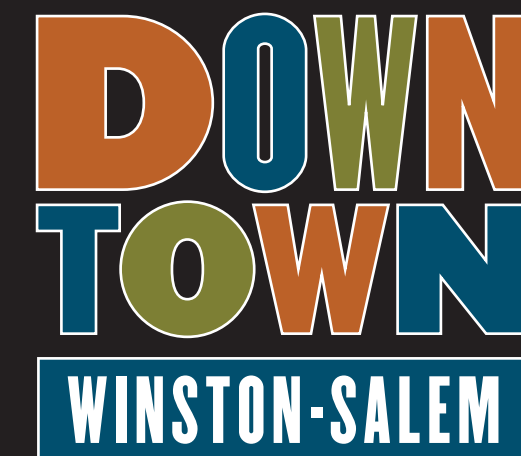


2016-2017 Annual Report

BUSINESS IMPROVEMENT DISTRICT



Our Mission

Our mission is to significantly improve the experience of all who live, work, visit or shop in Downtown Winston-Salem by:

1. Providing supplemental services to keep the streets and sidewalks clean, making people feel welcomed and safe;
2. Engaging in stronger marketing and promotion;
3. Promoting programs and initiatives that accelerate development;
4. Enhancing the physical appearance of downtown.

BID Committee Members

Ralph Womble, Chair	Stephen Hawryluk*
Vivian Joiner, Vice Chair	Richard Miller
Suzy Baxter	Adam Raak
Anthony (Tony) Brett	Dana Suggs
Richard Brooks	
Lawren Desai	<i>*Ex officio member</i>

The ten-member Downtown Winston-Salem Business Improvement District Advisory Committee provides oversight for the DWSBID on behalf of the Winston-Salem City Council. The Downtown Winston-Salem Business Improvement District is managed by the Downtown Winston-Salem Partnership.



1. Graffiti Removal



2. Trash Cans & Cigarette Receptacles



3. Clean Up Spills



4. Leaf & Snow Removal



5. Power Washing



The Downtown Winston-Salem Business Improvement District (DWSBID) is a 60-block area in downtown Winston-Salem that was created by the Mayor and City Council on November 25, 2013 and formally established the following fiscal year on July 1, 2014.

The DWSBID is a collaborative effort among area stakeholders that is creating a clean, safe and vibrant environment for everyone who experiences the district. We focus on stronger marketing and promotion, accelerated development, and an enhanced physical appearance.

Performance Measurements

Workload Indicators	Actuals (16-17)
Bags of litter removed	2,895
Pounds of litter (45 lbs per bag)	130,275
Billy goat hours	603
Back pack hours	752
Pressure washing hours	88
Graffiti removal hours	152
Number of calls/emails/requests	223
Snow removal hours	115
Watering plants	224

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$323,480	\$288,201
Stronger Marketing and Promotion	68,140	69,016
Accelerated Development	25,670	6,414
Enhanced Physical Appearance	50,780	37,543
Administration	76,200	76,198
Total	\$544,270	\$477,372

Unspent funds from FY 2016-2017 will be spent on future projects (must be approved by the Mayor and City Council).

- Other projects consistent with work plan and mission of DWSBID.
- Hardscape and landscaping improvements of the passageway between Cherry and Trade streets.
- Permanent landscaping projects.
- Newspaper racks.
- Trade Street landscaping improvements.

To Request Clean Team Services:
 Call the hotline at (336) 341-3398 or go online to www.downtownws.com

2016-2017 HIGHLIGHTS

Clean Team Ambassadors

- 12,995 hours worked.
- Collected more than 2,895 bags of litter estimated to weigh more than 130,275 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately. Graffiti became less frequent. 167 graffiti items were removed and 70 spills were cleaned.
- Replaced trash can lids and cigarette receptacles.
- Removed chewing gum from sidewalks with new equipment.
- Successfully responded to 223 requests for service.
- Spent 88 hours pressure washing.

Accelerated Development

- Worked with potential business investors to promote the advantages of the DWSBID.
- Developed and distributed press releases supporting development initiatives in the area.
- 407 requests for data and information.
- 330 plans for downtown were downloaded from the DWSP website.
- Updated retail, housing and restaurant maps

Marketing and Development

New Website Statistics (launched in September 2015)

- 203,799 pageviews of the DWSP website.
- 94,294 sessions of the DWSP website.
- Implemented restaurant week and holiday campaign.

Social Media Statistics

Facebook	New Likes:	1,905
	Total Likes:	8,123
Twitter	New Followers:	1,453
	Total Followers:	13,016
	Total Impressions:	713,800
Instagram (started in December 2015)	Followers:	4,950
	New Followers:	3,071

Enhanced Appearance

- Replaced parking banner signs at downtown parking garages.
- Doubled seasonal flower baskets on Trade Street.
- Installed and replaced decorative banners hanging from light poles throughout downtown.
- Installed tree fencing on Fourth Street.



6. Flower Baskets



7. Tree Fencing



8. Enhanced Appearance



9. Sidewalk Sweeping



10. Marketing

