



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 Advisory Committee

Heidi Schwartz, Chair
Walter Farabee
Mike Cashin
Rodney Davis
James Williams

Shannon Meyer
Oumy Mbengue
Tim Sechrest
Kane Wilkerson

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.



2024-2025 Annual Report



Business Improvement District

Graffiti Removal



Enhanced Appearance

- Installed prominent signage for the 6th/Cherry/Trade parking deck on the 6th St. side entrance.
- Designed and installed new 4th St. District pole banners.
- Continued to improve the appearance of tree-wells on 4th St. with plantings and brought them to maturity.
- Maintained and replaced pole banners.
- Sustained pressure washing in areas of need.
- Removed a large amount of graffiti.
- 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.
- Planted trees in the tree wells on 5th St. in front of the Clark Campbell Transportation Center as well as on Trade St. between 4th and 5th St. This was done in conjunction with grants from the Garden Club Council of Winston-Salem Forsyth County and the Vegetation Management Division of the City of Winston-Salem.

Power Washing



Trashcans & Cigarette Receptacles



Holiday Decorations



Leaf Removal



Cleaner Environment/Safety and Security

- Maintained 12 security cameras throughout downtown.
- Continued to work closely with the Winston-Salem Police Department on the new created District 4.
- Held monthly Public Safety Network meetings and monthly Merschel Park Neighborhood meetings.
- Collected 2,921 bags of litter estimated to weigh more than 131,445 lbs.
- Worked to immediately remove graffiti (199 hours spent).
- Responded to 325 requests for service.
- Spent 99 hours pressure washing.
- Maintained 15 pet waste stations.

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

Performance Measurements

Workload Indicators	Actuals (24-25)
Bags of litter removed	2,921
Pounds of litter (45 lbs per bag)	131,445
Vacuum Machine (Billy Goat) hours	256
Pressure washing hours	99
Graffiti removal hours	199
Number of calls/emails/requests	325
Pet Station Maintenance Visits	955
Watering plants	285

Storefront Banners & Trashcan Wraps



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.

Accelerated Development

- Maintained and updated database of real estate listings.
- Updated and maintained interactive Places Map on DWSP website.
- 1,525 Downtown Plans were downloaded.
- 145 Requests for data and information were provided.
- Worked with potential business investors to promote investment within DWSBID.

Budget and Actuals Overview

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$454,110	\$452,606
Stronger Marketing and Promotion	132,800	101,806
Accelerated Development	21,100	25,574
Enhanced Physical Appearance	70,400	59,832
Administration	21,100	21,100
Total	\$699,510	\$660,919

Marketing and Development

- Initiated and completed a full redesign and rebuild of the DWSP website, modernizing its look and significantly enhancing user experience.
- Launched "Downtown Friends", a storytelling series and Instagram campaign designed to highlight the unique businesses that are the heart of downtown and the stories behind the people that own and operate them.
- 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.
- Upgraded Window Wonderland holiday storefront decorating contest featuring increased prize money and a panel of judges.
- Implemented integrated marketing and programming campaigns and social media content.
- 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 local influencer on Instagram content to increase awareness and visibility of Downtown with consistent brand positioning and messaging.

Website Statistics

- 268,267 page views of the DWSP website.

Social Media Statistics

Facebook: New Likes 1,712 • Total Likes 22,012
Instagram: New Followers: 3,800
Total Followers: 35,200

Flower Beds & Pet Stations



Street Sweeping

