

# Memorandum



Office of the  
City Manager

P.O. Box 2511  
Winston-Salem, NC 27102  
Tel 336.747.7380  
Fax 336.748.3060

**TO:** Mayor Allen Joines, Mayor Pro Tempore Denise D. Adams, and Members of the City Council  
**FROM:** Meridith J. Martin, City Manager's Designee, Downtown Winston-Salem Business Improvement District Advisory Committee  
**DATE:** October 18, 2021  
**SUBJECT:** Fourth Quarter Update/Annual Report on the Downtown Winston-Salem Business Improvement District  
**CC:** Lee D. Garrity, City Manager  
Ben Rowe, Assistant City Manager

Per North Carolina General Statutes and as part of the contract with the Downtown Winston-Salem Partnership (DWSP) for implementation of the Downtown Winston-Salem Business Improvement District, a written annual report and presentation to City Council are required for program activities and accomplishments associated with the expenditure of funds for the district. Program highlights can be found on page two of the annual report, which is attached. The presentation of the annual report will be made to the Mayor and City Council at the October 18, 2021 City Council meeting.

The below table shows revenues received and spending through June 30, 2021 for the Downtown Winston-Salem Business Improvement District.

<u>Revenues</u>	<u>Budget</u>	<u>FY 2021 Actuals</u>
Property Tax Revenues	\$657,940	\$647,110
Other Revenues (reimbursements, investment income)	0	207
<b>Total Revenues</b>	<b><u>\$657,940</u></b>	<b><u>\$647,317</u></b>
<u>Service Area Expenses</u>	<u>Budget</u>	<u>FY 2021 Actuals</u>
Cleaner Environment/Safety and Security	\$333,560	\$349,092
Stronger Marketing and Promotion	103,310	117,588
Accelerated Development	16,300	16,876
Enhanced Physical Appearance	76,120	38,999
Administration	104,600	104,591
<b>Subtotal Service Area Expenses</b>	<b><u>\$633,890</u></b>	<b><u>\$627,146</u></b>

<u>Other Expenses</u>	<u>Budget</u>	<u>FY 2021 Actuals</u>
Tax Collection Expenses	4,050	4,133
Other Expenses (Contingency; Sixth-Cherry-Trade Parking Deck improvements)	70,000	50,250
<b>Subtotal Other Expenses</b>	<b><u>\$74,050</u></b>	<b><u>\$54,383</u></b>
<b>Total Expenses</b>	<b><u>\$707,940</u></b>	<b><u>\$681,529</u></b>
<b>Use of Fund Balance</b>	<b><u>\$50,000</u></b>	<b><u>\$34,212</u></b>

Workload and performance measures are collected for the Clean Team Ambassador service, as well as for other services provided within the district. The below table shows the data for these measures through June 30, 2021.

<u>Measure</u>	<u>Quarter 1</u>	<u>Quarter 2</u>	<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Total</u>
<u>Cleaner Environment/Safety and Security</u>					
Bags of litter removed	497	834	502	668	<b>2,501</b>
Pounds of litter (45 lbs. per bag)	22,365	37,530	22,590	30,060	<b>112,545</b>
Leaf and litter vacuum hours	42	214	47	117	<b>420</b>
Back pack (blower) hours	48	104	72	176	<b>400</b>
Pressure washing hours	4	18	20	38	<b>80</b>
Graffiti removal hours	53	36	146	198	<b>433</b>
Number of calls/emails	18	19	17	38	<b>92</b>
<u>Stronger Marketing and Promotion</u>					
Traffic to website (page views)	30,452	25,667	37,821	43,961	<b>137,901</b>
Social media – New Facebook likes	314	30	113	69	<b>526</b>
Social media – New Twitter followers	120	70	76	99	<b>365</b>
Social media – New Instagram followers	1,517	1,106	592	729	<b>3,944</b>
<u>Accelerated Development</u>					
Number of requests for data and info	60	41	54	55	<b>210</b>
Number of downtown plans downloaded	41	39	48	40	<b>168</b>

<u>Measure</u>	<u>Quarter 1</u>	<u>Quarter 2</u>	<u>Quarter 3</u>	<u>Quarter 4</u>	<b><u>Total</u></b>
<u>Enhanced Physical Appearance</u>					
Number of cigarette receptacles maintained	40	40	40	40	<b>40</b>
Flower baskets maintained	40	40	40	40	<b>40</b>
Pole banners maintained	50	50	50	50	<b>50</b>

Website and social media links

Website: [www.downtownws.com](http://www.downtownws.com)

Facebook: [www.facebook.com/downtownWS](https://www.facebook.com/downtownWS)

Twitter: @DowntownWS ([www.twitter.com/downtownWS](https://www.twitter.com/downtownWS))

Instagram: @downtownwinstonsalem

(<https://www.instagram.com/downtownwinstonsalem/>)

If you have any questions or need additional information, please do not hesitate to contact me at 336-747-7312.