

# Downtown and Community Development

Mid-Year Report

January – December 2023



## Economic Restructuring

### Explore Georgia Tourism Data

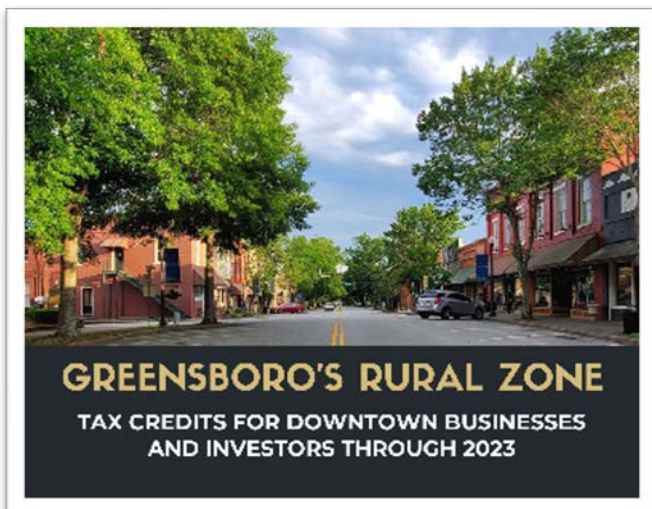
Explore Georgia releases tourism data for visitor spending in the Georgia Counties. For the State, \$73 Billion in total business sales was to tourism generated. Explore Georgia tracks each counties visitor spending. In Greene County, \$45 Million was spent in lodging, this includes the Greensboro hotels as well as County hotels and Air B&B numbers, \$34million in food and beverage sales and \$15 million in Retail sales for Greene County. Explore Georgia shows how much per household was saved in taxes through these visitors dollars spent in the community. For Greene County, each household was saved \$2,468 in taxes. These number are important to Greensboro Development because it shows



people come to the community and spend money. Also, the 40% of the hotel/motel funds that are generated from the Greensboro hotels; Tru, Comfort Inn, etc, all for Downtown Greensboro to advertise and promote the town. We place ads, do boosted Facebook posts, radio ads, etc. We purchase SWAG to give to tourist and hand out to local visitor centers to keep Greensboro top of mind and at the end of 2023, we produced some commercials to put on TVs across the state and on our social channels.

### Business Public/Private Investment

Within the Downtown Development District area, the Main Street office tracks Public/Private investment. This number comes from Expenses, Real Estate Sales, Rehab investments, Public investments, Infill investments and housing investments. From January 2023 till November 2023, over \$657,950 was invested into the downtown area.



### Rural Zone Final Push

Efforts have been made to publicize Greensboro's Rural Zone which expires at the end of 2023. A postcard mailing was sent to all property owners within the zone and a series of post promoting the tax credits available through the Rural Zone ran throughout the year. Greensboro's Rural Zone is not renewable and will end on December 31, 2023.

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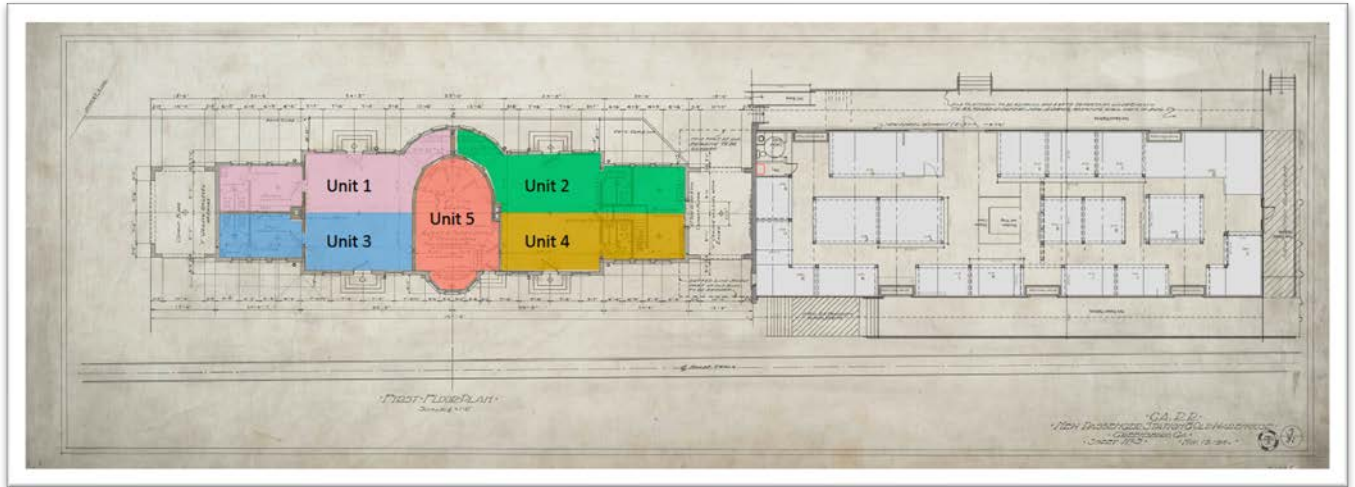
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## Georgia Cities Foundation Low Interest Loan

The Greensboro Downtown Development Authority is working to facilitate a low interest loan application for the future redevelopment of the historic Greensboro Depot. The DDA will support the application for funding through the Georgia Cities Foundation loan program.



## Community Home Improvement Grant (CHIP)

Two home rehabilitations were completed through Greensboro’s CHIP program. Additional grant funds are remaining and will allow for two more housing rehabs. Greensboro is working to bring two additional qualified homeowners into the program. Invitations to attend an application meeting have been made, but those meetings have not yet taken place due to scheduling conflicts.



## The Cottages at Baynes Creek Senior Housing Opening

The Baynes Creek Senior Housing development opened in September and now provides affordable housing options for individuals who are 55 and older. The development’s 50 one- and two-bedroom apartment style units offering porches, easy accessibility and affordable rents are fully leased. The Cottages at Baynes Creek also offers a community building, walking path, and garden space. Future plans include space for on-site health services for residents. City leadership toured the Cottages at Baynes Creek in August just prior to opening.

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## Design



### Local History Audio Tours

Greensboro’s audio tours continue to be well received by locals and visitors alike! Three new audio stations were installed at Episcopal Church of the Redeemer, First Baptist Church and the Greene County Courthouse. These stations were funded in part by a grant from the Georgia Historic Preservation Division. Marketing material sharing information about the tour box locations was produced and is distributed by local businesses.

### Robinson Park

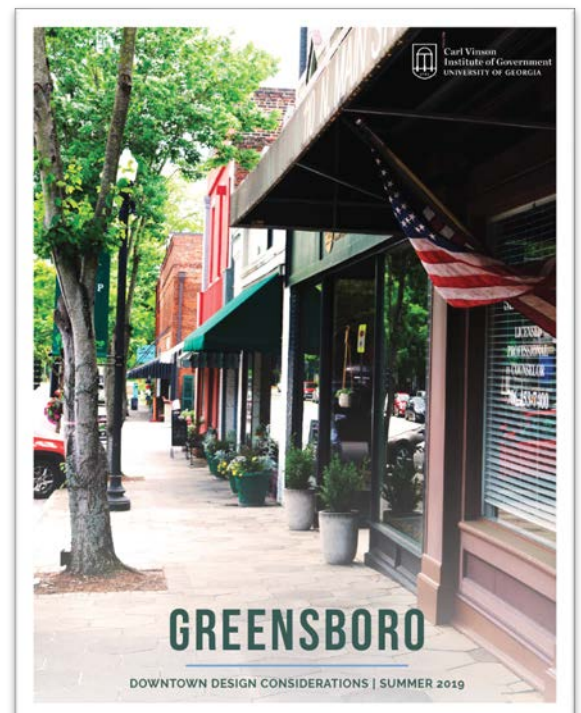
Improvements to Robinson Park will be funded through the state of Georgia’s Improving Neighborhood Outcomes in Disproportionately Impacted Communities (INODIC) grant program. Bids were received for resurfacing of the walking path and parking lot at the park. The city is waiting on final budget approval from the state. We hope to be able to begin the project in the first quarter of 2024.

### Renaissance Plan

The downtown Greensboro Renaissance Plan was distributed to interested citizens and elected officials. The plan was produced by the Carl Vinson Institute for Government at the University of Georgia and offers a vision for redevelopment of key properties within the downtown area.

### Safe Streets for All

The city was selected in October to receive a Safe Streets for All (SS4A) grant from the United States Department of Transportation. Greensboro’s grant will fund a comprehensive transportation safety plan for the city. The city will receive \$160,000 to fund the safety planning effort with a local match of \$40,000. Projects identified by the Safety Plan can be submitted for implementation funding under future SS4A grant awards. The SS4A grant program is one of the funding opportunities made available through the Bipartisan Infrastructure Law (BIL).



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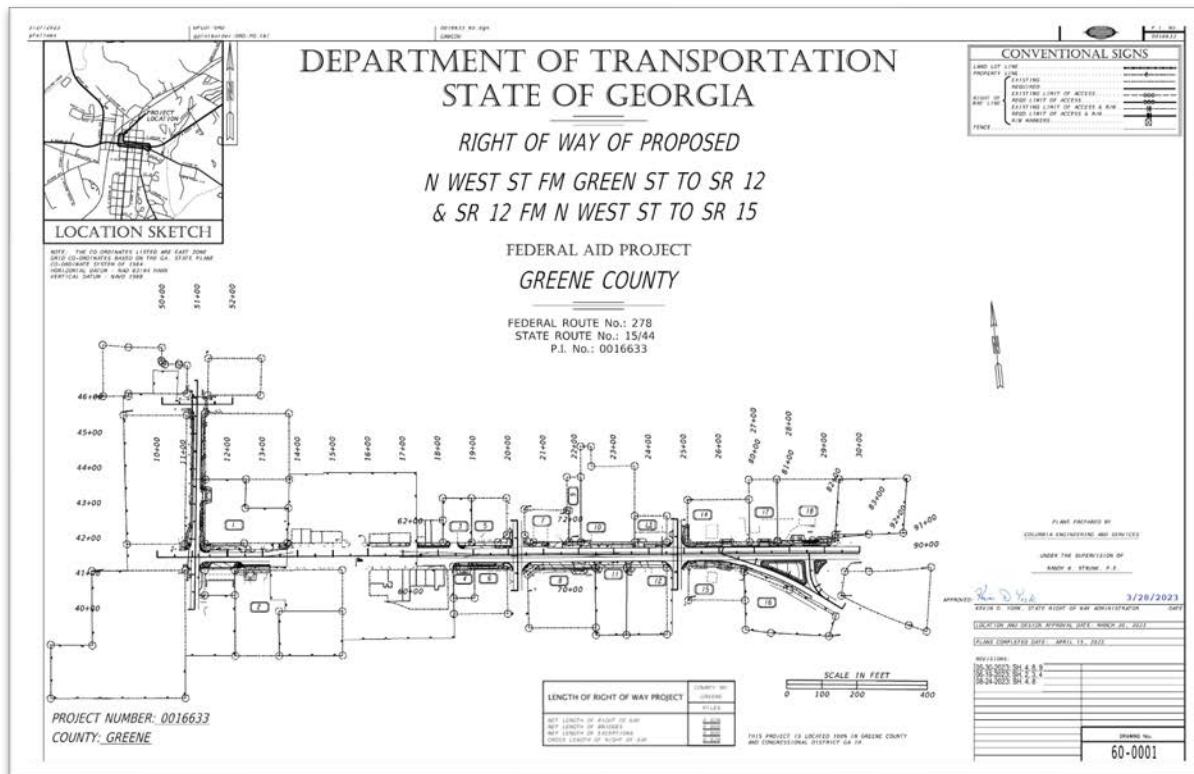
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### Streetscape Improvements

The City of Greensboro is funding Streetscape improvements through the Georgia Department of Transportation's Transportation Alternatives Program (TAP). Proposed improvements will take place on East and West Broad Streets and on a small section of West Street. The project is currently in the Right of Way (ROW) phase and ROW negotiations are underway.



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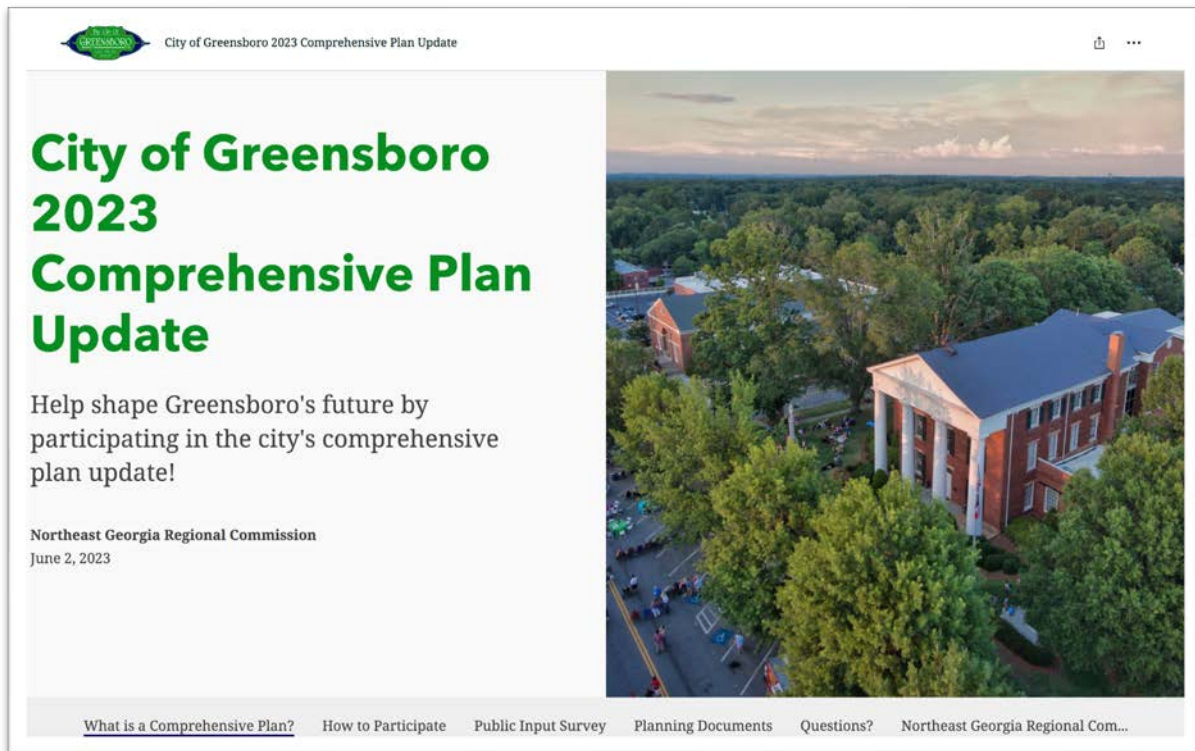
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## Organization

### City of Greensboro 2023 Comprehensive Plan

The City of Greensboro is partnering with the Northeast Georgia Regional Commission to complete the 2023 Comprehensive Plan. A public hearing to kick off the planning process was held on May 15, 2023. A public survey and student survey were conducted to gather citizen input, and a website outlining the Comprehensive Planning process was made available to the public. Three Steering Committee input sessions were conducted to help shape key elements of the plan. The draft plan is currently being reviewed by the Steering Committee and a final public hearing is scheduled for January 16, 2024. After the hearing, the draft plan will be transmitted to the Georgia Department of Community Affairs for final review and approval. Once the plan is approved by the state, it will be presented for formal adoption by the Greensboro City Council.



### Courthouse Resolutions

Both the Greensboro Downtown Development Authority and Historic Preservation Commission actively examined the impact of the Greene County Courthouse functions in downtown and found this to be of critical importance to the continued health of the downtown area. In response to discussions about a potential relocation of court function outside of downtown, the DDA and HPC both passed resolutions in support of maintaining a downtown location for court function. These resolutions were published in the *Greensboro Herald Journal*.

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### Main Street Program Assessment

- Greensboro's 2022 Program Assessment was completed and approved by the Georgia Office of Downtown Development (ODD).
- Greensboro is a certified National Trust Main Street City for the year 2023.
- Greensboro is a Georgia Exceptional Main Street (GEMS) city for 2023.
  - Georgia's Exceptional Main Street communities, better known as GEMS, represent the state's most vibrant downtown districts. These designated cities have demonstrated exceptional positive impact in their communities as measured by the state's Monthly Reporting and the Annual Assessment Process. GEMS-level communities are entitled to special one on one technical services offered through the Office of Downtown Development and discounted training opportunities. Greensboro is recognized as one of 19 GEMS communities in Georgia and is the smallest city in terms of population to achieve this prestigious designation.

### Staff and Volunteer Training

- Kendrick Ward serves on the Georgia Downtown Association Board (GDA) and is a member of the Education committee and Legislations committee
- Kendrick Ward serves on the Georgia Municipal Association's Legislative Policy Committee during the Legislative Session
- Kendrick Ward attended the Train the Trainer- education classes build out of the Certified Downtown Professional in January
- Kendrick Ward attended the GDA board retreat in Canton in January
- Kendrick Ward hosted a Greene County High School Student to Job Shadow in February
- Kendrick Ward attended GMA day at the Capitol on Crossover day.
- Kendrick Ward completed the first course of the Certified Downtown Professional training
- Kendrick Ward and Brittany Burden attended the Office of Downtown Development Switch to Six training in June
- Kendrick Ward attended the GMA Conference in Savannah and assisted with the GDA tradeshow booth and attended the Legislative Policy meeting
- Kendrick Ward attended the GDA conference in Canton August 20-24.
- Cail Hammons attended the Georgia Municipal Association's "Grants 101 for Georgia's Local Government Officials" webinar series throughout the year.
- Cail Hammons attended the Georgia's New Rural Workshop Housing Initiative training.
- Cail Hammons attended the Georgia Certified Local Government Historic Resources training.
- Cail Hammons attended the Georgia State Procurement Registry website training.
- Brittany Burden completed Main Street 101
- Brittany Burden attended Mobilize Main Street October 3-5
- Historic Preservation Commission members, Kathryn Harris, Anna O'Neal, and Noreene Parker attended the Statewide Historic Preservation Conference in Augusta, September 13-15.
- Downtown Development Authority member Terri Thornton attended Downtown Development Authority Basic Training November 8-9.

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## Promotion- Events

### Southland Jubilee - April 15

The 22<sup>nd</sup> annual Southland Jubilee took place on April 15 in Downtown Greensboro. Due to the morning rain, it was a slow start to the day. Five vendors “no showed” but there were still a lot of Arts and Crafts and food vendors on North Main Street, Greene Street and Court Street. The day was beautiful, and we had record breaking cars show up to display. Over 100 cars lined South Main Street from Main and Broad Street to Elm Street. 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! The Mobile Dairy Unit, offering demonstrations throughout the day. Thank you to our business community for your continued support of Southland Jubilee.



### BRAG- Bike Ride Across Georgia - June 9<sup>th</sup>

This year, BRAG choose Greensboro as a stop on their 10 day trek across Georgia. Nearly 1000 riders came through Greensboro Friday Morning, June 9<sup>th</sup> from 7am-1pm. The Main Street office provided a space for riders to stop, grab snacks, restrooms, grab swag, listen to music from DOCK 103.9 and see magic from Mark the Magic Man. Riders could also see the Wyatt Jail and take a break. It was a huge honor for Greensboro to be chosen as a stop.



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## Moonlight on Main

June 16<sup>th</sup>

The Main Street Office produced Moonlight on Main, Greensboro’s Summer Concert on June 16. This was a revamp of the annual summer concert to include fireworks to celebrate Juneteenth. Large crowd attended to hear John Dunn and the Jazzmen and see the Juneteenth Fireworks. Vendors for the evening were Front Porch Churn, This and That Breakfast and More, and Tacos and Tamales. The Summer Concert attracted around 1200 people to downtown Greensboro, including locals and visitors from around the state.



## Rock ‘n Roll Cruise In

September 16<sup>th</sup>

The Rock and Roll Cruise In brought in 88 registered cars to the event. Local favorites, John Dunn and the Jazzmen performed live on the Festival Hall plaza. The event was a perfect night till a bad rain came to town and canceled the event early. Twenty-five awards were handed out and the event wrapped by 7pm.





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## Trick or Treat at Greene County High School

October 26

The Main Street office, Greensboro Police Department and The Greene County High School partnered together to provide a safe place for kids to trick or treat. The Greene County High School, along with community groups and school groups, set up tables along Tiger Field and handed out candy and treats. Some tables provided games, and City of Greensboro Police Department handed out hamburgers and hotdogs. Over 40 vendors attended the event and nearly 500 kids trick or treated. The Main Street office assisted in this event by providing candy, getting all the hamburgers, hotdogs, buns, chips, waters, and juice to the police department, and set up a table for the Greensboro City Council to hand out trick or treat bags and coloring books.



## Lighting of the Tree

December 1

The Lighting of the Tree looks a little different for 2023. New this year was the location of the Tree and Main Stage. A new 14 foot tree was purchased and located on the Festival Hall plaza. The Main Stage was at the corner of Main and Greene Street. The threat of rain didn't stop the community and vendors from attending the event. Food vendors included Davi's Snacks Mini Pancakes, 4-H Soups, Tacos and Tamales, and Hawaiian Lumpia. Lots of great vendors attended the event as well. Vendors included, Mad Cap Jerky, Delicious Baked Goods, Marshmallow Roasting, Designs by Emma, DOCK 103.9, and Knight of Columbus. 4-H also assisted in an ornament craft with the kids, and Santa handed out light up wands to the kids. Performers this year included Southern Spice Dance Academy, The Union Point Dancers, The Arts Barn and The 3 Sisters Band.

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## Marketing Efforts

### Downtown Filming

October 19<sup>th</sup>, November 1, 2, and 14<sup>th</sup>

The Main Street office filmed Downtown Greensboro for a total of four days. October 19, a film crew filmed Festival Hall's Jazz Legacy Show. This footage will be used for the 2024 Jazz Legacy Series. November 1<sup>st</sup> & 2<sup>nd</sup>, Greensboro's film crew filmed a new video spot with a new tag line "Greensboro's Got It!". Filming took place inside of stores in town with a crew of seven and a professional actress. The goal is to create great videos to attract people to Greensboro to "make cash registers ring" and even draw potential developers to town. November 14, a partial crew returned to film some holiday spots to be able to push out on social channels as targeted ads to assist the merchants with marketing this holiday season.



### Fall Banners:

New fall banners for Greensboro's light standards hung downtown during the autumn months. A fresh pop of color helped downtown look its best for the busy fall shopping season and increased traffic. The fall banners were in place just before the Rock 'n Roll Cruise In and stayed up until the holiday lights and banners were installed in downtown for the Merchants Holiday Open House.

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## Augusta Visitor Information Center

Greensboro decorated the box at the state-run Visitor Information Center (VIC) located on Interstate 20 westbound in Augusta from April to December. The Augusta VIC Staff greets thousands of tourists as they enter Georgia each year. For April-November of 2023, 269,907 people saw the Greensboro display, making it only \$.002 ROI for tourism and marketing traffic.

## Other Marketing Efforts

- 2023 Event Rack Card
- New Solar Box walking brochure
- New Website refresh
- Print Advertisements in: Lake Oconee Living, Oconee The Magazine
- Augusta Visitors Center display box (April – December)
- Radio Ads all year long
- New TV Commercials
- Social Media Ads throughout the year

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## ACTIVE GRANTS AND APPLICATIONS

Program	Agency	Project	Amount	Status
Transportation Alternatives Program (TAP #1)	GA Department of Transportation	Streetscape Phase IV Preliminary Engineering	\$474,426 grant \$118,606 match	Underway 94% complete
Transportation Alternatives Program (TAP #2)	GA Department of Transportation	Streetscape Phase IV Preliminary Engineering (Supplemental funding)	\$ 69,600 grant \$ 17,400 match	Underway 94% complete
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 #2)	GA Historic Preservation Division	Solar Box Audio Tour Stations	\$ 10,695 grant \$ 9,966 match	Closed Out August 2022
Certified Local Government Grant (CLG #3)	GA Historic Preservation Division	Solar Box Audio Tour Stations	\$ 9,118 grant \$ 6,078 match	Awarded
Community Home Improvement Project (CHIP)	GA Department of Community Affairs	Owner-occupied housing rehabilitation	\$ 300,000 grant	Underway \$150,245 remaining
Improving Neighborhood Outcomes in Disadvantaged Communities (INODIC)	GA Office of Planning and Budget	Resurfacing Walking Trail and Parking Area at Robinson Park	\$ 66,000 grant	Waiting on budget approval in order to begin work
Safe Streets for All (SS4A)	United States Department of Transportation	City-wide Transportation Safety Plan	\$ 160,000 grant \$ 40,000 match	Awarded