

FEATURED SPOTLIGHT

Next Austin, Texas? New Greensboro tourism leader brings focus on live music

Kevin Griffin

Jul 30, 2025



Anthony Cordo shares a laugh with Walker Sanders, the president of the Community Foundation of Greater Greensboro. Photo by Allison Lee Isley, Journal of the Community Foundation of Greater Greensboro.



Kevin Griffin

Could Greensboro follow in the footsteps of cities such as Austin, Texas to become nationally renowned for its live music scene?

Greensboro's new tourism director thinks so and is making promotion and support of local artists and venues a key component of his vision for the area.



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, poses for a portrait on Tuesday at Piedmont Hall in Greensboro.

Allison Lee Isley, Journal

Anthony Cordo, who took over as the CEO and president of the Greensboro Area Convention and Visitors Bureau three weeks ago, addressed the topic during a meet-and-greet event Tuesday morning at Piedmont Hall where several elected officials and community leaders were present.

Cordo said the city has done a good job of creating a place where residents enjoy the quality of life and in attracting sports events, but he also said the area needed to find “something to hang our hat on.”

“What we haven’t quite done yet is really talk to the world about a singular idea,” Cordo said. “Who are we? What is that hook that gets you?”

People are also reading...

- 1 Two arrested after narcotics seized from residence in Reidsville
 - 2 NC House votes to override at least 5 vetoes from Gov. Stein
 - 3 Greensboro ICE detainee gets bond hearing date
 - 4 SBI investigation into Greensboro council member continues
-

Cordo suggested live music could fill that role.

“It’s that idea that we could be the next Austin, the next place that has that creativity that not only attracts visitors but also attracts residents to be excited about their own community and attracts the youth to stay here after they graduate high school and college,” he said.



Guests listen as Anthony Cordo speaks on Tuesday at Piedmont Hall in Greensboro.

Allison Lee Isley, Journal

In an interview after his remarks, Cordo said he already has had several conversations with people who are enthusiastic about live music in the city. Cordo said he believes the city already has a foundation on which to build.

Cordo said his vision is to bring the city “to a point where when you come to downtown Greensboro you have a three-, four-, five-block experience where you can spend the weekend and go to various bars, restaurants and theaters. Hop in, see a different musician who is on their way up.”

He also alluded to several strategies for helping to support that scene, from promotional activities to grants for artists and partnerships with art institutions and local colleges and universities.

Cordo served as a tourism executive in Fort Lauderdale. He came to the event on Monday dressed in a business suit and Lacoste sneakers with low rise socks. He joked about his attire during his remarks.

“I am wearing socks,” Cordo said. “I just like nice shoes.”



Anthony Cordo wears a pair of Lacoste shoes with no-show socks on Tuesday. Cordo joked with the guests in attendance, "I am wearing socks. I just like nice shoes."

Allison Lee Isley, Journal

Cordo also addressed the fashion choice after his speech, saying, "A lot of people do that now. It's like the new thing is to get rid of your dress shoes and start to move into like tennis shoes and suits. But I like to think I started it in our industry. Like when I go to a trade industry everybody always (says), 'Oh, look at your shoes today.'"

Tourism by the numbers

Kelly Harrill, chairman of the Greensboro/Guilford County Tourism Development Authority, highlighted some of the strengths of the city's visitor sector.



Kelly Harrill, board chair of the Greensboro/Guilford County Tourism Development Authority, introduces Anthony Cordo.

Allison Lee Isley, Journal

Visitors to the county spent nearly \$1.7 billion in 2023, an increase of nearly 9% from the previous year, Harrill said.

The figures for 2024 are expected to be available next month, and Harrill said they “believe those (numbers) to be dramatically higher.”

He said that Guilford County ranks fifth out of North Carolina’s 100 counties in visitor spending. He added that tourism-related industries employ more than 11,500 people and that outside spending in the county reduces the tax burden on individual residents by \$200.

See photos of Greensboro's new tourism director Anthony Cordo



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, shares a laugh with Walker Sanders, the president of the Community Foundation of Greater Greensboro, during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks with Walker Sanders, the president of the Community Foundation of Greater Greensboro, and Dabney Sanders, a consultant for special projects for Action Greensboro, during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks with Chelsea Phipps, the Greenway and Gardens Program Coordinator for Greensboro Parks and Recreation, during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, poses for a portrait during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Kelly Harrill, board chair of the Greensboro/Guilford County Tourism Development Authority, introduces Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Kelly Harrill, board chair of the Greensboro/Guilford County Tourism Development Authority, introduces Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Guests listen as Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, speaks during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C.

Allison Lee Isley, Journal



Anthony Cordo, the new President and CEO of the Greensboro Area Convention & Visitors Bureau, wears a pair of Lacoste shoes with no-show socks during a meet and greet on Tuesday, July 29, 2025, at Piedmont Hall in Greensboro, N.C. Cordo joked with the guests in attendance, "I am wearing socks. I just like nice shoes."

Allison Lee Isley, Journal

kevin.griffin@greensboro.com

 **GoDaddy Airo™** New domains come with GoDaddy Airo™

START TODAY

Marketplace Sell Your Items - Free to List

[Visit Full Marketplace](#)



**Size 6 Aerosoles
Womens Plaid**

\$19

LIBBY B. |sellwild.com



**Vera Bradley
Saddle**

\$54

LIBBY B. |sellwild.com



**rockabilly legend
Wanda Jackson -**

\$14

JONATHAN C. |sellwild.com



**Baby Male
Hound White /**

PETFINDER A. |sellwild.com



**Y2K
Aeropostale**

\$19

**ELOISE E.
|sellwild.com**



**2025 NEW
House Boat**

\$289,000

MATT W. |sellwild.com

**Saddle-Stitch
Booklets**

\$10

Powered by **Sellwild**

By Kevin Griffin