

A Report To The Community



Since East Greensboro NOW celebrated its 20th anniversary as a community development corporation in 2018, we've been hit by a tornado, a pandemic and a rise in appreciation for developing east Greensboro. Through it all, we've kept delivering on our mission and goals. The proof is in the people.



EAST
GREENSBORO
NOW

a community development corporation

A Message from the Board Chair

Greetings,

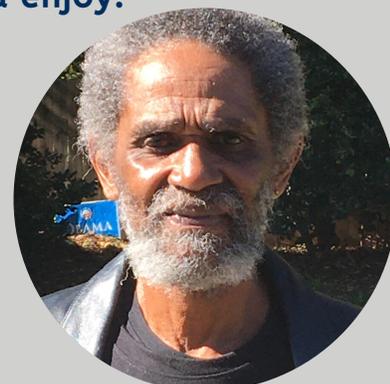
As chairman of the East Greensboro NOW board of directors, it is my honor to present this 2018-2020 Report to the Community. In these pages recapping our proudest accomplishments for the period, you'll find how – working hand-in-hand with our residents, merchants, investors and community partners – we're daily answering the question: what exactly does a CDC do?

We were created in 1997 as East Market Street Development Corporation to serve as the lead agent in revitalization efforts that quickly grew beyond streetscaping the East Market Street corridor. Now, the vitality of all of east Greensboro is our business, which we're handling in the following ways:

- **Community Development** – Building partnerships with our community members and leaders to address housing issues, promote events and programs, and beautify neighborhoods;
- **Economic Development** – Spurring economic growth through various means such as attracting new investment, expansion of retail services, promoting existing businesses, and supporting commercial development;
- **Affordable Housing** – Creating quality, affordable housing in stable, livable neighborhoods, increasing home ownership, enhancing security and quality of life;
- **Minority Entrepreneurship** – Working with both new and established entrepreneurs to educate, counsel, and support them in developing and growing their businesses.

Please read on as we start our third decade in operation and enjoy.

Sincerely,
Robert “Bob” Davis
Chairman of the Board



THANK YOU TO OUR COMMUNITY PARTNERS

- City of Greensboro
- Community Housing Solutions
- Downtown Greenway Oversight Committee
- East Greensboro Renaissance Committee
- Goodwill Industries of Central North Carolina
- Greensboro Chamber of Commerce
- Greensboro Housing Authority
- Greensboro Urban Ministry
- Guilford County Schools
- Guilford Merchants Association
- Guilford Technical Community College
- Habitat for Humanity of Greater Greensboro
- Housing Consultants Group
- Mount Zion Baptist Church of Greensboro
- NC A&T State University
- North Carolina Dept of Transportation
- North Carolina HUB Office
- North Carolina Institute of Minority Economic Development
- North Carolina Military Business Center
- Storm Recovery Alliance
- The Salvation Army
- UNC Greensboro
- United Way of Greater Greensboro
- Welfare Reform Liaison Project



THANK YOU TO OUR SUPPORTERS

- AT&T
- Bank of America Charitable Foundation
- City of Greensboro
- Community Foundation of Greater Greensboro
- Cone Health
- Greensboro Housing Authority
- Greensboro Jaycees
- Guilford County
- Mechanics & Farmers Bank
- NC Counts Coalition 2020 Census icount
- Piedmont Business Capital
- Pinnacle Bank
- SBTDC Procurement Technical Assistance Center
- Self-Help Credit Union
- Wells Fargo Foundation



COMMUNITY

During this reporting period we:

- Hosted a virtual COVID-19 forum with seven community partners and city officials addressing evictions and renting, employment and resources, safety and testing, and family health
- Partnered with Triad Adult and Pediatric Medicine, Hayes-Taylor YMCA and the Guilford County Health Department to provide COVID-19 testing for 162 participants
- Held a “Get Out The Count” Census Parade, distributed 3,500 flyers and 50 yard signs, conducted numerous radio and TV interviews along with other efforts to increase the response rate in targeted census tracts in east Greensboro for the 2020 U.S. Census
- Continued providing education and leadership development through our youth East Greensboro Chess Club
- Continued facilitating after-school tutoring by managing the Eastside Park Community Center
- Supported east Greensboro neighborhood associations in National Night Out celebrations
- Organized and participated in 246 community meetings, including regular meetings of the eight neighborhood associations we support:
 - Concerned Citizens of NE Greensboro
 - Dudley Heights
 - Eastside Park
 - Heath
 - Jonesboro Scott Park
 - Ole Asheboro
 - Old L Richardson
 - Willow Oaks



DEVELOPMENT

WHEN WE SAY #INVESTEAST, WE ALSO MEAN INVESTMENT IN OUR YOUTH.

Just ask Terry Westry and his son, Robert, who as a 14-year-old eighth-grader at Western Guilford Middle School is an elder statesman of our East Greensboro Chess Club. He joined the club at 7 years old as a second-grader and has reaped numerous benefits.

“It has helped him with his focus, his confidence and leadership skills,” says the father, proud that his son is great at helping teach the newer students. “Robert is in accelerated math and he’s very scientifically gifted, and he has an engineer’s mind. Chess has helped me as a parent to try and nurture and develop those gifts if that’s the avenue he chooses to pursue.”

"WHO DO WE CALL?"

That’s what Farina Williams gets asked most often as president of the Jonesboro Scott Park Neighborhood Association, where residents have faced problems such as drug activity in vacant homes and speeding on their streets.

Her answer: East Greensboro NOW. “That’s a good thing, that we have a number we can call, because at one time it was like, “who do you call?”

In addition to serving as the much-valued key liaison between east Greensboro residents and city services, EGN provides organizational support to Williams’ and seven other neighborhood associations. Williams also is grateful for EGN providing food and flyers for special events, and more..

“They have helped people with small repairs on their houses, and put us in contact with police patrolling the area,” says Williams, who has lived in the neighborhood for 62 years. “If we didn’t have their help, I can’t imagine what it would be like.



ECONOMIC

DURING THIS REPORTING PERIOD WE:

- Worked with the City and the Chamber of Commerce to launch #InvestEast, a marketing campaign to help foster investment by encouraging businesses and services to open locations in the area;
- Assisted the developer of the coming Pyramids Village in Northeast Greensboro with additions including a hotel, restaurants and apartments;
- Co-sponsored with HUD an Opportunity Zone Roundtable to increase awareness and networking to encourage increased economic investment in the Triad's Opportunity Zones;
- Leveraged \$108,616 to generate \$640,115 invested in commercial properties through our Curb Appeal Improvement Grant program; nearly 6:1 return on investment;
- Began ongoing work with the developers of the \$1.5+ million Rhythm Works Music Makers Community;
- Began ongoing work with the developers of the \$35-40 million Revolution Mill project.

Sometimes something as simple as a new window, or a couple of fresh coats of paint, can make a radically different first impression. Our Curb Appeal Grant Program, which provides funding for area businesses seeking to improve their appearance, is making that difference.

"Our beautiful new window has attracted more customers by allowing people to now easily see into our store," says Lori Poag, co-owner of Something BARowed Candy Bar Stations on East Market Street.



"The Curb Appeal Improvement Grant Program has been an absolute blessing to our business! If we weren't able to receive the grant it would have taken us at least a year to save up to purchase one."

The grant program, funded by the City of Greensboro, is one example of an investment of money that continues to pay dividends.

DEVELOPMENT



Bank of America has been a key investor in east Greensboro under the leadership of Derek Ellington, the BofA Mid-South Region Executive who serves as EGN's board treasurer and secretary.

"I've been on the East Greensboro NOW board for over 15 years, and it's been a tremendous opportunity for me to be fully engaged in our African American and Hispanic communities, largely in east Greensboro," Ellington says. "We've committed over \$1.1 million dollars to east Greensboro over the years of my engagement," he added, including a recent commitment of \$1 million for wraparound services and support programs for N.C. A&T students seeking jobs.

Much has been accomplished, but much remains to be done.

"It's been great to see the changes that have had positive impacts for the community, like the redevelopment of the post office site, the streetscape work that's been done, a lot of business expansion in East Greensboro and some housing," he says, noting that there's "lots of opportunity to do a lot more. "Bank of America has done a lot to support East Greensboro to date, but we plan to do a lot more."



Watch Us Grow



Watch Us Grow



ATTENTION EAST GREENSBORO BUSINESS OWNERS!

CURB APPEAL

WHAT YOU NEED TO KNOW

MAGNA CARTA

MATCHING GRANTS PROVIDED FOR IMPROVEMENTS MADE TO THE EXTERIOR OF COMMERCIAL PROPERTIES

UP TO \$25,000 AVAILABLE

INJECTED ON A REIMBURSEMENT BASIS



APRIL 30 4-7PM

9TH ANNUAL MINORITY BUSINESS OPPORTUNITY FAIR

**BARBER PARK EVENT CENTER
1502 BARBER PARK DR GSO, NC**

REGISTER ON EVENTBRITE

[HTTPS://MBOF9.EVENTBRITE.COM](https://mbof9.eventbrite.com)



MINORITY

10

Produced 10 more graduates of our REAL Entrepreneurship business planning course



Entrepreneurship, both in East Greensboro and nationwide, is the engine that drives economic development, which refers to “the investment of dollars and reinvesting and just that whole acceleration of money flowing through different communities,” says Phil Barnhill, EGN executive vice president.

That’s why supporting both budding and more seasoned entrepreneurs is an important part of our work. New entrepreneurs, now totaling 424 graduates since we started, get a head start through our REAL Entrepreneurship business planning program. More experienced entrepreneurs get valuable consulting services, at no cost, through our Business Accelerator program.



200+

Provided more than 200 consultations to support entrepreneurs



ENTREPRENEURSHIP

7TH & 8TH

Held the 7th and 8th annual editions of our enthusiastically received Minority Business Opportunity Fair. Secured sponsors for the 9th edition, but the pandemic required cancellation

Dwayne Mims finished the REAL program in 2019.

“I have become much more in tune with my business on the administrative side, which was something I always had a problem with before,” said Mims, who owns ALR Painting, LLC. “Once it showed me how to look at the numbers and where I need to be at, it’s like a cinch now. It was very great for me and right now I’m very profitable.”



Arlene Clark, owner of Arlene’s Restaurant on Gate City Boulevard, also is enjoying success, now in her third location in Greensboro.

“I just kept trying and kept trying until I got it right,” she says, summing up her history in business, which has benefited lately from consulting with EGN through the Business Accelerator program.



Through the pandemic, she’s been more fortunate than some and has been a blessing to others through two food giveaways, the second in partnership with EGN.



60+

Partnered with local businesswoman, Arlene Clark, to offer a Pandemic First Responders Luncheon to more than 60 first responders.

AFFORDABLE

During this reporting period we:

Secured commitments from Mechanics and Farmers Bank and Pinnacle Bank totaling \$1 million in construction funding;

Kick-started the Homeowner Gap Funding program with leading sponsors Greensboro Jaycees, Bank of America and the City of Greensboro to increase the quantity and quality of available housing;

Helped other homeowners access resources for needed repairs, including some who suffered tornado damage;

Completed construction, despite the pandemic, on a new home for first-time homebuyer Helen Bulow.



HOUSING

**“It's a nice quiet neighborhood.
I love this area and I love this house.”**

Helen Bulow thought she could never afford to buy a house, but with a little help from her friends, she did.

Key among those friends was EGN, which connected her to several community partners working together to promote homeownership and develop the area's stock of affordable housing.

The single-family home is on Charlotte Street, near the new apartment complex we built previously, where Bulow once lived. While the new house was under construction, Bulow started preparing.

“I started paying off all my bills,” she said. “I just kept saying, I'm getting that house, I'm getting that house, and the Lord made a way.”

In addition to EGN, she also received assistance from Consumer Credit Counseling Services, Housing Connect GSO's Homebuyer Downpayment Assistance Program and the NC Housing Finance Agency.



So how does it feel to be a homeowner?

“It feels good. Very good,” she says. “It's a nice quiet neighborhood. I love this area and I love this house.”

East Greensboro NOW offers special thanks to all of our volunteers, residents, students, merchants and investors working together to build this area into all it can be.

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Dorothy Vannoy, Vice Chair (ITG Brands)
Derek Ellington, Secretary/Treasurer (Bank of America)
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Andrena Coleman (Community Volunteer)
Carolyn Coleman (Guilford Co. Commissioner - District 7)
Brent Christensen (Greensboro Chamber of Commerce)
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John Harris, III (Community Volunteer)
Sharon Hightower (Greensboro City Council - District 1)
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Carolyn Simms (Jonesboro Scott Park Neighborhood)
Rev. Dr. Herman Platt (Wells Memorial COGIC)
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Ray Trapp (NC A&T State University Representative)
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Staff

Phil Barnhill
Gail Foy
Mac Sims

East Greensboro NOW
601-B East Market Street
Greensboro, NC 27401
336-275-1101

www.eastgreensboronow.com

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