

Boomerang Greensboro

City Innovation Library · Good practice · United States of America

Quality score: 62/100

Evidence strength: Moderate

Summary

Action Greensboro's Boomerang Greensboro campaign (2021–) helps former residents relocate back to the city; an independent Lightcast study of confirmed returnees found \$26.1M in annual economic value added and 263 jobs supported, a benefit-cost ratio above 10:1.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	1/3
Scalability	1/3
Sustainability / continuity	2/3
Innovation	3/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-20

[Action Greensboro \(Greensboro Chamber of Commerce\)](#) — accessed 2026-07-20

[Boomerang Greensboro \(official site\)](#) — accessed 2026-07-20

[By the Numbers: The Impact of Boomerang Greensboro — Greensboro Thread](#) — accessed 2026-07-20

[Since Launch, Boomerang Greensboro Has Generated \\$26.1 Million — YES! Weekly](#) — accessed 2026-07-20

Cite this — Evidoria. *Boomerang Greensboro*. Persistent ID: 10878e3c-112d-448c-88e1-5677798df45b.