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Greensboro redesignated as a Georgia Exceptional Main Street
Downtown Development efforts recognized for success

(Greensboro, Ga. --- September 16, 2021) The City of Greensboro was recognized as Georgia Exceptional Main Street (GEMS) community by the Georgia Office of Downtown Development in the Department of Community Affairs. Greensboro’s recognition came after an intense recertification process that looked at progress the city has made in downtown development, with an emphasis on historic preservation, business development, and job creation.

“Greensboro is working tirelessly to become one of the very best places to live, work, and play in the state of Georgia,” says Mayor Wright. “We have made great progress over the years, and it is exciting to see others take notice of the good work that we are doing.”

Greensboro was one of the first five cities in Georgia to be designated as a GEM in 2014. Today, this elite group includes only twenty cities in the state. The GEMS communities are known for tackling downtown development in new and innovative ways.

The Greensboro Main Street’s performance is annually evaluated by *Georgia Main Street*, which works in partnership with Main Street America to identify the local programs that meet 10 national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as, fostering strong public-private partnerships, documenting programmatic progress, and actively preserving historic buildings. Georgia Main Street has its own tier of Main Street programs, with the top tier being a Georgia Exceptional Main Street. These programs are making positive impacts in their communities as measured by the Monthly Reporting and the Annual Assessment Process.

In Greensboro, the last four years have seen over \$2 million in grant awards that have benefited the downtown. In that same time period, the city boasts \$4.5 million in public/private investment, low commercial vacancy rates, and a thriving downtown business community.

The GEM communities “have gone above and beyond expectations by making a strong and positive impact in their communities,” explains Jessica Reynolds, the director of the Office of Downtown Development. Reynolds also points out that a “commitment to excellence and stable leadership” are often key to a city’s designation.

Greensboro’s leadership has played a key role in the city’s continued success and recognition as a leader in Georgia’s Main Street movement.

“Our efforts towards improving downtown Greensboro would not be possible without the support of our mayor and council,” explains Main Street manager, Kendrick Ward. “Our leadership is committed to making Greensboro an exceptional city and it is exciting to see our efforts recognized by the state Office of Downtown Development.”

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Photo Caption: Mayor Glenn Wright holds a sign announcing The City of Greensboro’s status as a Georgia Exceptional Main Street (GEMS) city. Greensboro was redesignated as a GEM community by the Georgia Department of Community Affairs.