



Office of the City Manager

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Memorandum

TO: Mayor Joines, Mayor Pro Tempore Adams, and Members of the City Council
FROM: Ben Rowe, Assistant City Manager
DATE: August 11, 2022
SUBJECT: Demographic Information about Winston Starts
CC: Lee D. Garrity, City Manager

At the Finance Committee meeting on August 8th, Mayor Pro Tempore Adams requested demographic information about the Winston Starts organization. Winston Starts has requested a three-year commitment from the City of Winston-Salem totaling \$150,000 (\$50,000 per year) to help sustain the organization’s operation as a “scalerator” for start-up businesses in the community.

Attached to this memo is a deck of slides that provides demographic information about the start-ups (i.e., “founders”) assisted by Winston Starts, as well as the volunteer mentors and board members. The deck also includes information about Winston Starts’ mission, services, and cohort metrics.

The following table summarizes the demographic statistics. A detailed breakdown is provided in the deck.

	<u>Female</u>	<u>Minority</u>	<u>Total</u>
Founders Assisted* (Current + Alumni)	21 or 35%	11 or 18%	60
Mentors*	21 or 24%	14 or 16%	86
Board	1	1 (Trinity Manning)	6

*Note: There may be overlap between female and minority (i.e., #'s are not necessarily additive).

If you have any questions or need additional information, please do not hesitate to contact me.



City Council: Mayor Allen Joines; Denise D. Adams, Mayor Pro Tempore, North Ward; Barbara Hanes Burke, Northeast Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Kevin Mundy, Southwest Ward; Annette Scippio, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity