

Explore Greensboro While You're Here! 🎉

A local guide to food, fun, and downtown favorites during your stay for Market America ICON. Whether you're arriving early, staying a little longer, or looking for something fun to do after sessions, Greensboro has plenty of hidden gems to discover. Grab your teammates, explore around, and make the most of your time in the Gate City!

☀️ Get Outside & Explore

🌳 Picnic at LeBauer Park

Address: 208 N Davie St, Greensboro, NC 27401

Need a break between sessions? Grab lunch to-go, bring your water bottle and favorite Isotonix® stick pack, and relax in Greensboro's downtown backyard. Bonus points if you catch one of the many events often happening in the park.

⚾️ Catch a Greensboro Grasshoppers Baseball Game

Address: 408 Bellemeade St, Greensboro, NC 27401

Round up your team and enjoy an evening at the ballpark! Between the downtown views, cold drinks, and energetic atmosphere, it's one of the best ways to spend a summer night in Greensboro.

🚶 Walk Through Historic Fisher Park

Address: 700 N. Elm St. Greensboro, NC 27401

One of Greensboro's most beautiful neighborhoods, Fisher Park is filled with historic homes, tree-lined streets, and Southern charm. Perfect for a morning walk, coffee stroll, or a reset after a full conference day.

🌿 Explore the Downtown Greenway

Address: Start at LeBauer Park, located directly across from the Steven Tanger Center.
Enjoy a scenic paved walking trail through downtown Greensboro featuring public art, green space, and city views

A scenic urban trail looping around downtown. Bring your sneakers, water bottle with Tower+™ Electrolyte Mix, and enjoy public art, green spaces, and a refreshing walk right in the city center.

☕ Coffee & Casual Meet-Ups

Union Coffee

Address: 216 W Friendly Ave, Greensboro, NC 27401

A downtown favorite for coffee, quick meetings, or catching up with your team before heading to ICON sessions. Make sure to bring your GoTrim® Café stickpacks for your coffee boost!

Awoo Coffee

Address: 236 S Elm St F, Greensboro, NC 27401

A local staple known for small-batch coffee and a welcoming atmosphere—great for a relaxed morning or midday recharge.



Bars, Breweries & Nightlife

SouthEnd Brewing Co.

Address: 117B W Lewis St, Greensboro, NC 27406

A lively local brewery with great indoor-outdoor seating, food, and plenty of space for groups.

Joymongers Brewing Co.

Address: 576 N Eugene St, Greensboro, NC 27401

A Greensboro favorite with a laid-back vibe. They host free live music every Thursday-Saturday from 8PM-11PM.

Insider Tip: Food trucks are often nearby every night - and you can bring food inside while you enjoy a beverage. You can find the Food Truck Map located on their [instagram page](#).

Neighbors

Address: 507 Simpson St, Greensboro, NC 27401

Small but mighty. Creative cocktails, late-night bites, and a great spot next to Joymongers for a fun group stop.

Lawn Service by Little Brother

Address: 210 N Davie St, Greensboro, NC 27401

A tropical-inspired cocktail bar with playful drinks and a unique, high-energy atmosphere. Located just steps away from the Tanger Center.

Insider Perk for ICON: \$1 off coffee drinks. Just say “I’m with the Market America Convention Group” for the discount!

George’s Garage

Address: 600 Battleground Ave, Greensboro, NC 27401

Live music, cold drinks, and a fun local crowd—especially popular on Friday nights.

Lewis & Elm

Address: 600 S Elm St, Greensboro, NC 27406

A great downtown spot for cocktails and small plates with elevated vibes—perfect for winding down after sessions.

Boxcar Bar + Arcade

Address: 120 W Lewis St, Greensboro, NC 27406

Arcade games, pinball, Skee-Ball, drinks, and friendly competition. Perfect for team bonding and a little after-hours fun.

Bourbon Bowl

Address: 531 S Elm St, Greensboro, NC 27406

Bowling, bourbon, cocktails, and comfort food all in one place. A great group night out option.

Where to Eat

Natty Greene's Pub & Brewing Co.

Address: 345 S Elm St, Greensboro, NC 27401

A downtown staple for casual dinners, group meals, and local brews.

Sage Mule

Address: 608 Battleground Ave, Greensboro, NC 27401

A must-visit for breakfast or lunch if you're arriving early or staying longer—creative and consistently excellent.

Chez Genèse

Address: 616 S Elm St, Greensboro, NC 27406

A cozy French-inspired café serving standout breakfast, brunch, and pastries while creating meaningful employment opportunities for adults with intellectual and developmental disabilities

Insider Perk for ICON: Free coffee drink when you dine at the restaurant, up to a \$6 Value

Corner Slice

Address: 600 N Elm St, Greensboro, NC 27401

Fast, easy, and perfect for conference life. Grab a slice (or a whole pie) downtown when you need something quick, casual, and delicious—no wait, no fuss.

Fisher's Grille

Address: 608 N Elm St, Greensboro, NC 27401

A Greensboro favorite for casual dining, burgers, sandwiches, wings, and cold drinks. Located right next to Corner Slice.

Sweet Treats

Cheesecakes by Alex

Address: 315 S Elm St, Greensboro, NC 27401

A Greensboro must-visit for dessert lovers. Tons of cheesecake flavors—ideal for sharing with your team (or not sharing at all).

Flavoures

Address: 320 S Elm St, Greensboro, NC 27401

A downtown Greensboro favorite for a sweet treat after dinner or a late-night dessert run. Flavoures offers handcrafted gelato, creative ice cream flavors, French crepes, Belgian waffles, baked treats, sundaes, shakes, and smoothies



Arts, History & Culture

Greensboro History Museum

Address: 130 Summit Ave, Greensboro, NC 27401

A free downtown museum showcasing the city's rich history. Great for a quick cultural stop between events or on an early arrival day.

International Civil Rights Center & Museum

Address: 134 S Elm St, Greensboro, NC 27401

Located in the historic Woolworth building downtown, this powerful museum tells the story of the 1960 Greensboro sit-ins and their impact on the Civil Rights Movement. A meaningful and educational stop for anyone wanting to learn more about Greensboro's history.

GreenHill Center for North Carolina Art

Address: 200 N Davie St, Greensboro, NC 27401

Discover the creativity of North Carolina artists through rotating exhibitions, galleries, and special events. A great stop for art lovers looking to experience the local arts scene.



If You Have More Time: Explore Beyond Downtown

Revolution Mill - A beautifully restored historic mill turned vibrant destination.

Address: 1250 Revolution Mill Dr #184, Greensboro, NC 27405

Don't miss:

Cugino Forno (Neapolitan pizza) - **Address:** 1160 Revolution Mill Dr, Greensboro, NC 27405

Solo Tacos - **Address:** 2005 Yanceyville St, Greensboro, NC 27405

Incendiary Brewing Company - **Address:** 2001 Yanceyville St #105, Greensboro, NC 27405

Kau - **Address:** 2003 Yanceyville St, Greensboro, NC 27405

Explore State Street - A charming local district full of food, drinks, and unique shops.

Food, Shop, & Drink Favorites:

Mizumi Hibachi & Sushi - **Address:** 309 State St, Greensboro, NC 27408

Insider Perk for ICON: Free small beer if you dine at the restaurant. Just mention, "I'm with Market America's Convention" for the discount

Café Pasta **Address:** 305 State St, Greensboro, NC 27408

State Street Wine Co. - **Address:** 404 State St, Greensboro, NC 27405

If It's Paper Store - **Address:** 212 E Cornwallis Dr, Greensboro, NC 27408

Rhyme & Reason Chocolate - **Address:** 301 State St Ste. D, Greensboro, NC 27408



Greensboro Science Center

Address: 4301 Lawndale Dr, Greensboro, NC 27455

A must-visit for families, animal lovers, and anyone looking for a fun adventure outside the conference. The Greensboro Science Center combines an aquarium, museum, and zoo all in one

destination. Don't miss the penguins, interactive exhibits, and the outdoor ropes course for those looking for a little extra adventure!

 Country Park & Guilford Courthouse National Military Park

Address: 3905 Nathanael Green Dr, Greensboro, NC 27455

Take a break from the conference and enjoy one of Greensboro's beautiful outdoor spaces. Country Park offers walking trails, picnic areas, paddle boats, a lake, and plenty of room to relax. Nearby, explore Guilford Courthouse National Military Park, the site of a major 1781 Revolutionary War battle, featuring scenic trails, monuments, and a glimpse into Greensboro's rich history. Located very close to the Greensboro Science Center.

 North Carolina Zoo (Asheboro)

Address: 4401 Zoo Pkwy, Asheboro, NC 27205

Have a full day to explore? Take a trip to the North Carolina Zoo in Asheboro, located about 45 minutes from Greensboro. The world's largest natural habitat zoo, spanning 2,600 wooded acres. A great option if you're extending your stay or traveling with family!