

Information Item

Date: October 19, 2020

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Stephen Hawryluk, City Manager's Designee, Downtown Winston-Salem Business Improvement District Advisory Committee

Subject: Presentation of the Fiscal Year 2019-2020 Annual Report of the Downtown Winston-Salem Business Improvement District

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: Promote Downtown Revitalization

Strategic Plan Action Item: No

Key Work Item: No



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.

Attached are the fourth quarter update on the activities of the Downtown Winston-Salem Business Improvement District, including spending through June 30, 2020 and quantitative data measuring workload of the Clean Team Ambassador service and other services provided, and the annual report of the Downtown Winston-Salem Business Improvement District. Program highlights can be found on page two of the annual report.

The presentation of the annual report will be made to the Mayor and City Council at the October 19, 2020 City Council meeting.