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# STATE OF THE CITY

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November 12, 2020



[www.goldsboronc.gov](http://www.goldsboronc.gov)

# Streetscape Update

## The HUB

- Stage facility for outdoor events
- Bathroom facility
- Pre wired for food trucks for events
- Planned site for NC Freedom Fest in 2021



## Center Street Streetscape

- Second TIGER Grant, completes the Streetscape for Center Street.
- Incorporates art like in previous phase
- Future development on City lots





# Streetscape Update/Wayfinding Signs

- Funded by TIGER
- Comprehensive signage package directing motorists to frequently visited facilities throughout Goldsboro





# Downtown Development

## 2019-2020 Economic Statistics

- Building Renovations: 16
- Net Job Gain: 46
- New Business Gain: 6
- Business Expansion: 1
- Value of New Investment — Public: \$9,540,063
- Value of New Investment — Private: \$2,393,557



# Downtown Development

- **Rehab Development**

- Project will save six historic buildings and put 70,000 sq. ft. of space back into productivity.
- 63 market rate units and 12,000 sq. ft. of commercial space
- Nearly \$14M in private investment

- **Union Station Adaptive Reuse Study**

- Five uses, ranging from \$3M – \$6M
- Potential developer identified





# Downtown Development

- **Residential Development**

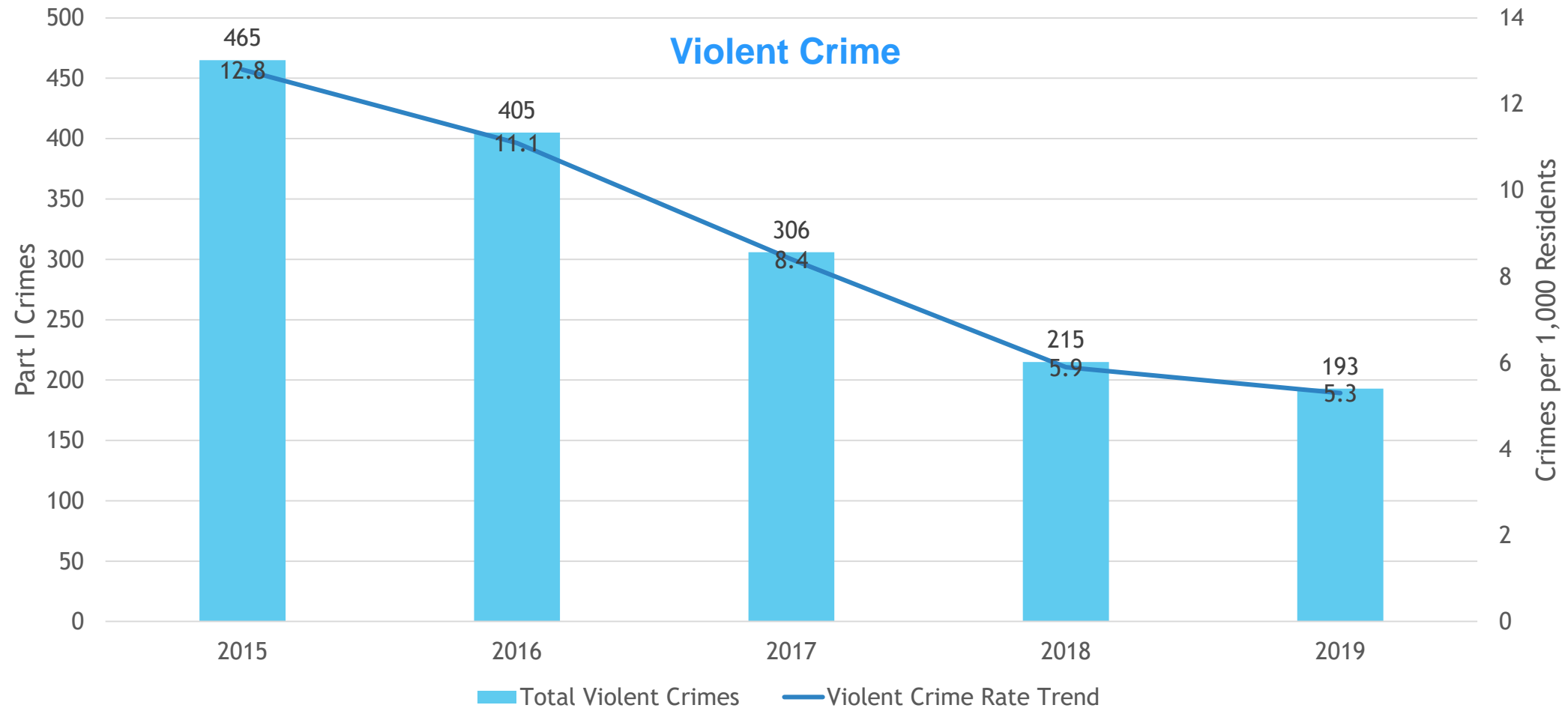
- Received a \$25,000 grant from Truist (BB&T) Foundation to put toward residential development efforts in the areas immediately surrounding downtown

- **Business Updates**

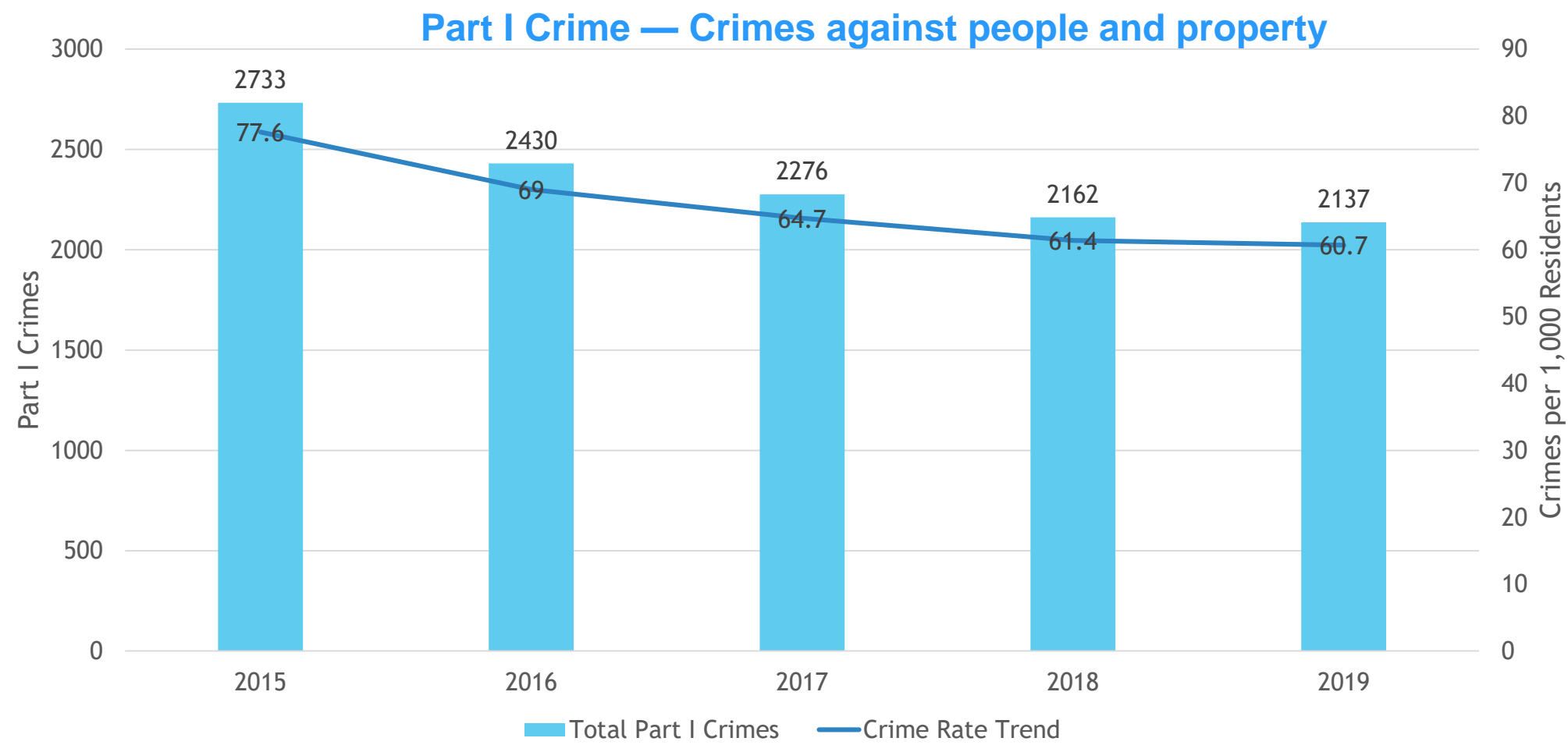
- Six net new businesses in 2020
- Created and assisted with facilitation of Small Business Relief grants for non-profit and City



# Crime Rate Continues to Decline



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# Fire Department Update

## Incidents

- The average number of incidents are down in Goldsboro, while the number of structure fires are up.
  - Structure Fires (Jan. – Oct. 2020) - 37 total
  - Total incidents (Jan. – Oct. 2020) - 1,850 total

## Improved ISO Rating

- As of 8-1-20, Goldsboro boasts a Class 2 ISO rating.

## Community Outreach

- Each station has a community engagement project.

## Community Partnerships and Fundraising

- LOWES supports GFD's public education program and charity to local soup kitchens
- Department has raised nearly \$20,000 for 1919 refurbishment.

## Safety

- Received four safety awards from OSHA-DOL
- Navigated the COVID-19 pandemic with no lapses in service and minimal instances of positivity



# Parks and Recreation

- Continuing to provide programming to our community during this pandemic.
  - Youth sports camps
  - Virtual Learning Camps at W.A. Foster, T.C. Coley and Herman Park Center
- Completed the HV Brown Restroom Shelter and the Pedestrian Bridge for Reedy Branch Greenway





# Travel & Tourism

- Visitors spent more than \$190 million in Goldsboro-Wayne Co in 2019 (6.7% increase from 2018, a record-breaking year!)
- Goldsboro-Wayne County is ranked 32<sup>nd</sup> out of 100 counties in NC for generating the most tourism dollars
- Bryan Multi-Sports Complex generated over \$4 million of economic impact in 2019 for its first full operating year
- Wilber's BBQ Reopening - an iconic landmark for BBQ enthusiasts around the country
- Visit Goldsboro has been awarded over \$100,000 of federal funding through CARES Act programs to help promote travel back to the area





# Travel & Tourism: A BBQ Way of Life



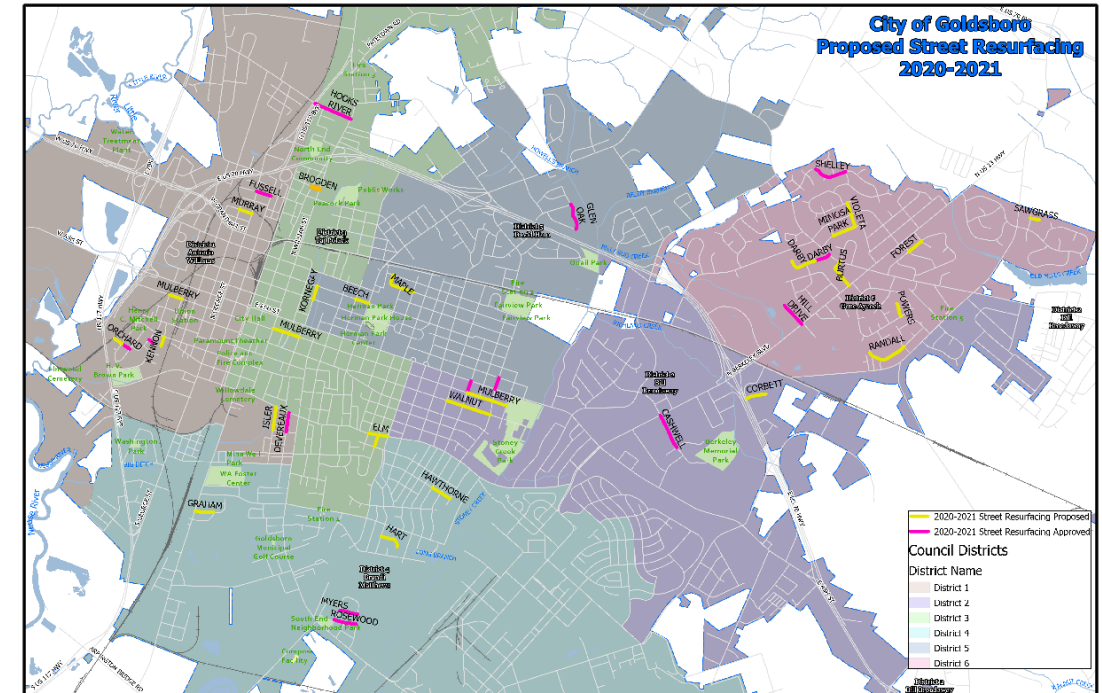
# Street Resurfacing/Improvement Projects

## Resurfacing Projects

- Proposed list is estimated at \$1.8 million, \$1.5 million is budgeted.
- Two previous years have come in under budget
- Expected to go out for bids in January

## Improvement Projects

- This paving project includes:
  - Oak Hill Drive from North Berkeley Boulevard to Green Drive;
  - East Chestnut Street from South Slocumb Street to South Leslie Street;
  - Hawthorne Street from Oleander Avenue to Andrews Avenue;
  - Mimosa Street from Claiborne Street to Randolph Street;
- This project is 45% complete with a contract completion date of February 27, 2021.



# Business/Industry Growth

While COVID-19 is still a major concern, building has taken the driver's seat in our local economy.

- The City Inspection Department issued permits for approximately \$90.8M of commercial, residential and miscellaneous building improvements.
- Projects include:
  - Microbrewery
  - Stay APT Suites
  - Renu-Life Traumatic Injury Center
  - WCC Automobile Collision Center
  - Strickland Insurance renovation and expansion
  - Deacon Jones Auto Repair(Old Ford Dealership)
  - Old Wachovia building (Apartment Renovation)
- We currently have 1,810 registered businesses within the City.



# COVID-19 Response

- City leaders proactively prepared for and addressed the pandemic situation.
  - Provided masks and other PPE for employees
  - Increased cleaning in high-traffic, high-touch areas
  - Installed hand sanitizer units throughout facilities
  - Implemented telework procedures
  - Assisted in the recovery effort by providing CARES funding to non-profits (\$200K) and small business owners (\$100K)
- The City will use \$150,000 of CARES money to install new fiber optic cables on all water towers to expand Broadband services throughout the city.



# Seymour Johnson AFB

Goldsboro, North Carolina



**\$750 Million  
FY19 ECONOMIC IMPACT**

**“Train, Produce, and Project Airpower for America”**



**4th Fighter Wing Commander  
Colonel Donn C. Yates**



**People ✦ Mission ✦ Community**

# Goldsboro City Council



11/12/2020

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