



MASTER LIST

Downtown Greenway Campaign Naming Opportunities:

Available opportunities highlighted in yellow

(As of 9.1.24)

Entire Downtown Greenway

Recognition Reserved: City of Greensboro

Key Greenway Sections

- 1. Southern Trace The Joseph M. Bryan Foundation/\$1M
- 36. Eastern Way The Cemala Foundation/\$1.5M
- 61. Northern Passage Cone Health Foundation/\$1M
- 82. Western Branch Phillips Foundation/\$1.5M

Morehead Park (Spring Garden/Atlantic & Yadkin Rail Line south to Gate City Blvd/Freeman Mill)

- 1. Southern Trace 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. **Gateway of the Open Book 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 (*PARK*) 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)

Five Points (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 (*ReCycle*) 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

Southern Trace (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 (*Monument to Dignity & Respect*) 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)

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| 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 |
| <u>Eastern Way (Lee/Murrow north to Summit/Murrow)</u> | |
| 36. Eastern Way | The Cemala Foundation/\$1.5M |
| 37. <i>Ascension</i> Plaza | Bonnie & Frank Kuester/\$100,000 |
| 38. Freedom Cornerstone Art (<i>Ascension</i>) | Lorillard/\$250,000 |
| 39. Southside Neighborhood Marker | Margaret & Bill Benjamin/\$10,000 |
| 41. Plott Street Parking area | \$20,000 |
| 42. Gorrell Street Stairs | AG in honor of Andy Zimmerman/\$20,000 |
| 43. East Market Street Neighborhood Marker | \$10,000 |
| 45. <i>Woven Works Park</i> Plaza | \$100,000 |
| 46. Innovation Cornerstone Art (<i>Woven Works Park</i>) | VF Corporation/\$250,000 |
| 49. Elements of play 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./\$50,000 |
| 55. Drinking Fountains (2) | Cooper Brantley (Murrow& Lindsay)/\$8,000 (1) Pam & Steve Hassenfelt (Murrow & Lee)/\$8,000 (2) |
| 56. Artistic Bike Racks (<i>Loom and Untitled</i>) | The Cemala Fnd in honor of Trip Brown(Innovation Cornerstone)/\$12,000 Downtown Residents Assoc(Freedom Cornerstone)/\$12,000 |
| 57. Art Bench (<i>Vigilance</i>) | Rene & Larry Lawrence in honor of Dabney Sanders/Laura Lorenz/\$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) In honor of Cecelia & Chris wedding/Near Summit Ave Stairs/\$5,000 (6) In honor of Laura Lorenz/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 |
| <u>Northern Passage (Summit/Murrow west to Smith/Atlantic & Yadkin Rail Line)</u> | |
| 61. Northern Passage (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 (<i>Daydreamers at Play</i>) | 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 (<i>Home Sight</i>) | Gail Boulton/\$25,000 |
| 69. Drinking Fountain | Jack & Sarah Warmath/\$8,000 |
| 70. Artistic Bike Rack (<i>The Onion and Complimentree Kindnesses</i>) | 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 |
| <i>High Grove</i> (Landscape on Smith Street between Prescott & Cedar) | 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. <i>Meeting Place</i> Plaza | Lincoln Financial/\$150,000 |

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| 75. Tradition Cornerstone Art (<i>Meeting Place</i>) | 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 (<i>Bike Forest</i>) | 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 |

Western Branch (Smith/Atlantic & Yadkin Rail Line south to Spring Garden/Atlantic & Yadkin Rail Line)

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| 82. Western Branch (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/\$5,000 (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 |

Throughout the Greenway (Every quarter of a mile)

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| 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 Services (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
 - David and Daniel Craft in memory of Bill Craft/\$1,000
- **\$100 or More**
 - Recognition on the website, in publicity, and in Greenway Milestone advertisements

Contact Dabney Sanders for more information – 336.387.8353.

GREENSBORO DOWNTOWN GREENWAY CAMPAIGN OFFICE

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