

OUR STORY

Urban parks are special places. They play a vital role in the social, economic, and physical well-being in communities across America. Over the past 3+ years LeBauer and Center City Parks have certainly realized that vision, but we've taken it a step further. Our parks, nestled in the center of downtown, strengthen social ties and evoke a feeling of community pride and shared stewardship that directly reflects the ambition and uniqueness of Greensboro.

As we look back on 2019, we are humbled and so honored to have been a part of the lives of more than 250,000 visitors to our parks. In programming this past year, we focused on implementing elements of Universal Design to ensure our commitment to equitable access and meaningful engagement for all guests to our parks. We curated programs and special events designed to inspire and motivate our community, and no stone was left unturned as we strove to achieve our true potential as placemakers for the citizens of Greensboro.

None of us could have imagined just how special our urban parks would become when we embarked upon this journey several years ago. But here we are providing solid stewardship of these vital community assets and exemplifying the inherent value of open spaces. 2020 will mark our 4th full year of operation, and we couldn't be more excited to continue this journey with you. These are *your* parks, and together we will ensure their vitality for generations to come.

I hope to see you in the parks!

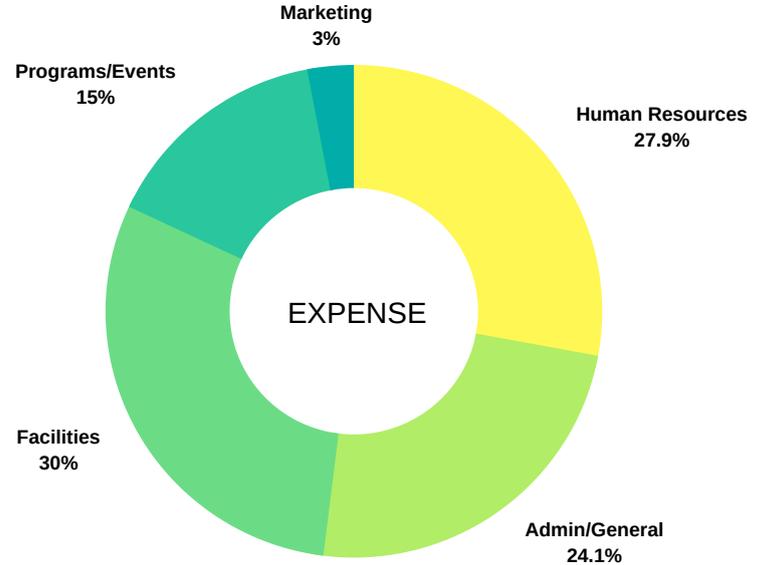
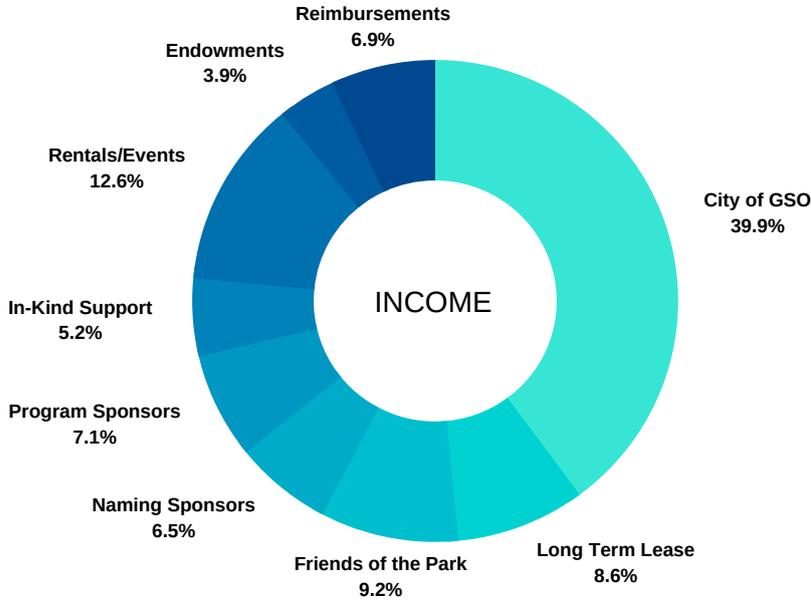


2019 STAFF

Rob Overman | *Executive Director*
Amanda Miller | *Director of Programs & Marketing*
Justin Leonard | *Director of Facilities*
Latasha Watts | *Director of Business Finance*
Amanda Loflin | *Director of Park Rentals & Special Events*
Ganisha Baker | *Asst. Director of Programs & Marketing*
Emily Stinar | *Lead Park Ambassador*



OUR NUMBERS



OUR PARKS

In 2019 we added:

300+ Plants

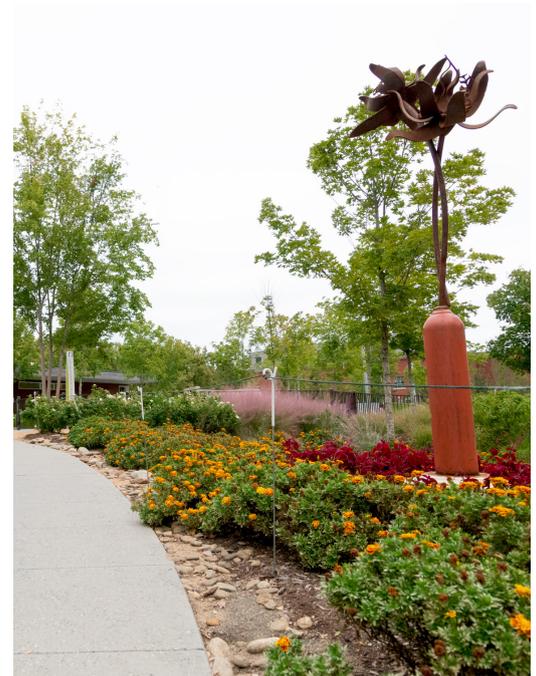
135 Pieces of Furniture

40,000 Square Feet of Re-sodded Lawn

4 Public Art Pieces

Efficiency, safety, and beautification have been top of mind in our Facilities Department this year. The work we do in bringing over 200,000 visitors to the parks each year would not be possible without the dedication to maintaining and continuously improving these vital urban greenspaces. In 2019, we accomplished the following to enhance our guests' visits in our parks:

- Completed a **\$10,000+ re-sodding project** on the LeBauer and Center City Great Lawns
- Replaced motors and flooded pumps in LeBauer fountain and enhanced ongoing maintenance projects in both LeBauer and Center City fountains
- Created cut-through, **stone footpaths in Center City flower beds** along Friendly and Elm Street sidewalks
- Started a pilot project in Center City to enhance the visual landscape with native NC plants
- **Upgraded park furniture** in LeBauer and Center City with new umbrellas, tables and chairs
- Installed **4 temporary public art pieces** by artists Jim Gallucci, Vandorn Hinnant, and Jonathan Bowling in LeBauer Park



OUR COMMUNITY

253,950 Visitors in 2019

Since August 2016, Greensboro's downtown parks have brought over 880,000 community members together in these beautiful spaces, putting us on track to reach over **1 Million visitors by the end of 2020**. Drawing people from a range of ages, races, ethnic and cultural backgrounds, socioeconomic standings, abilities, and life experiences, the parks have truly become the heart of Greensboro with a pulse on the current happenings of our community.

Hearing directly from visitors to the parks drives the work that we do every day:

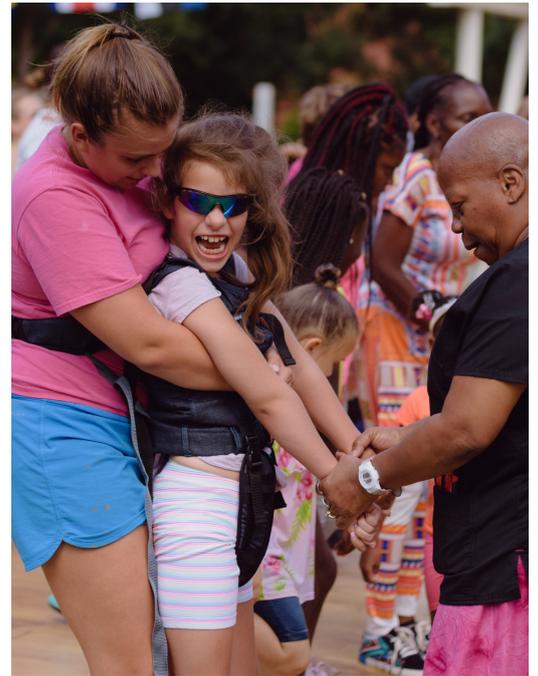
"This is by far one of Greensboro's best spaces! My family has gained so much from our experiences at the park. From simple play time in the gated playground for my little one to movie night with family and friends, I look forward to finding that easy-access parking and feeling safe and at home in my city!"

"Loved seeing people of all races, genders, ages, abilities, religions and cultures unified through dance and music at National Dance Day. Three generations of my family attended and none of us wanted it to end!"

"These programs are so inclusive and welcoming. I love how the parks are giving exposure to community needs/barriers."

"The number of programs and events for the family is AMAZING. When I want something to do, I check here 1st."

"My thought while driving away was how thankful I am that my daughter will be able to reflect on so many wonderful memories at this park."



OUR ACTIVATION

In 2019 we had:

462 FREE Programs for the public

26,572 Participants

32 Program Partners

58 Musical Artists

17 Dance Groups

16 Movie Nights

586 Local Vendors

Through our programming, we aim to build and maintain a relationship between our parks and the greater community, making these *spaces* essential *places* in the lives of the people of Greensboro. Some highlights from this year's programming include:

- **3,000+ attendees of National Dance Day GSO** and the addition of wearable **SUBPACs** for members of the Deaf & Hard of Hearing Community to participate
- Piloted our first **Sensory Friendly Movie Night** and developed Universal Design adaptations to enhance inclusivity in collaboration with InFocus Advocacy
- Piloted our first **outreach initiative at Cumberland Park**, working with neighborhood residents to explore placemaking activations through their own local greenspace
- Developed the department's **first comprehensive Program Model**, outlining goals, new initiatives, policies and procedures for programming at the parks

In 2019 we had:

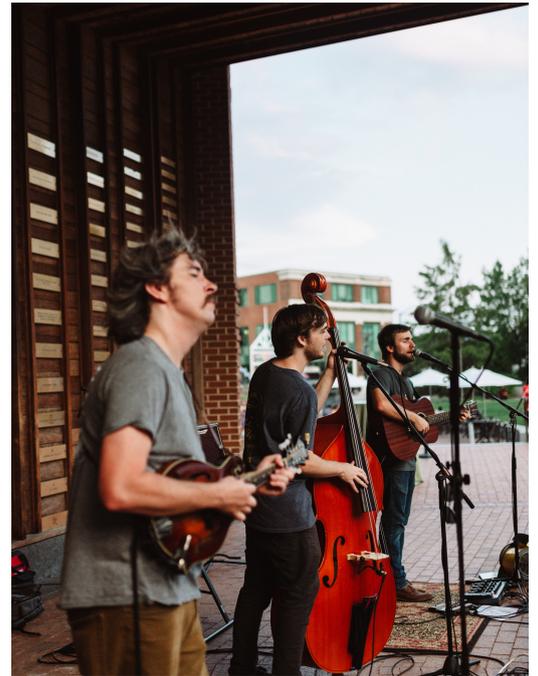
61 Park Rental Events

Some notable events this year included:

- **11,643 NC Folk Fest** attendees in LeBauer Park
- **5,750 Beach Music for CHS** attendees in LeBauer Park
- **2,878 Korean Festival** attendees in Center City Park

AND

- National recognition for the **Greensboro Climate Strike** in Center City Park
- The first annual **Holi Festival of Colors** in LeBauer Park
- A **Free Range Playground** using entirely recycled materials presented by Reconsidered Goods in Center City Park



OUR REACH

In 2019 we had:

-  **28,928 Facebook followers (+5,021)**
-  **3,985 Instagram followers (+2,005)**
-  **3,478 Twitter followers (+780)**
-  **42,720 website users & 82,800 unique page views**
-  **7,222 newsletter subscribers (+1,727)**
-  **65 news & lifestyle features**

Our Marketing Department has taken a deep dive into our branding and bringing more intention to the ways we marry our mission to the promotion of our organization and its happenings. Some developments in 2019 include:

- Completed the organization's first **Park Guide**, a printed informational resource including general park information, maps, etc.
- Developed the **Bring It to the Park** campaign, incorporating it to our annual donor engagements, social media posts, and in-park branding materials
- Enhanced photo portfolio with the addition of **Park Photographer**, Jennifer Scheib





What's your *it*?

Imagine what you want to see for your community... Our parks hold those possibilities. Write what you hope your support will help bring to the people of Greensboro, and return this card with your donation.

Whatever your IT is...
#BringItToThePark



photo: Happy Labs Photography



www.GreensboroDowntownParks.org



OUR MISSION is to serve as the executive management of Greensboro's downtown parks, focusing on public activation, maintenance, financial well-being and overall vitality.

The work we do has been supported by the following sponsors this year:

Joseph M. Bryan Foundation | Downtown Greensboro, Inc. | Lincoln Financial | VF Corporation | Brooks Pierce | Downtown Greensboro Animal Hospital | Junior League of Greensboro | UNC Greensboro | Truliant Federal Credit Union | Berkshire Hathaway Home Services, Yost & Little Realty | The Brooks Group | Friends Homes | River Landing at Sandy Ridge | Allegacy | Replacements Unlimited LLC | Our State Magazine | 1618 On Location | Community Foundation of Greater Greensboro | The Weaver Foundation | O. Henry Magazine | Maker's Mark | Dawn S. Chaney Foundation | Green Lincoln

2019 BOARD

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Cecelia Thompson |
Tammi Thurm | Justin Washington |
Chris Wilson

Become a *Friend of the Park* or renew your support to help us make 2020 the best year yet!

www.greensborodowntownparks.org



Greensboro Downtown Parks, Inc.



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