



MASTER LIST

**Downtown Greenway Campaign Naming Opportunities:
Available opportunities highlighted in yellow
(As of 6.15.22)**

Entire Downtown Greenway

Recognition Reserved: City of Greensboro

Key Greenway Sections

- 1. Southern Trail (Phase 1 – Spring Garden/
Atlantic & Yadkin Rail to Gate City Blvd/Murrow) The Bryan Foundation/\$1M
- 36. Murrow Linear Park (Phase 2–GCB/Murrow to Summit/Murrow) The Cemala Foundation/\$1.5M
- 61. Northern Trail (Phase 3 – Summit/Murrow to Smith/
Atlantic & Yadkin Rail Line) Cone Health Foundation/\$1M
- 82. “Magic Mile” Rail Trail (Phase 4 – Smith/Atlantic & Yadkin Rail Line to
Spring Garden/Atlantic & Yadkin Rail Line) Phillips Foundation/\$1.5M

Phase 1A (Spring Garden/Atlantic & Yadkin Rail Line south to Gate City Blvd/Freeman Mill)

- 1. Southern Trail The Bryan Foundation/\$1M
- 2. Morehead Linear Park The Cemala Foundation/\$500,000
- 3. Spring Garden Connector to Bike Lanes Sandra & Bud Boren/\$4,000
- 4. Trail Head Parking/Spring Garden Barbara S. & Herman Cone, Jr. Family
- 5. Edgeworth Overpass Columns/*Bridging the Gap* Barbara S. & Herman Cone, Jr. Family
- 6. Art Bench (*Inside Out* by Alloy Artisan Group) Cone Mills Charitable Trust/\$25,000
- 7. Morehead Neighborhood Marker United Guaranty/\$10,000
- 8. Railroad Underpass Between Spring Garden & Gate City Blvd/
National Endowment for the Arts Funded Art Installation Molly & Jeb Burns/\$100,000
- 9. Motion Cornerstone Plaza \$100,000
- 10. Motion Cornerstone Art (Gateway of the Open Book) Anonymous/\$250,000
- 12. Greenway Milestone Kiosk Guilford Merchants Assoc/FirstPoint Fnd Fund/ \$20,000
- 13. Drinking Fountain Sanders & Schwartz/\$8,000
- 14. Artistic Bike Rack Richard & Jane Levy/\$12,000
- 15. Standard Benches (3) News & Record/\$10,000 (1 & 2)
Trip Brown/\$5,000(3)
- 16. “Big Belly” Solar-powered Compacting Trash Cans (2) CityView at Southside/\$4,000(1& 2)
- 17. Gardens* (4) BB&T/\$20,000 each (1 & 2)
\$20,000 (3-4)

Small Phase 1 (Lee/Freeman Mill east to Eugene)

- 18. Art Bench (*Five Points*) Ellison Foundation
- 19. Southeast Trail Connector Marker \$4,000
- 20. Warnersville Neighborhood Marker \$10,000
- 21. Trail Head Parking /Eugene and J.C. Price \$50,000
- 22. Ashe Street Commemorative Art Installation (*Grounded Here*)
American Express & Anonymous Donor
- 23. Artistic Bike Rack (*PARK*) Liz & Bill Blackwell/ \$12,000
- 24. Standard Benches (3) Bell Foundation in Honor of Steve & Jackie Bell(1)
The Cemala Foundation Honoring Janet Cone (2)
The Greensboro Chamber Honoring Greensboro’s Bicentennial (3)
- 25. Rose Gardens (many) Large \$20,000 each
Small \$15,000 each

Phase 1B-C (Eugene/Bragg east to Lee/Murrow)

- 26. Vance Arlington Greenway Connector Marker DGI/\$4,000
- 27. Ole Asheboro Neighborhood Marker Dorothy Chappell/\$10,000
- 29. Douglas Park Connector Marker Corinne Jones/ \$4,000
- 31. Art Benches (2) Rotary Club of Greensboro-Ole Asheboro/\$25,000 (1)
Arlington Park/\$25,000 (2)
- 32. Standard Benches (3) Chuck & Cheryl McQueary/\$5,000 (1)
Piedmont Natural Gas Fnd/\$5,000 (2 & 3)

33. Artistic Bike Rack	Frank & Nancy Brenner-\$12,000
34. "Big Belly" Solar-powered Compacting Trash Can and Recycling Unit (2)	CityView/\$4,000(1) Piedmont Natural Gas Fnd/\$4,000(2)
35. Gardens* Regular Gardens and Eco-gardens (innovatively designed to aid storm water management) (several)	Large \$20,000 each Small \$15,000 each
Eco Garden between Elm & Arlington	Piedmont Natural Gas Fnd/\$20,000
2 Eco Gardens between Arlington & MLK	Piedmont Natural Gas Fnd/\$40,000

Phase 2A-E (Lee/Murrow north to Summit/Murrow)

36. Murrow Linear Park	The Cemala Foundation/\$1.5M
37. Freedom Cornerstone Plaza	Bonnie & Frank Kuester/\$100,000
38. Freedom Cornerstone Art	Lorillard/\$250,000
39. Southside Neighborhood Marker	Margaret & Bill Benjamin/\$10,000
41. Plott Street Connector	\$10,000
42. Gorrell Street Stairs	\$20,000
43. East Market Street Neighborhood Marker	\$10,000
45. Innovation Cornerstone Plaza	\$100,000
46. Innovation Cornerstone Art	VF Corporation/\$250,000
49. Playground for Children with Special Needs	Henry S. Levinson Memorial
51. Muddy Creek Greenway Connector Marker	Brooks Pierce/\$4,000
53. Summit to Greenway Access (stairs)	\$20,000
54. Summit Avenue Underpass/Artistic Treatment	Joseph M. Bryan Jr./\$25,000
55. Drinking Fountains (2)	Cooper Brantley (Murrow& Lindsay)/\$8,000 (1) Pam & Steve Hassenfelt (Murrow & Lee)/\$8,000 (2)
56. Artistic Bike Racks (2)	The Cemala Fnd in honor of Trip Brown(Innovation Cornerstone)/\$12,000 Downtown Residents Assoc(Freedom Cornerstone)/\$12,000
57. Art Bench (East Market Street)	Rene & Larry Lawrence/\$25,000 each
58. Standard Benches (13)*	Tammy McElroy/Holy Trinity location/\$5,000(1) Stern Foundation/\$5,000each (2 & 3) Serendipity Garden Club/\$5,000 (4) Jaclyn & Brantley White/Homeland & Park/\$5,000 (5) HOLD: Near Summit Ave Stairs/\$5,000 (6) On Friendly Ave/\$5,000 (7) Misty McCall/Washington at stairs/\$5,000 (8) Jaclyn & Brantley White/South side of Gorrell/\$5,000 (9) Lorin & Mark Kaley/Freedom Cornerstone/\$5,000 (10) Oral Surgery Institute of the Carolinas Fnd/Freedom Cornerstone/\$5,000 (11) Dabney & Walker Sanders/\$5,000 (12) *Additional bench added at Innovation Cornerstone: Jamison Alston/\$5,000 (13)

58A. Standard Bench (1)-corner park	Peg & Skip Moore/\$5,000
59. "Big Belly" Solar-powered Compacting Trash Cans and Recycling Units 25)	CityView \$4,000(1 & 2)
60. Gardens* Regular Gardens and Eco-gardens (innovatively designed to aid storm water management) (several)	Large \$20,000 each Small \$15,000 each
*Bus Shelters on Lindsay/Bus Shelter on Murrow	Wells Fargo/\$50,000

Phase 3 (Summit/Murrow west to Smith/Atlantic & Yadkin Rail Line)

61. Northern Trail (Entire Trail: Summit/Murrow to Smith/Atlantic & Yadkin Rail Line)	Cone Health Foundation/\$1 million
61A. Standard Bench (Edgeworth & Smith)	Hayden-Harman Foundation/\$5,000
61B. Standard Bench (Spring & Smith)	Greensboro Jaycees/\$5,000
62. Dunleath Connector Marker	Charles & Nancy Reid/\$4,000
63. Dunleath Neighborhood Marker	Bell Foundation/\$10,000
64. Art Bench (Dunleath Neighborhood)	Hillsdale Fund/\$25,000
65. Fisher Park Connector Marker	Bell Foundation/\$4,000
66. Fisher Park Neighborhood Marker	Charles Aris, Inc./ \$10,000
67. Triangular Park/Smith & Battleground	Tannenbaum/Sternberger Fnd/\$100,000
68. Art Bench (Fisher Park)	Gail Boulton/\$25,000
69. Drinking Fountain	Jack & Sarah Warmath/\$8,000
70. Artistic Bike Rack	David Sprinkle/\$12,000(1) Schell Bray/\$12,000(2)
71. "Big Belly" Solar-powered Compacting Trash Cans and Recycling Unit	Anne & Sam Hummel/\$4,000
72. Decorative Retaining Wall on Smith Street	GSO Grasshoppers/D. Moore/\$25,000
*Decorative Art Piece on Smith Street	Bell Foundation/\$25,000
*Standard Bench at Smith/Cedar Streets	Kim & John Martin/\$5,000

73. Cedar Street Neighborhood Marker	H.Gwyn/B.Boulton/\$10,000
74. Tradition Cornerstone Plaza	Lincoln Financial/\$150,000
75. Tradition Cornerstone Art	Lincoln Financial/\$250,000
76. Drinking Fountain	Len & Judy White/\$8,000
78. Connector Marker for Atlantic & Yadkin, Latham Park, & Lake Daniel Greenways	The Craft Family/\$4,000
79. Artistic Bike Rack	Barbara Lusk/\$12,000
80. "Big Belly" Solar-powered Compacting Trash Cans and Recycling Units	CityView/\$4,000
81. Gardens* Regular Gardens and Eco-gardens (innovatively designed to aid storm water management) (3 gardens left)	Large \$20,000 each Small \$15,000 each
Eco Garden on North Eugene between Smith & Fisher Avenues	Hagan Family/\$40,000
Eco Garden on Fisher between Simpson & Greene	Sylvia & Mike Berkelhammer/\$15,000
Eco Garden on Smith between Prescott & Cedar	Donna & Bob Newton/\$20,000
Eco Garden on Smith between Edgeworth & Eugene	Anne & Sam Hummel/\$20,000

Phase 4 (Smith/Atlantic & Yadkin Rail Line south to Spring Garden/Atlantic & Yadkin Rail Line)

82. "Magic Mile" Rail Trail (Entire Trail: Smith/Atlantic & Yadkin Rail Line to Spring Garden/Atlantic & Yadkin Rail Line)	Phillips Foundation/\$1.5 million
83. Westerwood Neighborhood Marker	Rock 92/107.5 WKZL/\$10,000
84. College Hill Neighborhood Marker	Bank of America/\$10,000
85. Art Benches (2)	Dawn Chaney-Westerwood/\$25,000 (1) Carolina Bank-College Hill/\$25,000 (2)
86. Standard Benches (4)	American National Bank & Trust/\$5000 (1) Westerwood Tavern/\$5,000(2) Greensboro Garden Club/\$5,000(3) Susan and Jim Melvin/\$5,000 (4)
87. Artistic Bike Rack (2)	College Hill Sundries/\$12,000 (1) The Cemala Foundation \$12,000(2)
88. Drinking Fountain	Flo Snider/\$8,000
89. "Big Belly" Solar-powered Compacting Trash Cans and Recycling Units (2)	CityView/\$4,000(1) Mary & Bob Plybon/\$4,000(2)
90. Gardens* Regular Gardens and Eco-gardens (innovatively designed to aid storm water management) (several)	Large \$20,000 each Small \$15,000 each Anne & Sam Hummel/\$20,000 large eco-garden
*Friendly Avenue Underpass & Gabion Baskets	\$50,000
*Roundhouse Enhancement Area	Leslie & Robert Ketner/\$40,000

Throughout the Greenway (Every quarter of a mile)

91. Quarter-mile Markers	\$3,000 each/ 16 total The Scott & Dianne Roe Foundation (1) Sandy and Frank Mascia/\$3,000 (2) The Scott & Dianne Roe Foundation (3) The Scott & Dianne Roe Foundation (4) Rosemary & Jay Kenerly (5) Louise & Jim Brady (6) Brady Trane Servies (7) Anne and Sam Hummel/\$3,000 (8) Al and Ginni Lineberry/\$3,000 (9) Mary Gay & Don Brady and Family/\$3,000 (10) Cissy and Bill Parham/\$3,000 (11) Carter and Bill Leinster/\$3,000 (12) Lee and Ellen Lloyd/\$3,000 (13) Tom and Linda Sloan/\$3,000 (14) Susan and Brad Shumaker/\$3,000 (15) Linda and Jim Carlisle/\$3,000 (16)
92. Greenway Kiosk or Marker/Center City Park	Bank of America/\$20,000
93. Major Donor Wall/ Innovation Cornerstone	Burlington Industries/Cone Denim/\$15,000

Other Recognition:

- \$10,000 Designated to Endowment
Recognition as a Founding Member of the Downtown Greenway Endowment Society
 - Trip Brown/\$10,000
 - Hayes and Clem Clement/\$10,000
 - Mike and Lynn Haley/\$25,000
 - The Craft Family/\$6,000
 - The John and Barbara McLendon Family Foundation/\$10,000

- Schell Bray PLLC/\$8,000
- Hayden-Harmon Foundation/\$1,000
- Eric and Susan Wiseman/\$10,000
- Taylor & Associates Appraisers, Inc/\$2,500
- Dottie and Billy Nutt/\$2,500
- Pam and Steve Hassenfelt/\$2,000
- \$2,500 or More
 - Trailblazers Society Recognition on the *Major Donor Wall*
 - The Klee Family/\$2,500
- \$1,000 Designated to the Greenway Tree Fund
 - Recognition on a comprehensive Tree Donor Plaque
 - Trip Brown/\$10,000
 - Len & Judy White/\$2,000
 - Marty & Porter Halyburton/\$3,000
 - Dr. William R. and Beverly C. Rogers/\$1,000
 - April & Jay Harris/\$1,000
 - Laura Lorenz/\$1,000
 - Lauren & David Worth/\$1,000
 - Ed & Emily Kitchen/\$1500
 - Cooper Brantley/\$2,000
 - Pat and Bob Sevier/\$2,500
 - Pat and Mary Carol Danahy/\$2,500
 - Flo Snider/\$12,000
 - Hawthorne Residential Partners/Ed Harrington/\$3,000
 - Jim and Deborah Hooper/\$1,000
 - Courtney and Rob Kidwell/\$2,500
 - Laura Meagher/\$2,500
 - Barbara Kretzer/\$3,000
 - Anne and Sam Hummel/\$3,000
 - Duke Energy Foundation/\$15,000
 - Piedmont Natural Gas Foundation/\$1,000
 - Joan and Doug Stone/\$1,000
- \$100 or More
 - Recognition on the website, in publicity, and in Greenway Milestone advertisements

*Gardens - Large and small gardens will be added as design progresses. Contact the Greenway Campaign Office for updates – 336.379.0821.

**Naming opportunity not available. Contact the Greenway Campaign Office for more information – 336.379.0821.

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