



2024 ANNUAL CELEBRATION





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**NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**

**A HUGE THANK YOU TO
OUR SPONSORS!**



Joseph M. Bryan
Foundation



Momentum



8.6 million
Visits

90,000+
Contacts with
Ambassadors (YTD)

Economic Impact

City: **\$1.9 billion**
County: **\$3.2 billion**
State: **\$4 billion**

Key Initiatives

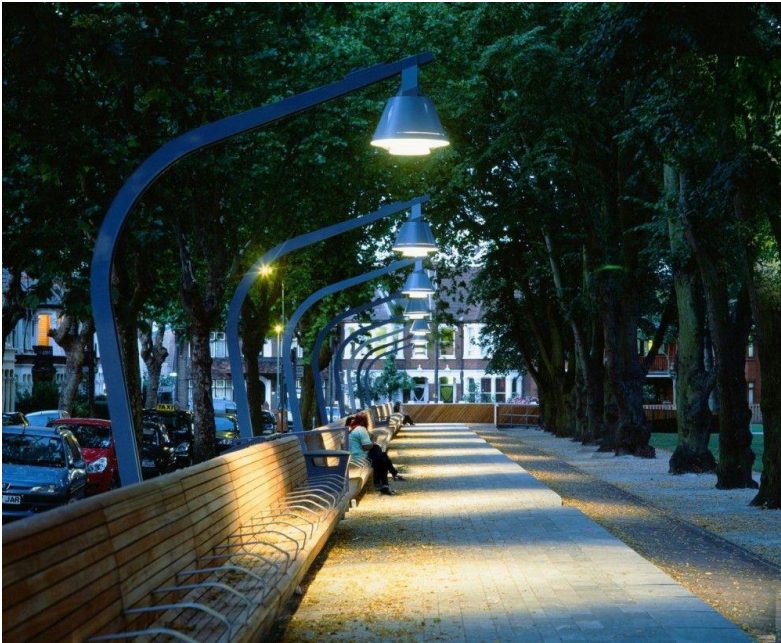
Visits

Public Safety

**Public-Private
Partnerships**

**Transformational
Development**

Collaboration for a Safer Downtown



Lights

Illuminate downtown through creative lighting



Cameras

Add safety cameras throughout downtown



Action

Add caseworkers/peer support, conduct regular patrols (GPD), fill vacant storefronts

Project Spotlight: Miller Furniture



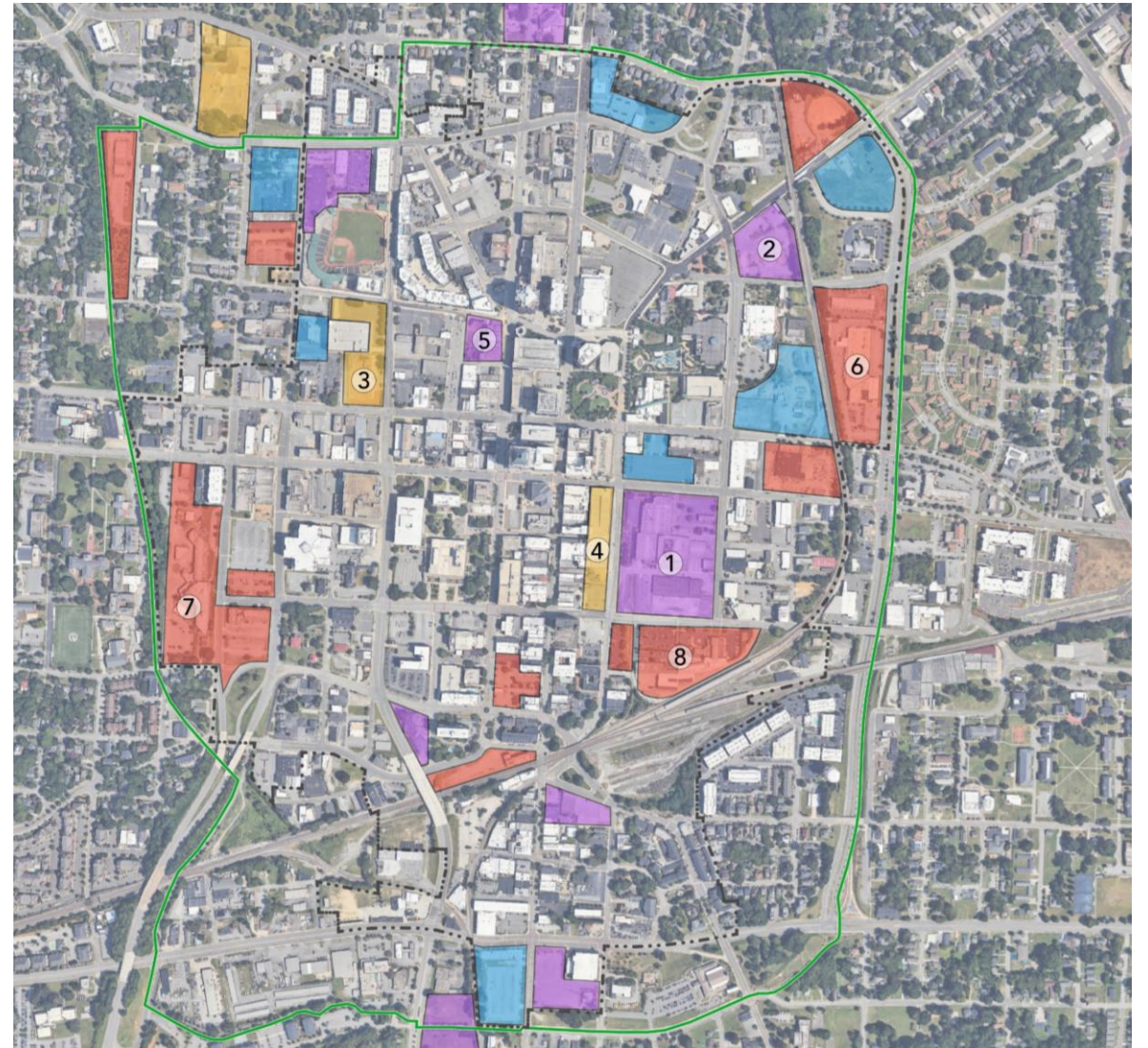
Filling Empty Storefronts

New Tenants:

- Leases Signed

Key Development Opportunities

- News & Record
- The Depot
- Gate City Motors
- GMA/First Point



Launch DTWN Marketing Campaign: “See for Yourself!”

- Goal: To increase visits downtown
- Developed in partnership with local creatives
- Targeted, multi-channel:
 - Print, billboards, TV, streaming, social media, digital advertising



Downtown Greensboro invites you to embark on a culinary journey where you can sample diverse cuisines, immerse yourself in unique atmospheres, and experience an array of savory styles, all within a convenient stroll.
See for yourself, in Downtown Greensboro.



Taste What's Real • Taste What's Real • Taste What's Real • TAG IT: #TasteWhatsReal • Taste What's Real • Taste What's Real
Taste What's Real • Taste What's Real • Taste What's Real • You are the key ingredient. Hype a great meal, a crisp lager, or your coffee ritual. • Taste What's Real • Taste What's Real
Taste What's Real • Taste What's Real • Taste What's Real • PIC & POST • Taste What's Real • Taste What's Real • Taste What's Real
Taste What's Real • Taste What's Real • Taste What's Real • Instagram • Taste What's Real • Taste What's Real • Taste What's Real





Join the Momentum!





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