

# Bryan Zachery Matheny

## **Professional Experience:**

*Downtown Greensboro Incorporated, 2015-current, President & CEO*

Downtown Greensboro Incorporated (DGI) is an economic development organization focused on stimulating investment and activity in the center city. DGI is a non-profit entity and is led by a 24-member Board of Directors composed of volunteers representing specific stakeholders in the center city

- Oversee day-today operations, assuring fiscal responsibility in the funding and management of the organization including implementing the mission and strategic directions of the organization
- Work with partners including the City of Greensboro to determine proper urban infrastructure planning and capital improvement priorities
- Recruit new merchants and work with existing merchants to promote a healthy downtown
- Developing strategy for major capital investment initiative for a November bond referendum
- Manage total planning and operations for community festivities including Fun Fourth July 4<sup>th</sup>, and the Holiday Festival.
- Develop and implement new and exciting marketing campaigns and events to increase the activity in downtown
- Collaborate with the Police Department to maintain a high-level perception of safe downtown
- Work with elected officials, executive and board members, City Staff, and the community to communicate the activities of downtown Greensboro

## **Professional Achievements**

- Successfully worked with two separate developers and City Staff to negotiate infrastructure improvements resulting in over \$165 million in new private investment
- Worked with the City and Private development to solidify the first two public parking structures with privately owned buildings built above. Total estimated investment is over \$230 million
- Created new branding campaigns including: “Found your \_\_\_\_\_ in Downtown” and “City Life Reimagined”
- Successfully restructured contract with City to allow DGI to manage the BID reserve funds, something that has been attempted since the BID inception
- Successfully renegotiated contract with City to allow for entire BID funds to come to DGI as well as a newly created portion of the sales-tax funds estimated in over a 50% increase in budget

## **Personal Accomplishments**

- Board Member International Downtown Association (IDA) – Elected in 2018 – Work with IDA staff, practitioners, and Board members to mission for the organization, to transform cities into healthy and vibrant urban places.
- IDA Emerging Leadership Fellows 2017 Program – Chosen as one of twenty-eight industry leaders for an extensive training program lead by the IDA Professional Development team
- Recognized as “Triad Power Player” in a 12-county region 2017,2018, 2019
- Recognized as a 40 Leader Under 40

## **Bryan Zachery Matheny**

### *Greensboro City Council 2007-2015, Councilman*

Greensboro is the third largest city in the state of North Carolina and is located in the Piedmont Triad with approximately 270,000 citizens. Currently, serving my fourth term as District 3 Representative which includes Downtown Greensboro.

- Built consensus amongst fellow councilmember's in order to move legislation forward
- Effectively worked with Staff and Council for last eight years in difficult economy to have balanced budgets with a slight tax decrease and maintain City Services
- Chair of Economic Development task Force for the City Council – Created proactive visionary strategies for planning
- Chair of the Public Safety Initiative – primary goal to build alliances with GPD, businesses, and citizens
- Answer constituent communication in performing representation throughout the citizens of Greensboro.
- Serve on the Transportation Advisory Committee an support infrastructure planning
- Act(ed) as Council liaison to the following : War Memorial Coliseum Commission, Chairman of Legislative Agenda, and redistricting map for the City
- Ran full campaigns for election which include: fundraising, marketing, public debates, grassroots efforts, and budgeting

### *White Oak Capital, Inc, Founder 2012*

White Oak Capital, Inc is a Consulting firm founded in January 2012. The mission for the firm is creating key investment strategies for accredited investors with a core focus on real estate development and acquisition. A secondary mission is to add value to local companies in an effort to obtain new business partnerships.

- Development Partner in 198 unit apartment complex in Kernersville, NC. Raised over \$5 million to co-invest in the project.
- Development partner with in 271 unit apartment complex in Durham, NC. Raised over \$4 million in capital to co-invest in the project.
- Partner in River Bend apartment project in Charlotte, NC
- Development Partner in 239 unit Joint Venture apartment complex to be built in Greensboro, NC. Total project is approximately \$21,300,000. Raised over \$2,000,000 from accredited investors to co-invest with the partners.
- Development Partner in Joint Venture with Lomax Properties and Brantley Properties to construct a 211 unit multi-family \$18,200,000 complex in Charlotte, NC. Raised over \$1,500,000 from accredited investors to co-invest with partners.
- Consultant specializing in advising accredited investors with real estate investment opportunities
- Advisor to Real Estate Development firms in locating proper sites and fulfilling capital needs in which to build projects. Projects that White Oak has advised total over \$100 million in 2012 with locations in North Carolina and South Carolina.
- Consultant for Green Day Waste & Recycling as a Business Development Director
  - Consultant on growth strategies by adding key clients with over 100 individual properties, including industrial pick up

# **Bryan Zachery Matheny**

## *Bell Partners, 2008-2011, Director*

Founded in 1976, Bell Partners Inc. (“Bell Partners” or “Bell”) is a private real estate company focused primarily on the acquisition and management of high-quality apartment communities located in the Mid-Atlantic, Southeast and Southwest United States. The National Multi-Housing Council currently lists Bell Partners as the 10th largest apartment operator in the United States, with a management portfolio of approximately 65,000 homes. Since 2000, the company has completed over \$7 billion of transaction volume.

## *A.G. Edwards & Sons 2001-2008, Financial Advisor*

A.G. Edwards operated as a full-service securities broker-dealer in the United States and Europe. The firm was acquired by Wachovia Securities, which later was acquired by Wells Fargo Advisors. The firm provided securities and commodities brokerage, investment banking, trust services, asset management, financial and retirement planning, private client services, investment management, and other related financial services to individual, governmental, and institutional clients.

- Built financial wealth management business from the ground up
- Obtained professional licenses, including: Series 7, 66, 63 and Life & Health Insurance
- At the end of my career at A.G. Edwards, my portfolio under management was close to \$30 million
- Survived two bear market depressions in growing the business, including the aftermath of the tech bubble and 9/11
- Creative marketing business plan on shoestring budget to develop name recognition
- Ability to build relationship throughout the community and gain trust in individuals and foundations to invest assets over all facets of the investment industry

## **Education:**

*North Carolina State University, Bachelor of Science 1996*

## **Community Volunteer List:**

- Former Citizen Advisory Board member, Guilford County Comprehensive Plan
- Former Zoning Commission member, City of Greensboro
- Center for Creative Leadership - Piedmont Triad Leadership Institute
- Advisory Board member, UNCG Business Administration
- Fundraising Chair, Greensboro Bicentennial
- Financial Teaching Instructor, Guilford Technical Community College
- Executive Committee member, Chrysler Classic of Greensboro
- Loaned Executive, Greensboro United Way
- Chamber Operating Group and Member Services Council, Greensboro Chamber of Commerce
- Co-Chair, Civil Rights Museum Golf Tournament Organizing Committee
- Member, Greensboro Sports Council
- Future Fund Steering Committee member, past Social Chairman – created Kentucky Derby Party
- Wyndham Championship Leadership committee
- K for Kids member
- Can't Wait for the Ballpark Committee Chair
- Making Connections Around the Table Host
- Greensboro Opera Board member
- Board member and past Master Plan Oversight Committee member
- Big Brothers, Big Sisters
- Former Prelude Steering member and 2005 Vanguard Fundraising Chair, United Arts Council