



### What kind of restaurants do we have on High Point Road?

All the great ones from around the country, including country, Italian, Thai, Mexican, Chinese, Indian, and more.



### International Restaurant Row Branding Project

International Restaurant Row is also marketing campaign along the High Point Road Corridor with options for some mix of:

- Street Signage
- Outdoor Billboards
- Website Development/Maintenance
- Formal Signage

### Why International Restaurant Row?

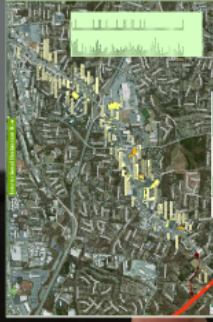
There are more than 70 restaurants and 12 ethnic cuisines along the International Restaurant Row. Many of these restaurants are springing for establishments.

### What Impact Can Signage Have?

Research shows that signage can have a significant impact on the success of a business. Signage can help with the customer experience, increase visibility, and attract new customers.

### Who are these restaurants and markets that we're talking about?

They're Greensboro residents and families just trying to make a living.



International Restaurant Row is a project that will help to promote the area and attract new customers. It will also help to improve the customer experience and increase visibility. Signage can help with the customer experience, increase visibility, and attract new customers.



### What kind of restaurants do we have on High Point Road?

At this point there are more than 13 different country's cuisines being represented, including Vietnamese, Korean, Mexican, Japanese, Chinese, Thailand, Italian, American and more.



### Why High Point Road? Why International Restaurant Row?

There are more than 70 restaurants and 12 markets packed into the area of High Point Road from the Greensboro Coliseum to Groometown Road. Many of these restaurants are among the city's most popular international cuisine establishments.

### International Restaurant Row Branding Project

Recommendation of \$25,000 to finance a pilot marketing campaign along the High Point Road Corridor with options for some mix of:

- Interstate Signage
- Street Banners
- Outdoor Billboards
- Website Development/Maintenance
- Brochures
- Formal Review

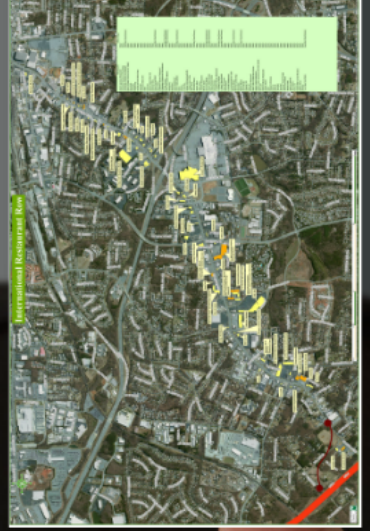
### What Impact Can Signage Have?

- Roughly 150,000 cars pass by the High Point Road interchange on I-40 and the future I-73 each day
- The current signage along the High Point Road International Restaurant Row can draw the attention of thousands of motorists every day
- Billboard advertising can target Greensboro residents unaware of the corridor's offerings
- Consistent banners and signage along High Point Road can improve the corridor aesthetic



### Who are these restaurants and markets that we're talking about?

They're Greensboro residents and families just trying to make a living.



### Additional Factors for Instituting a Pilot Marketing Campaign

- Low cost opportunity to test branding concepts and signage
- The pilot program aligns with the High Point EastWest Live
- Match the time factor used in the corridor plan with new zoning designations
- The success of the corridor plan
- Adds an additional tourism component to the corridor mix
- Provides a way to draw attention to the area in a unique and innovative way
- Becomes part of a larger Economic Development narrative

## **International Restaurant Row Branding Project**

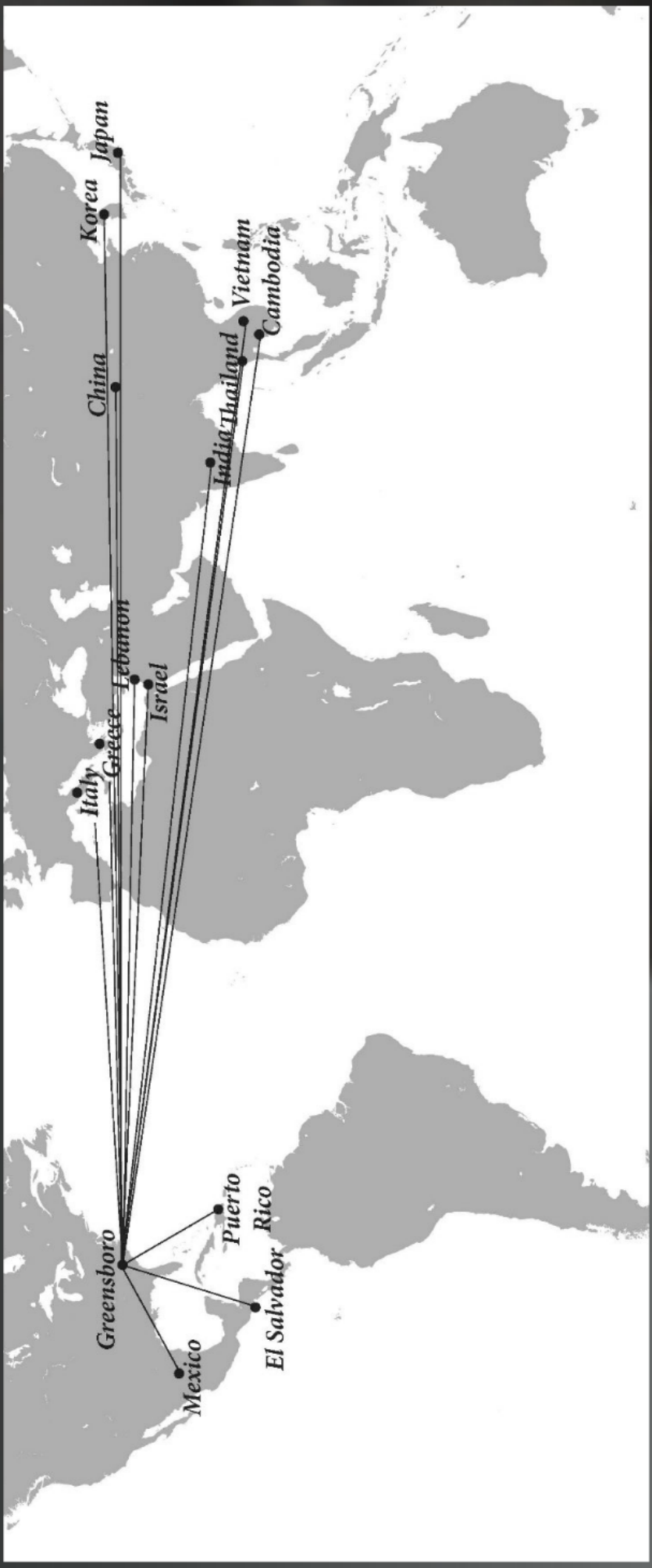
- **Recommendation of \$25,000 to finance a pilot marketing campaign along the High Point Road Corridor with options for some mix of:**
  - **Interstate Signage**
  - **Street Banners**
  - **Outdoor Billboards**
  - **Website Development/Maintenance**
  - **Brochures**
  - **Formal Review**



## *What kind of restaurants do we have on High Point Road?*

At this point there are more than 13 different country's cuisines being represented, including Vietnamese, Korean, Mexican, Japanese, Chinese, Thailand, Italian, American and more.





What kind of restaurants do we have?

**Who are these restaurants and markets  
that we're talking about?**

**They're Greensboro residents and families  
just trying to make a living.**







## ***Why High Point Road? Why International Restaurant Row?***

There are more than 70 restaurants and 12 markets packed into the area of High Point Road from the Greensboro Coliseum to Groometown Road. Many of these restaurants are among the city's most popular international cuisine establishments.

# What Impact Can Signage Have?

- Roughly 158,000 cars pass by the High Point Road interchange on I-40 and the future I-73 each day
- Signage placed on I-40/I-73 designating High Point Road "International Restaurant Row" can draw the attention of thousands of motorists every day
- Billboard advertising can target Greensboro residents unaware of the corridor's offerings
- Consistent banners and signage along High Point Road can improve the corridor aesthetic





## **Additional Factors for Instituting a Pilot Marketing Campaign**

- Low cost opportunity to test providing exposure and marketing assistance to small, independent businesses
- This pilot program aligns with the High Point Rd/West Lee St Corridor Plan:
  - Improves the Streetscape
  - Matches future land use goals of the corridor plan with new zoning designations
  - Marketing and branding identified as a key strategy to the success of the corridor plan
- Adds an additional tourism component to the corridor mix
- Innovative way to draw attention to the diversity in cuisine and culture found in Greensboro that could become part of a larger Economic Development narrative

