



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.

**Our Mission**

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

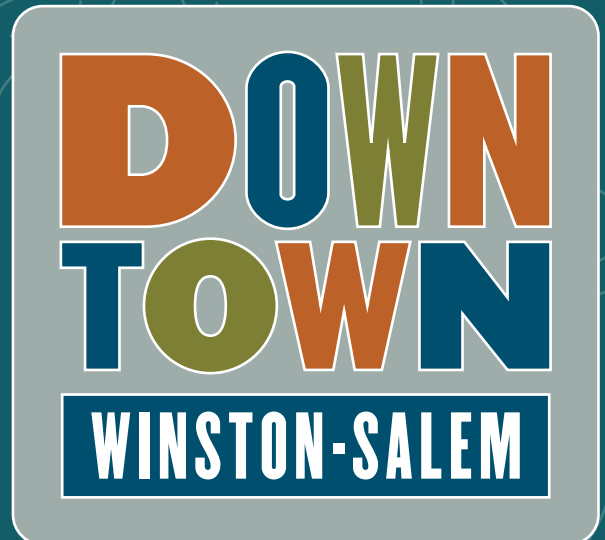
1. Providing supplemental services to keep the streets and sidewalks clean, making people feel welcomed and safe;
2. Engaging in stronger marketing and promotion;
3. Promoting programs and initiatives that accelerate development;
4. Enhancing the physical appearance of downtown.

**BID Committee Members**

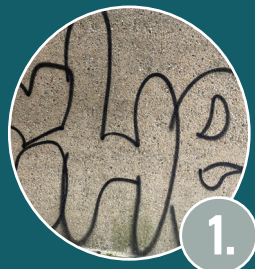
- |                          |                  |
|--------------------------|------------------|
| Vivian Joiner, Chair     | Rodney Davis     |
| Lawren Desai, Vice Chair | Meridith Martin* |
| Anthony (Tony) Brett     | Shannon Meyer    |
| Kelly Brown              | Charles Wilson   |
| Chad Cheek               | 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  
2020-2021 Annual Report**



1. Graffiti Removal



2. Trash Cans & Cigarette Receptacles



3. Clean Up Spills



4. Leaf & Snow Removal



5. Power Washing



Work Programs 2020-2021

## 2020-2021 HIGHLIGHTS

Work Programs 2020-2021

### Clean Team Ambassadors

- Collected more than 2,501 bags of litter estimated to weigh more than 112,545 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately (433 hours were spent).
- Streamlined watering plants with watering system.
- Successfully responded to 120 requests for service.
- Spent 80 hours pressure washing.
- Maintained 14 pet waste stations.

### 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.
- 210 requests for data and information.
- 168 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

- Started weekly e-newsletter detailing downtown happenings, news, events and resources. The newsletter was intermittent in previous years.
- Implemented Shop the Block and holiday campaign.
- Significant increase in Instagram followers which has become the dominant social media platform.
- Created and implemented two new programs called *The Streatery* and *The Shoppery* to promote commerce downtown during the COVID-19 pandemic.
- Built and maintained a *COVID-19: Ways to Continue to Support Downtown Businesses* website.
- Implemented an ad campaign throughout the pandemic to encourage folks to patronize downtown businesses by shopping at their stores online, buying gift cards, using curbside pickup and take-out.



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

Budget Element	Budgeted	Spent
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>Total</b>	<b>\$633,890</b>	<b>\$627,146</b>

### New Website Statistics (launched in Sept. 2015)

- 219,211 page views of the DWSP website. 59% increase.

### Social Media Statistics

Facebook New Likes:	526
Total Likes:	11,584
Twitter New Followers:	365
Total Followers:	14,976
Total Impressions:	268,368
Instagram (started in December 2015)	
New Followers:	3,944
Total Followers:	21,152

### Enhanced Appearance

- Improved the appearance of the tree wells on Fourth Street with plantings and brought them to full maturity.
- Maintained and replaced pole banners.
- Increased pressure washing during pandemic while foot traffic was low.
- Maintained planting in the Passageway Park resulting in well-established vegetation that is in full bloom.
- Removed a large amount of unexpected graffiti.
- Finalized improvements to the Sixth/Cherry/Trade parking deck.
- Monitored newspaper rack corrals.
- Maintained parking deck banners.
- Maintained visual downtown branding graphic on vacant Fourth 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.
- Maintained a clean presence throughout the COVID-19 pandemic.
- Maintained and increased pet stations and assumed responsibility of three stations that previously belonged to the City of Winston-Salem.

### Performance Measurements

Workload Indicators	Actuals (19-20)
Bags of litter removed	2,501
Pounds of litter (45 lbs per bag)	112,545
Billy goat hours	420
Back pack hours	400
Pressure washing hours	80
Graffiti removal hours	433
Number of calls/emails/requests	92
Snow removal hours	0
Watering plants	347



6. Flower Beds



7. The Streatery and The Shoppery



8. Pet Stations and Banners



9. Sidewalk Sweeping



10. Marketing

