



Our Mission

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

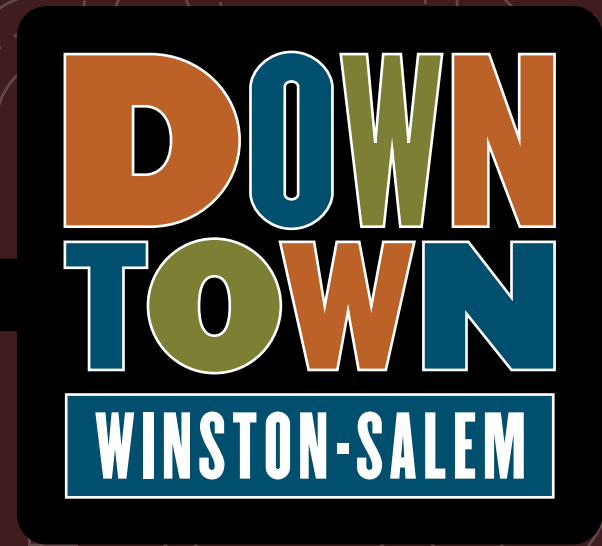
1. Providing supplemental services to keep the streets and sidewalks clean, making people feel welcomed and safe;
2. Engaging in stronger marketing and promotion;
3. Promoting programs and initiatives that accelerate development;
4. Enhancing the physical appearance of downtown.

BID Committee Members

Ralph Womble, Chair	Rodney Davis
Vivian Joiner, Vice Chair	Lawren Desai
Anthony (Tony) Brett	Stephen Hawryluk*
Kelly Brown	Shannon Meyer
Chad Cheek	Charles Wilson

*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

2019-2020 Annual Report



1. Graffiti Removal



2. Trash Cans & Cigarette Receptacles



3. Clean Up Spills



4. Leaf & Snow Removal



5. Power Washing



6. Flower Beds



7. Bus. 40 Marketing Campaign



8. Newspaper Racks



9. Sidewalk Sweeping



10. Marketing



Work Programs 2019-2020

Work Programs 2019-2020

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.

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$324,080	\$314,677
Stronger Marketing and Promotion	85,540	99,784
Accelerated Development	14,150	18,855
Enhanced Physical Appearance	74,130	60,834
Administration	98,340	98,340
Total	\$596,240	\$592,490

Performance Measurements

Workload Indicators	Actuals (19-20)
Bags of litter removed	2,804
Pounds of litter (45 lbs per bag)	126,180
Billy goat hours	469
Back pack hours	422
Pressure washing hours	120
Graffiti removal hours	443
Number of calls/emails/requests	120
Snow removal hours	11
Watering plants	178

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

2019-2020 HIGHLIGHTS

Clean Team Ambassadors

- Collected more than 2,804 bags of litter estimated to weigh more than 126,180 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately. 443 hours were spent removing graffiti.
- Streamlined watering plants with watering system.
- Successfully responded to 120 requests for service.
- Spent 120 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.
- 273 requests for data and information.
- 182 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 the city, DOT and Chamber of Commerce to bring awareness and support to downtown businesses during the Bus. 40 construction and closure.
- Significant increase in Instagram followers which has become the dominant social media platform.
- Installed two downtown ad placements on prominent billboards.
- Paid for significant :30-second television spot for downtown advertising campaign.

New Website Statistics (launched in Sept. 2015)

- 137,901 page views of the DWSP website.

Social Media Statistics

Facebook New Likes:	477
Total Likes:	11,058
Twitter New Followers:	403
Total Followers:	14,918
Total Impressions:	790,100
Instagram (started in December 2015)	
New Followers:	5,729
Total Followers:	16,822

Enhanced Appearance

- Improved the appearance of the tree wells on Fourth Street with plantings.
- Maintained and replaced pole banners.
- Increased pressure washing during pandemic while foot traffic was low.
- Completed 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.
- Replaced parking deck banners.
- Installed 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.