



*City of Winston-Salem*

OFFICE OF THE MAYOR

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J. ALLEN JOINES  
MAYOR

April 11, 2023

Representative Donny Lambeth  
4627 S Main Street  
Winston-Salem, NC 27127

Dear Representative Lambeth,

*Donny*

The City of Winston-Salem and Wake Forest University are collaborating on a transformative initiative to create “Midtown,” a vibrant, mixed-use development adjacent to Truist Field, Lawrence Joel Veterans Memorial Coliseum, Couch Ball Park and the Winston-Salem Fairgrounds and Annex. Midtown is envisioned to support economic development activities and reinforce Winston-Salem’s position as a tourism and sports and entertainment district serving the Piedmont region and Northwest North Carolina. Broadly, the Midtown Initiative will:

- ❖ Enhance the event and entertainment activities already taking place at the Winston-Salem Annex and Fairgrounds and Wake Forest’s athletics venues, and
- ❖ Drive economic activity and inbound tourism to Winston-Salem and Forsyth County,
- ❖ Create a critical mass where people can live, work, play, and stay within a vibrant development,
- ❖ Revitalize the area between Reynolds Boulevard and Coliseum Drive for the benefit of the entire Winston-Salem community, and
- ❖ Attract major private-sector and community partner investment.

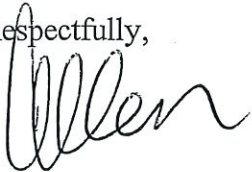
The Midtown area includes the largest entertainment and sports venues in North Carolina – west of Greensboro and north of Charlotte. More than 750,000 patrons attend event in Midtown venues annually with total event days exceeding 260 each year, including the Wake Forest and ACC sports, the Carolina Classic Fair, the Winston-Salem Thunderbirds, the ATP Winston-Salem Open and major performers such as Paul McCartney, Billy Strings, John Anderson, Clint Black, and Hootie and the Blowfish. Investment in Midtown will help bolster Winston-Salem’s status as a host city for ACC, and NCAA Sport and other major events.

Development in Midtown is anticipated to include residential, retail, dining, entertainment, and hospitality assets that will benefit visitors to Winston-Salem and Forsyth County as well as the local community. Wake Forest University, as the major property owner within Midtown, will engage third-party developers in a public-private partnership ("P3") structure to deliver high-quality assets. This development vision is consistent with the 2015 North-Central Winston-Salem Area Plan Update and the 2020 Airport/Whitaker Park Plan, both of which outline the desire for a mixed-use district along Deacon Boulevard and Baity Street within the Midtown area.

The successful realization of the Midtown vision can be supported through incentives, grants, and other sources of public funding, which may be leveraged to cover development costs for infrastructure and facilities projects. Preliminary estimates indicate that infrastructure development costs within Midtown will exceed \$50 million. Specifically, the City of Winston-Salem is seeking \$15 million from the State of North Carolina Infrastructure funds to support the Midtown project with projects to include roadway development and improvement, utility improvement and extension, and delivery of on- and off-street parking facilities. This investment will play a critical role in securing significant private investment and high-quality asset development that accelerating the project and creating a vibrant sense of place for Midtown.

We are grateful for your determined and consistent support and advocacy for the City of Winston-Salem and Forsyth County- you have played an instrumental role in elevating our community and raising the quality of life for our citizens. We appreciate your consideration of this transformative initiative and look forward to establishing a dynamic development that amplifies Winston-Salem's profile as a sports and entertainment hub and a great place to live, work, play, and stay.

Respectfully,



J. Allen Joines  
Mayor

cc. Dr. Susan Wentz, President  
Mr. John Currie, Athletic Director