ga. --- July 26, 2022) Greene family dedicate a tree in honor of the late John Moses Greene, owner of Greene Logging.

John Moses Greene was born to the late Johnny and Eutha Greene on July 23, 1937, in Greensboro, Georgia and departed this life on July 16, 2021.

He served in the United States Army Reserves from June 1953 until August 1957 and separated at the rank of Corporal.

He was a Deacon in the Moore's Chapel Baptist Church in Greensboro, Georgia for many decades under various leaders. Further, he was a school bus operator in Greene County for over 26 years. He didn't play and the kids (including his own) knew he meant business! Any disorderly conduct may or sometimes did result in turning the bus around and going back to the School to report the issue.

He started Greene Logging in 1958 and steered it ethically, faithfully, and diligently for over 63 years, with whom both brothers (Buck and Meme) and sons were a part of the enterprise. He conducted logging business in Greene and surrounding counties in Georgia. He knew the business from start to finish, could name any tree, believed you should be able to compute figures in your head, and operated on the premise that if you treated people fairly, then you couldn't go wrong and right would follow you.

He was married to Gennie B. Greene on August 5, 1958, with whom five children were born: Johnny Lisa, Gail, Steve, and Mark. Three daughters were added to the family: Derome, Louise, and Vivien.

He loved to work, "coon" hunt (raccoon) was his first love, repair his own equipment when possible, and share his night dreams which he would then connect to current events (he believed all dreams had meaning), tease, joke, and imitate people for laughs, among other things. One of his favorite songs was "*What a Time.*"



We are pleased that this loving and remarkable effort, led by his oldest Grand-daughter, Titinya T. Greene-Ingram (whom he referred to as “Cuttt’in Fuzz”), with allegiance and support from other grandchildren (Jermel Wynn, Rashad Coleman, and Johnny Greene, Jr., and who serve on the Board), demonstrates their commitment to honoring their Grandfather. The Oak Tree was chosen because it symbolizes honor, nobility, and wisdom. It also provides food, shelter, and shade for all kinds of wildlife, even that which he loved to hunt. Like the Oak Tree, he had many attributes, including a multitude of patterns that traveled up, down, and around the tree, revealing both smooth and rough spots, and all which come with living.

We hope you will love visiting his tree and enjoying its shade, in all of its glory and imperfections.

Lastly, a Foundation was established in his honor to support and improve the lives of those who need assistance. For more information and/or to donate, please visit:

<https://jmgmemfoundation.wixsite.com/jmgfoundation>.

###

Cruise In to Greensboro this Weekend!

Classic Cars fill the streets of downtown from 4-8 pm on this Saturday September 17

(Greensboro, Ga. --- September 8, 2022) Downtown Greensboro will welcome back the Rock n' Roll Cruise-In on Saturday, September 17 from 4-8 pm on the Court House lawn as classic cars line both sides of North Main Street and visitors enjoy the sounds of the popular *John Dunn and the Jazzmen*. The event is free for all attendees!

The Annual Rock n' Roll Cruise-In event is hosted by Greensboro based *Georgia Classic Cruisers Car Club*, and the *Greensboro Main Street Program*. The event will feature antique, classic, vintage, street rods and special interest cars. In addition, the event boasts live music, dancing, shopping, restaurant specials, and food concessions to enhance the street-side Cruise-In.



For car participants, a registration fee of \$20.00 includes door prizes and dash plaques, plus the opportunity to win one of 25 awards graciously sponsored by the Jimmy Britt Chevrolet, Buick, GMC dealership of Greensboro.

Approximately 100 specialty cars will grace the streets of Greensboro, including everything from stock antiques to highly modified Hot Rods. There will be an abundance of 60's-70's "muscle cars" to include GTO's, Corvette's, Chevelle's, and Camaro's, plus Ford Mustang's and Chrysler products including Barracuda's, Belvedere's and Road Runners. There will be something for every car enthusiast to enjoy.

Dust off your dancing shoes and prepare to dance the night away in historic Downtown Greensboro, listing to the sounds of the *John Dunn and the Jazzmen*. The band delights listeners and dancers by performing an extensive collection of Motown hits, golden oldies, R&B, and much more.

Join in the fun as historic downtown Greensboro takes a step back into the past as memories and stories are swapped by attendees who "remember when..." Bring your lawn chairs and quilts, or pull up a bale of straw with family and friends as you enjoy a good ole' southern family outing.

Come hungry. The Greene County Pilot Club will have yummy sandwiches, chips and baked goods. Plan to order your pecans from them or buy one of their new Christmas ornaments. All process that benefit the scholarship program.

If you want to take a break from the day, enjoy dinner at one of our signature walkable restaurants in Downtown. The Yesterday Café will be open for the evening along with The Burch, Los Torres, and Family Ties BBQ.

Many downtown businesses and restaurants will remain open for your shopping and dining pleasure. Search for the perfect gift, find an antique treasure, or discover the work of a local artist!



See you Saturday, September 17th, from 4-8 p.m. on the Courthouse lawn in downtown Greensboro.

For questions regarding the Georgia Classic Cruisers, please visit GeorgiaClassicCruisers.com or [Facebook.com/DowntownGreensboroGA](https://www.facebook.com/DowntownGreensboroGA)

###

Downtown Greensboro Prepares for the Holiday Season

The search is on for the perfect Community Tree

(Greensboro, Ga. – September 26, 2022) The leaves are changing color and there is a chill in the air, which means that the holidays are close at hand! Downtown Greensboro will kick off its holiday season with the Lighting of the Tree from 6-8pm on December 2 on the Court House lawn.

The search is on for the perfect tree to help Downtown Greensboro celebrate the holidays. City leaders and downtown business owners are looking for a tree that will serve as the town tree this holiday season.

Greensboro's tree is typically a fresh cut evergreen. Past trees have ranged from 20 to 30 feet in height. The selected tree will stand on the Court House Lawn in historic Greensboro throughout the holiday season. Organizers hope to have the tree in place by mid November.

To suggest or offer a tree, please contact the Greensboro Main Street Office at (706) 453-7674 or email kward@greensboroga.gov.

"In years past, Greensboro's tree has been donated by someone in the community," states Greensboro Main Street Manager Kendrick Ward. " Last year's tree was donated anonymous, But this year, it could be your tree that helps to create a festive mood during the Christmas shopping season."



The Community is invited to see the Tree Lighting on Friday, December 2. An evening of music, food, holiday fun, and of course a visit from Santa will take place from 6-8 pm in historic downtown Greensboro. The downtown merchants will stay open for business into the evening hours with special sales and merchandise just for the holiday season. Many will even offer treats like hot chocolate and cider for shoppers.

The downtown merchants are ready to help you get all of our holiday shopping done – without the hectic traffic and crowds of your typical shopping plaza. Come discover that shopping is meant to be enjoyable as small town service and a friendly face greet you at the shops of downtown Greensboro.

Local groups and organizations are invited to participate in the Tree Lighting program. Choirs and groups are needed to provide special music throughout the evening and local non-profits and craft vendors are invited to get involved by providing special holiday goodies. For more information about participating in the Downtown Tree Lighting, contact Kendrick Ward at the Greensboro Main Street Office (706) 453-7674 or email at kward@greensboroga.gov.

Make Greensboro your shopping destination this holiday season and discover that holiday shopping can be fun after all!

For more information about the holidays in Greensboro, contact the Greensboro Main Street Office at (706) 453-7674 or visit www.downtowngreensboroga.com.

###

Downtown Trick or Treat Thursday, October 27

Greensboro Prepares for a Fun Time

(Greensboro, Ga. – October 17, 2022) Kids and their families who are searching for a fun place to take part in the tradition of Trick or Treat can look to downtown Greensboro for a hauntingly good time!



Downtown Trick or Treat will take place from 5-7:00 pm on Thursday, October 27 in historic downtown Greensboro with lots of new activities. Treater can start at the Trick or Treat check in tent at 201 South Main Street(Old BB&T building) and Trunk or Treat around the Greensboro Police Department and Greene County Sheriffs office event. The Greensboro Police, Greene County Sheriffs deputies and other community groups will have trunks, games, food, candy and much more.

After you have visited the Law Enforcement Trunk or Treat, walk down South Street to Greensboro First United Methodist Church for their annual Trunk or Treat. Families will see community cars decorated to the fullest with characters and games.

Many of Greensboro's downtown merchants are ready to open their doors to children for the evening to help provide our community with a safe place to take part in the tradition of trick or treating. Downtown store fronts and windows are decorated for the season and the merchants are ready for a scare as more than five hundred costumed Treat or Treaters are expected in downtown during the event.

Downtown Trick or Treat provides an opportunity for the downtown community to thank all of Greensboro for their patronage throughout the year. For more information about Downtown Trick or Treat visit facebook.com/downtowngreensboroga.

###

Downtown Trick-or-Treat Success!

Downtown Greensboro promotes fun and safe Halloween

(Greensboro, Ga.—October 28 2022) There were no tricks, just treats as hundreds of little Witches, Buzz Lightyears, Little Bo Peeps, princesses and many more characters roamed the streets of Greensboro while collecting candy and goodies in the pumpkin bags provided by the Main Street Office.

Kids of different ages starting their trick or treating at the Law Enforcement Trunk or Treat on South Main Street. Mayor Williams handed out goodies and candy, Greensboro Police Department, Greene County Sherriff Office, EMS, Greene County Fire department handed out



treats and safety coloring book. In addition to the law enforcement vehicles, eight community groups lined the parking lot and handed out goodies to excited children.

Many of the downtown merchants handed out candy to children on October 27 from 5-7pm as well. Children walked South and North Main and visited Greensboro merchants smiling and saying "Trick or Treat".

Each year Downtown Greensboro works hard to help provide our community with a safe place to take part in the tradition of trick-or-treating. Downtown store fronts and windows are decorated for the season and the merchants were ready for a scare.

Downtown Trick-or-Treat allowed kids and their families who are searching for a Spooktacular evening to be safe and have fun at the same time. Thank you to everyone that made this a fun, and thank you to our merchants: City of Greensboro, The Yesterday Café, The Pink Stitch, Maggie Lane, C.W.Smith Insurance, Genuine Georgia, Greensboro Antique Mall, Lake & Local, Dee's Floral and Botanical and First Baptist Church of Greensboro.

Also, thank you to our trunk or treat group: Greene County DEFACs, Greene Co. Highschool Cheerleaders, Calvary Baptist Church, Greensboro Family Dental, Greene County 4-H, Greene County Highschool DECA , BETA club and Flag Football team, Top Notch Gaming Truck, and Jaycee Shaved Ice.

Biggest Thanks to the Greensboro Police Department for cooking hamburgers and hotdogs, planning a fun cake walk and organizing all of the law enforcement agencies and community groups.

The next event happening in Downtown Greensboro is the annual Downtown Tree Lighting that will be on December 2, 2022 from 6-8 p.m. Get into the holiday spirit as the town lights the tree and Santa comes for a visit. There will be food, vendors, performances and more. This will be an event that you don't want to miss. For more information visit:

www.DowntownGreensboroGA.com.

###



Help us light the Big Tree THIS Friday!***Downtown Greensboro presents annual Lighting of the Tree event!***

(Greensboro, Ga. --- November 21, 2022) Start off your holiday season by making memories in Downtown Greensboro at the annual Lighting of the Tree event on December 2, from 6-8 p.m. Gather on the Courthouse Lawn for performances from local organizations and to help Mayor Williams light the big town tree.

Bring the entire family for an evening of music from local organizations, food from local restaurants, holiday fun, shopping, and of course, a visit with Santa in Downtown Greensboro. Santa will be set up in his workshop to visit with everyone. Parents get your cameras ready! Santa will be available on North Main Street ready to snap that perfect holiday picture throughout the evening.

Come for dinner at the event! Find a warm, cozy booth at the Yesterday Café, grab a to go burger from The Burch Food Truck or visit the Christmas Café under the big tent with the delicious street tacos and tamales on North Main Street. Also, stay warm with a cup of hot apple cider prepared by the Knights of Columbus.

Fun crafts, and cookie decorations are few of the many things happening for the kids during the Lighting of the Tree event. Enjoy a marshmallow roast and local vendors that will fill the street. Items for sale this year include gingerbread houses, dish towels, pecans, Greene County Courthouse Ornaments, jewelry and of course baked goodies!

Beginning at 6 p.m., Lake Oconee Academy Band of Titans will play your favorite Christmas tunes followed by Southern Spice Dance academy that will delight the audience with their many talents. And playing all of your favorite sing along Christmas hits, the sisters trio, EverGreene will sing the night away in the Streets of Downtown. Be sure that you are near the main stage around 7 p.m. for the lighting of the big tree!

Shopping takes center stage this holiday season, as Greensboro's friendly merchants are ready to help you find gifts for everyone on your list this season – without the hectic traffic and crowds of the typical shopping mall. Make Greensboro your shopping destination this holiday season.



Make this weekend a full weekend in downtown Greensboro. Come back downtown Saturday, December 3 for more fun and holiday shopping as the Greensboro Business Association will host a holiday open house with goodies and Santa.

For more information about holiday events in downtown Greensboro, contact the Greensboro Main Street Program at (706) 453-7674 or visit www.downtowngreensboroga.com

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Plans Underway for Next Phase of Streetscape Improvements City Receives GDOT Funding for Sidewalks

(December 15, 2022 – Greensboro, GA) The City of Greensboro is working to bring Streetscape Improvements along a state route through downtown. This next phase of Streetscape improvements is funded in part by a Georgia Department of Transportation Alternatives (TAP) grant and will provide for design work and preliminary engineering.

The proposed project will design future improvements mostly located along Broad Street in downtown.

“Greensboro’s sidewalks are really one of the hallmarks of our downtown,” explains community development director, Cail Hammons. “The hexagonal pavers and light fixtures are historically appropriate for our community, and we are thrilled to be able extend our Streetscape along the state route.”

Initial work on the project will include survey crews who will be taking measurements, photos and possibly soil samples within the project area. These crews are scheduled to be on-site for the next few weeks. The information collected will be used as designers begin drafting the plans.

“At this time, funding is only available for the pre-construction activities,” explains Hammons. “Our hope is that once this phase of the project is completed, the city will be able to leverage additional grant funding for construction.”



Greensboro began its streetscape improvement efforts in the late 1990s. The most recent improvements was a grant-funded project to improve pedestrian facilities and lighting along Greene Street in downtown Greensboro.

For questions about the project, please contact Greensboro's Community Development Director at (706) 453-7674 or email chammons@greensboroga.gov.

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