



BUSINESS IMPROVEMENT DISTRICT

2018-2019 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

- | | |
|---------------------------|---------------------------|
| Ralph Womble, Chair | Lawren Desai |
| Vivian Joiner, Vice Chair | Stephen Hawryluk* |
| Anthony (Tony) Brett | Richard Miller |
| Richard Brooks | Charles Wilson |
| Chad Cheek | |
| Rodney Davis | <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 Mayor and City Council of Winston-Salem. 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 (18-19)
Bags of litter removed	2,780
Pounds of litter (45 lbs per bag)	125,100
Billy goat hours	476
Back pack hours	478
Pressure washing hours	48
Graffiti removal hours	258
Number of calls/emails/requests	112
Snow removal hours	111
Watering plants	166

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$323,130	\$315,575
Stronger Marketing and Promotion	85,540	102,451
Accelerated Development	14,150	11,854
Enhanced Physical Appearance	74,130	55,907
Administration	80,900	80,900
Total	\$577,850	\$566,687

Unspent funds from FY 2018-2019 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.
- Permanent landscaping projects.
- Trade Street landscaping improvements.
- 6th/Cherry/Trade parking deck improvements.

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

2018-2019 HIGHLIGHTS

Clean Team Ambassadors

- Collected more than 2,780 bags of litter estimated to weigh more than 125,100 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately. 258 hours were spent removing graffiti.
- Streamlined watering plants with watering system.
- Successfully responded to 112 requests for service.
- Spent 48 hours pressure washing.
- Maintained nine pet waste stations.
- Efficiently cleared sidewalks during large snow event.

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.
- 334 requests for data and information.
- 216 plans for downtown were downloaded from the DWSP website.
- Updated retail, housing and restaurant maps.
- Maintained a database of commercial property listings downtown.

Marketing and Development

- Implemented Shop the Block and holiday campaign.
- Worked with City, DOT and Chamber of Commerce to bring awareness and support to downtown businesses during the Bus. 40 construction and closure.
- Developed and implemented downtown marketing campaign during Bus. 40 closure.

New Website Statistics (launched in Sept. 2015)

- 177,170 page views of the DWSP website.
- 90,153 sessions of the DWSP website.

Social Media Statistics

Facebook	New Likes:	1,294
	Total Likes:	10,578
Twitter	New Followers:	368
	Total Followers:	14,517
	Total Impressions:	1,033,400
Instagram (started in December 2015)	New Followers:	3,744
	Total Followers:	11,071

Enhanced Appearance

- Replaced parking banner signs at parking garages.
- Doubled seasonal flower baskets on Trade Street.
- Installed and replaced decorative banners.
- Increased lighting on Trade Street.
- Completed hardscape & landscaping improvements of the passageway between Cherry & Trade Street and held ribbon cutting for Passageway Park.
- Organized designated areas for newspaper racks and removed all plastic racks.
- Maintained and replaced trashcan lids and liners.
- Installed new Moravian Stars during the holidays.



6. Flower Baskets



7. Bus. 40 Marketing Campaign



8. Newspaper Racks



9. Sidewalk Sweeping



10. Marketing

