



Downtown Greenville Partnership

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Downtown Greenville Partnership Receives North Carolina Downtown Excellence Award

Greenville, North Carolina — The North Carolina Downtown Development Association (NCDDA) recognized Downtown Greenville Partnership with a 2026 Downtown Excellence Award for Downtown Dickinson Giveaway.

The award was presented as part of NCDDA's inaugural Downtown Excellence Awards program, which honors outstanding leadership, innovation, and impact in downtown development and management across North Carolina.

Downtown Dickinson Giveaway received a Downtown Impact Award in the category of Communications & Marketing, which honors outstanding communications strategies, campaigns, and marketing initiatives that build public awareness, community engagement, and positive perception of North Carolina's Downtown Districts.

"What a tremendous honor to be recognized by NCDDA for this first-of-its-kind award our efforts in Downtown Greenville. I am so proud of the work our team continues to do for the betterment of our city," said Troy Dreyfus, Executive Director.

The Downtown Dickinson Giveaway was created to celebrate the completion of nearly four years of construction along Dickinson Avenue while driving customers back to the businesses that persevered through the disruption. Thanks to the support of community sponsors, Downtown Greenville Partnership distributed 1,120 free \$20 gift cards to patrons at 14 participating businesses, creating an incentive for residents to rediscover the corridor and directly support local merchants.

The event generated an immediate economic impact, injecting \$22,400 into Dickinson Avenue businesses in a single evening while attracting hundreds of visitors and extensive local media coverage. More importantly, it helped reintroduce Dickinson Avenue as a vibrant, accessible destination and demonstrated the power of strategic partnerships in supporting downtown revitalization.

Award recipients were selected by a jury of experienced downtown professionals and industry leaders based on criteria including community impact, innovation, measurable results, and applicability as a best practice for other downtowns and districts.

“Downtown Greenville Partnership demonstrated outstanding leadership and innovation through the Downtown Dickinson Giveaway,” said Jeff Murison, President of NCDDA. “This project reflects the important and impactful work happening in downtowns across North Carolina.”

A full list of Downtown Excellence Award recipients is available at:
www.ncdda.org/awards/

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About Downtown Greenville Partnership:

The Downtown Greenville Partnership (DGP) is a nonprofit organization dedicated to promoting, enhancing, and advocating for Downtown Greenville, North Carolina. Guided by its four pillars: marketing, events, beautification, and relationship building. DGP works to strengthen the downtown district by supporting local businesses and creating memorable experiences; DGP helps make Downtown Greenville a vibrant place to live, work, shop, dine, and visit.

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About the North Carolina Downtown Development Association (NCDDA)

NCDDA is a statewide organization supporting professionals and organizations working to strengthen downtown districts and Main Streets across North Carolina. Through networking, professional development, advocacy, and peer learning, NCDDA advances best practices in downtown revitalization, place management, and community development.

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