



## 2022-2023 Annual Report



### 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

- Vivian Joiner, Chair
- Anthony (Tony) Brett
- Kelly Brown
- Chad Cheek
- Rodney Davis
- Meridith Martin\*
- Shannon Meyer
- Charles Wilson
- Mike Cashin

*\*Ex officio member*

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



## Business Improvement District



Graffiti Removal



Trashcans & Cigarette Receptacles



Clean Up Spills



Leaf Removal



The Downtown Winston-Salem Business Improvement District (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. 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.

**Clean Team Ambassadors**

- Collected 2,610 bags of litter estimated to weigh more than 118,698 lbs.
- Worked to immediately remove graffiti (673 hours were spent).
- Responded to 263 requests for service.
- Spent 131 hours pressure washing.
- Maintained 15 pet waste stations.

**To request clean team services: call (336) 341-3398, or visit DowntownWS.com**



Power Washing



Flower Beds & Pet Stations



Street Sweeping



Storefront Banners & Trashcan Wraps

**WORK PROGRAMS AND HIGHLIGHTS**

**Budget and Actuals Overview**

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$412,700	\$409,531
Stronger Marketing and Promotion	120,640	122,110
Accelerated Development	19,050	15,374
Enhanced Physical Appearance	63,490	58,264
Administration	19,050	19,050
<b>Total</b>	<b>\$634,930</b>	<b>\$624,349</b>

**Performance Measurements**

Workload Indicators	Actuals (22-23)
Bags of litter removed	2,610
Pounds of litter (45 lbs per bag)	118,698
Vacuum Machine (Billy Goat) hours	412
Pressure washing hours	131
Graffiti removal hours	673
Number of calls/emails/requests	263
Snow removal hours	0
Watering plants	636

**Enhanced Appearance**

- Continued to improve the appearance of the tree wells on Fourth Street with plantings and brought them to full maturity.
- Maintained and replaced pole banners.
- Sustained pressure washing in areas of need.
- Maintained plantings in the Passageway Park resulting in well-established vegetation that is in full bloom.
- Removed a large amount of unexpected graffiti.
- Monitored newspaper rack corrals.
- Maintained parking deck banners.
- Maintained visual downtown branding graphics on vacant Fourth Street storefront and on Liberty Street Storefront.
- Maintained and replaced trashcan lids and liners.
- Installed new Moravian stars during the holidays.
- Installed seasonal flower baskets on Trade Street and Fourth Street.
- Wrapped trashcans with vinyl downtown branded banners.
- Daily maintenance of 15 pet stations—replace bags and remove trash.

**Accelerated Development**

- Maintained and updated database of real estate listings.
- Updated retail, housing, and restaurant maps.
- 390 Downtown Plans were downloaded
- 319 Requests for data and information were provided
- Worked with potential business investors to promote investment within DWSBID.

**Marketing and Development**

- Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. The newsletter was intermittent in previous years.
- Implemented Shop the Block and holiday campaign.
- Continued growth of social media followers and content.
- Implemented Window Wonderland, a holiday storefront decorating contest.
- Implemented integrated marketing and programming campaigns and social media content that resulted in 29% increase in website traffic
- Executed marketing plans including digital advertising, email/newsletter marketing and social media content marketing, and advertising placements in the *Winston-Salem Visitor Guide* and *Livability*
- Collaborated with largest local & visitor influencer on Instagram content campaign to increase awareness and visibility of Downtown with consistent brand positioning and messaging.

**New Website Statistics (launched Sept. 2015)**

- 562,318 page views of the DWSP website (21% increase).

**Social Media Statistics**

**Facebook**

New Likes: 4,675  
Total Likes: 18,094

**Instagram (started in 12/2015)**

New Followers: 2,753  
Total Followers: 27,938