



# ANNUAL REPORT



*A note from our  
2022 Board Chair  
Hillary Meredith*

Hello Park Family, Friends and Fans,

2022 marked the 6th anniversary of Greensboro Downtown Parks, Inc. and my 2nd year as Board Chair. But my history goes back a little farther than that. I started working with Action Greensboro in 2014 planning movie nights, food truck lunches and more in Center City Park.

Over the years, I have witnessed Greensboro change and grow. This is certainly true of the downtown parks too. In September we bid a fond farewell to GDPI's long-time Executive Director, Rob Overman and our Board and staff began to imagine how best to evolve while continuing to activate and maintain the parks for visitors like you. It has not been easy, but looking back 2022 is filled with truly special moments and unforgettable partnerships.

We unveiled the newest color scheme for Janet Echelman's iconic *Where we Met* aerial sculpture in April. We joined the City to host an epic Juneteenth celebration. We welcomed a new kiosk tenant, Parkside Pull-up, and the return of an old friend, the WinterFest ice rink. We hosted our second Artist in Residence program featuring an entire troupe of acrobats and dancers who brought magic and whimsical joy to both Center City and LeBauer Parks. All while our Board conducted a nationwide search for the next park director. Cheryl White started in January 2023 as the new ED and comes to us with a wealth of community engagement, board organization, fundraising and parks knowledge to take GDPI to the next level.

At Friendsgiving this year - one we were not sure we could pull off - I was reminded just how grateful I am for the parks and all the connections they have brought me over the years and how the community can come together to support this amazing organization. From Blues Fest to Folk Fest, fountains to dog parks, the parks are still the heart of our downtown. I am beyond proud of our staff, our Board and our city. Here's to the next exciting phase of the parks' rich and wonderful history.

Cheers!

*Hillary*











## *Thank You Rob*



Rob Overman joined GDPI as Executive Director 2017 and through his skilled leadership we were able to ensure the success of Greensboro's largest public-private place making project in recent history.

Rob championed programs focused on diversity, equity and inclusion and universal design for children with developmental and sensory challenges. He created lasting partnerships with local nonprofits to promote their work within the parks. When the pandemic hit in 2020, Rob was responsible for keeping the parks open and safe for the community. He pivoted to online programs and retained jobs for all GDPI staff.

During his 5-1/2 year tenure, Rob raised over \$1.2 million in contributions, sponsorships and grants to fulfill the parks' mission. He also grew a small Friendsgiving event into Greensboro's must-attend annual fundraiser for 300+ of our closest park friends.

The GDPI Board will be forever grateful for his devoted service to the parks and we look forward to continuing our work with Rob in his new role as Director of Strategic Initiatives at Downtown Greensboro, Inc.





Now with Parkside Pull-Up, Lawn Service by Little Brother Brewing Co. and Café Europa we've found the perfect synergy to feed and fuel park goers of all ages and appetites!

In April 2022, Greensboro chef and restaurateur, Kris Fuller, opened Parkside Pull-Up in our vacant LeBauer Park kiosk. Serving an affordable à la carte treats, the menu captures the feeling of childhood nostalgia and classic park fare with a gourmet twist. Specialty hot dogs and hand-dipped ice cream cone creations regularly delight the taste buds of our guests.





***JUNETEENTH GSO's BLACK FOOD TRUCK FEST***  
***"Family Reunion Edition" in LeBauer Park***



SPONSORED BY THE CITY OF GREENSBORO AND LINCOLN FINANCIAL GROUP





**Special thanks to our  
2022 Artist in Residence Program Sponsors:**  
ArtsGreensboro | Cemala Foundation  
Thomas S. Kenan Institute for the Arts  
North Carolina Arts Council | Weaver Foundation



# Partner Highlight



Greensboro Downtown Parks, Inc. faced a lot of challenges in 2022. Unanticipated maintenance needs in the Lincoln Financial Children's Garden, transitions in staff leadership and increased park use demanded an all-hands-on deck approach. With guidance from our Board, and the incredible support of our partners the City of Greensboro, we have been able to realign our operations and lay the foundation for a sustainable future.

Thanks to the City of Greensboro, both LeBauer Park and Center City Park now have 24-hour security and GDPI staff is better equipped to manage the day-to-day care of our parks.



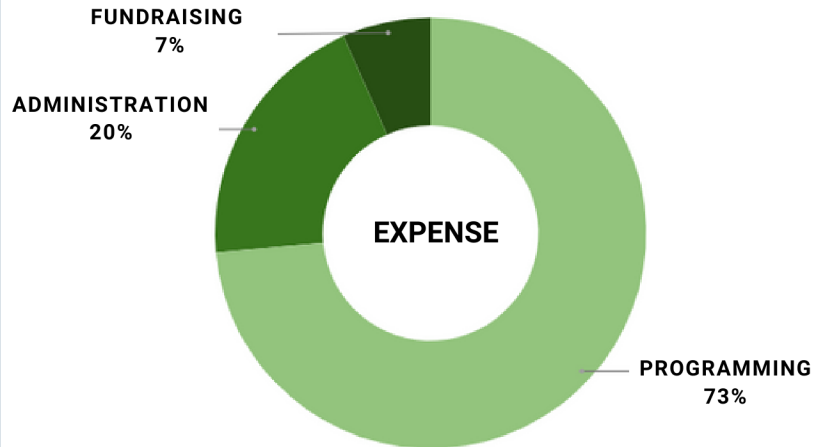
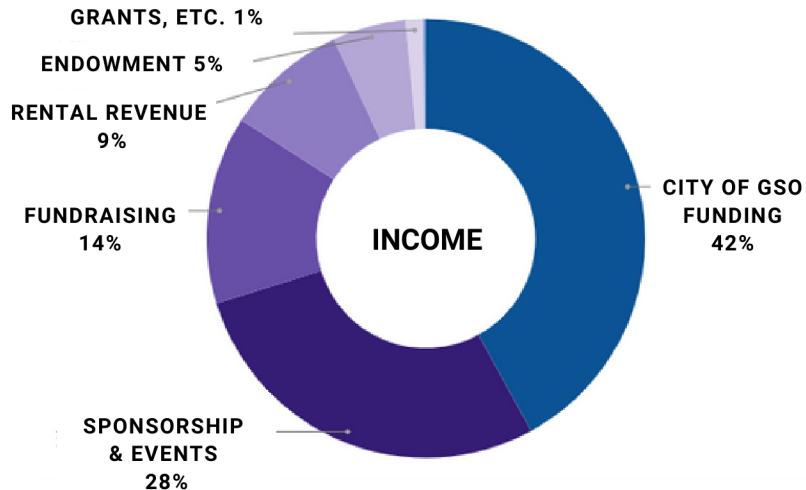


# YEAR AT A GLANCE

## 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.

## OUR FINANCES





# RUNNING THE NUMBERS: THE 2022 EDITION



**291,7000**  
**GUESTS VISITED**  
**LEBAUER PARK &**  
**CENTER CITY PARK**  
**+24.5%**

**436 FREE PROGRAMS**  
**REACHED 50,164**  
**PARTICIPANTS**  
**+41%**

**86,500 OF OUR**  
**VISITORS CAME TO**  
**THE PARKS 4 OR MORE**  
**TIMES IN 2022**

Attendance figures are compiled by Placer.ai

**HOSTED 81 SPECIAL EVENTS**  
**BOOKED 150 FOOD TRUCKS**  
**WELCOMED 121 LOCAL VENDORS**  
**TO OUR MARKETS**



**33,995 Facebook followers (+1,424)**



**7,974 Instagram followers (+1,100)**



**3,442 Twitter followers**



**10,446 Newsletter subscribers (+1,753)**



**55,909 website users (+23%)**  
**36,320 unique page views**





## OUR TEAM IN 2022

Rob Overman, Executive Director  
Justin Leonard, Director of Facilities

Mark Hite, Director of Finance

Amanda Miller, Director of Programs & Marketing  
Ganisha Baker, Director of Special Events  
Amanda Rhodes, Program & Events Admin Assistant

### Crew Chiefs:

Jack Osborne | Torrin Tucker | Brandon Williams

### Janitorial:

Michael Gibson | Amber Jewell  
Oliver Ordonez | Jason Stewart

### Parks Ambassadors:

Noah Adams | D'Naya Alexander | Matthew Bryant  
Kelly Durham | Mikhalia Eller | Nick Hayes | Patrick Hayes  
William Labossiere | Savannah Lawson  
LeDarius Parker | Madisen Peek | Cameron Porter  
Madison Powers | Shay Soukup | Daniel Williams

### Interns:

Lindsey Oldt | Zoie Williams

## 2022 BOARD OF DIRECTORS

Hillary Meredith | *Board Chair*

Nasha McCray | *Vice Chair*

Bret Mazzei | *Treasurer*

Jeff Smith | *Secretary*

Walker Sanders | *At Large*

Stacy Calfo | Dawn Chaney

Philip Craft | Allison Dailey

Melissa Greer | Emily Hinton

Rosemary Kenerly | Gene LeBauer

Lamar Lee | Ashley Madden

Kim Martin | Scott Neely

Justin Outling | Cissy Parham

Rokey Rahim-Cornwell

Tammi Thurm | Chris Wilson

## 2022 SPONSORS

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Dawn S. Chaney Foundation  
Community Foundation of Greater Greensboro  
Cone Health  
Thomas S. Kenan Institute for the Arts  
North Carolina Arts Council  
Replacements, Ltd.  
Truliant Federal Credit Union  
Weaver Foundation  
YMCA of Greensboro

**Become a *Friend of the Park***  
or renew your support for as little as \$5/month!

Scan the QR code below or visit:  
**[greensborodowntownparks.org/support](https://greensborodowntownparks.org/support)**  
and help make 2023 our best year yet!



[www.greensborodowntownparks.org\\_](https://www.greensborodowntownparks.org_)