



SKATEWS FOUNDATION

# A Multi-Use Park Built for Everyone.

A free, public skatepark, playground, and walking trail at Seventh & Marshall — right where the city needs it most.



WHY THIS. WHY NOW.

# Winston-Salem already has a skate scene. It's just never had a proper home.

Generations of riders have built a real culture here — this isn't charity. It's recognition that's long overdue.

**700+**  
PUBLIC PARKS  
ACROSS THE US

  
OLYMPIC DEBUT  
TOKYO 2020  
SUMMER GAMES

**40M+**  
ACTIVE SKATERS  
IN THE US



## INCLUSION & EQUITY

# Open to Everyone.

Our core mission is reaching the underserved youth in Winston-Salem. Inclusivity isn't a talking point. It's the point.

- ✘ Free forever. No entry fees, no memberships, no barriers to access.
- ✘ No tryouts. No uniforms. You show up, you belong.
- ✘ Skateboarding finds you regardless of background or financial means.
- ✘ A community that builds brotherhood and sisterhood through shared concrete.
- ✘ Designed to activate a downtown corridor as public space.

“ There's a sense of self-reliance that exists in skateboarding that kids can take to their daily lives — creativity, community-based goals. It's individual, it's artistic, but there is a communal push to keep doing your thing.



**TONY HAWK**

Skateboarding Legend & Founder,  
The Skatepark Project

## THE RESEARCH

# Skateparks don't create problems. **They solve them.**

Decades of data and community outcomes across the country confirm what every skater already knows: give young people a safe, public space and watch what happens.

- ✘ Cities that build skateparks report reduced youth loitering and vandalism in surrounding areas.
- ✘ Skateparks serve more users per square foot than tennis courts or baseball fields.
- ✘ Skate culture teaches problem-solving, persistence, and resilience — through trick repetition.
- ✘ Public skateparks are among the most cost-effective youth infrastructure investments a city can make.

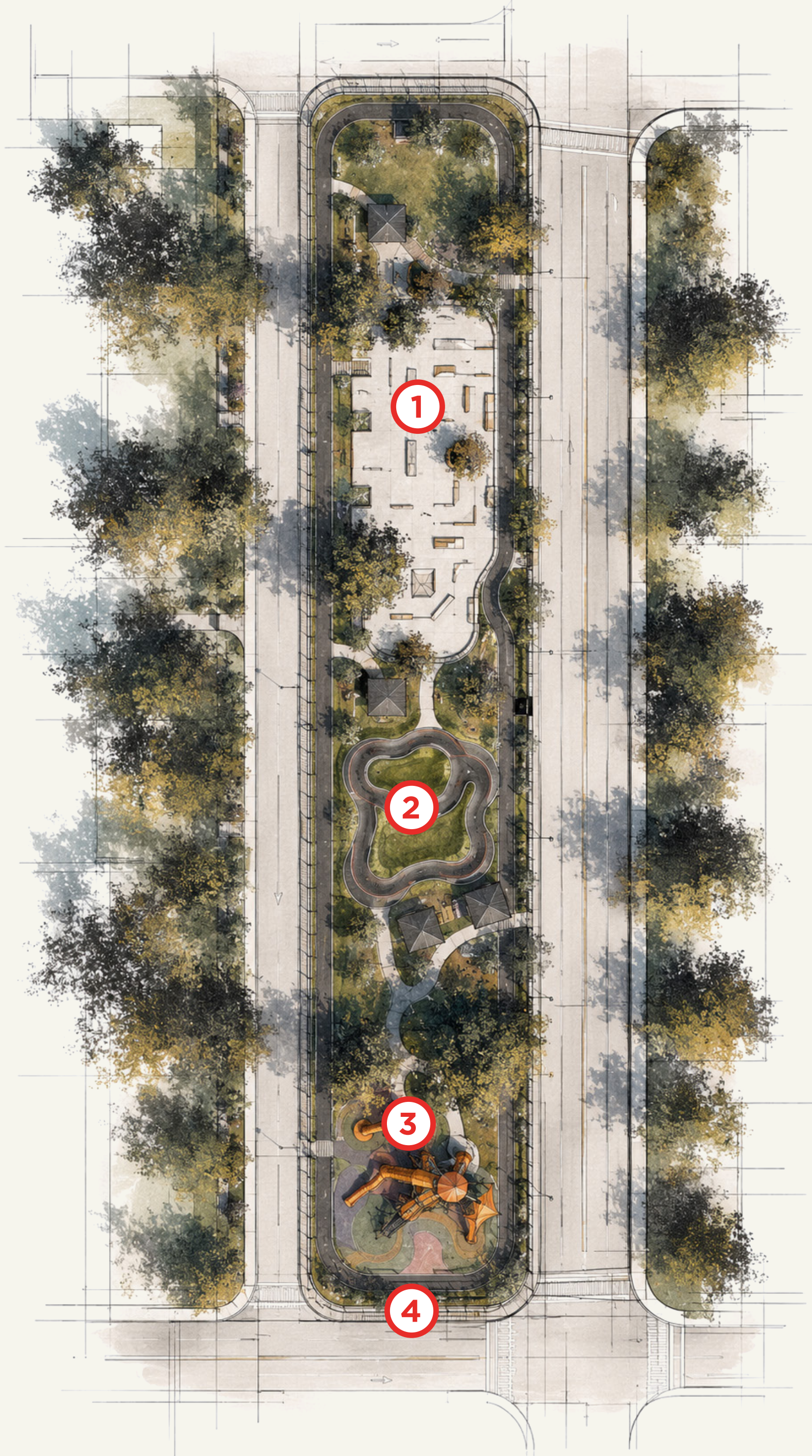
“ Building a safe place to skate is the kind of thing that can greatly affect a kid's life.



**JEFF AMENT**

*Pearl Jam, Founder Montana Pool Service (30+ parks built)*





## THE SITE

# A narrow corridor with unlimited potential.

The long, linear site between Spruce and Marshall — running south to north from 7th to 8th — is ideal for a phased, multi-use public space. Each zone flows into the next, serving every age group in the community.

**1** SKATE PLAZA

✖ Adjacent to the forthcoming amphitheater — built-in activation and foot traffic.

**2** PUMP TRACK

✖ Next to the Duke Energy substation — the energy of this neighborhood, literally.

**3** PLAYGROUND

✖ Connected to WSTA bus service, Industry Hill, Trade Street, surrounding amenities and Salem Skate Supply.

**4** WALKING PATH

✖ Downtown location creates visibility and civic pride for the whole city.



## THE BRAND

# A park without a name is just concrete.

A brand is what turns a public space into a destination. It's what makes a kid across town feel like this place was built for them — before they ever set foot on it. It's what sponsors put their name next to. What press covers. What the community rallies around.

### ACTIVATE

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A name and mark give the community something to claim, share, and show up for.

Identity creates the momentum that concrete alone never could.

### ATTRACT

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Sponsors, press, and partners rally around a brand. Without one, this is a project.

With one, it's a destination — and destinations draw investment.

### BELONG

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The right brand signals to a kid across town that this place was built for them.

That signal has to come before the concrete is ever poured.

**Cities build infrastructure, communities claim destinations.**

THE NAME

# HIWATT

Hiwatt Skatepark is named for a few things happening right on this block.

First, the power substation next door — high wattage, raw electrical power. Second, the release of new energy coming to this dormant site. One name. Two neighbors. A skatepark that's equal parts power and performance.

The amphitheater brings the sound. Hiwatt brings the charge

SKATEHIWATT.ORG  
@SKATEHIWATT

**Find your people. Find your line.**

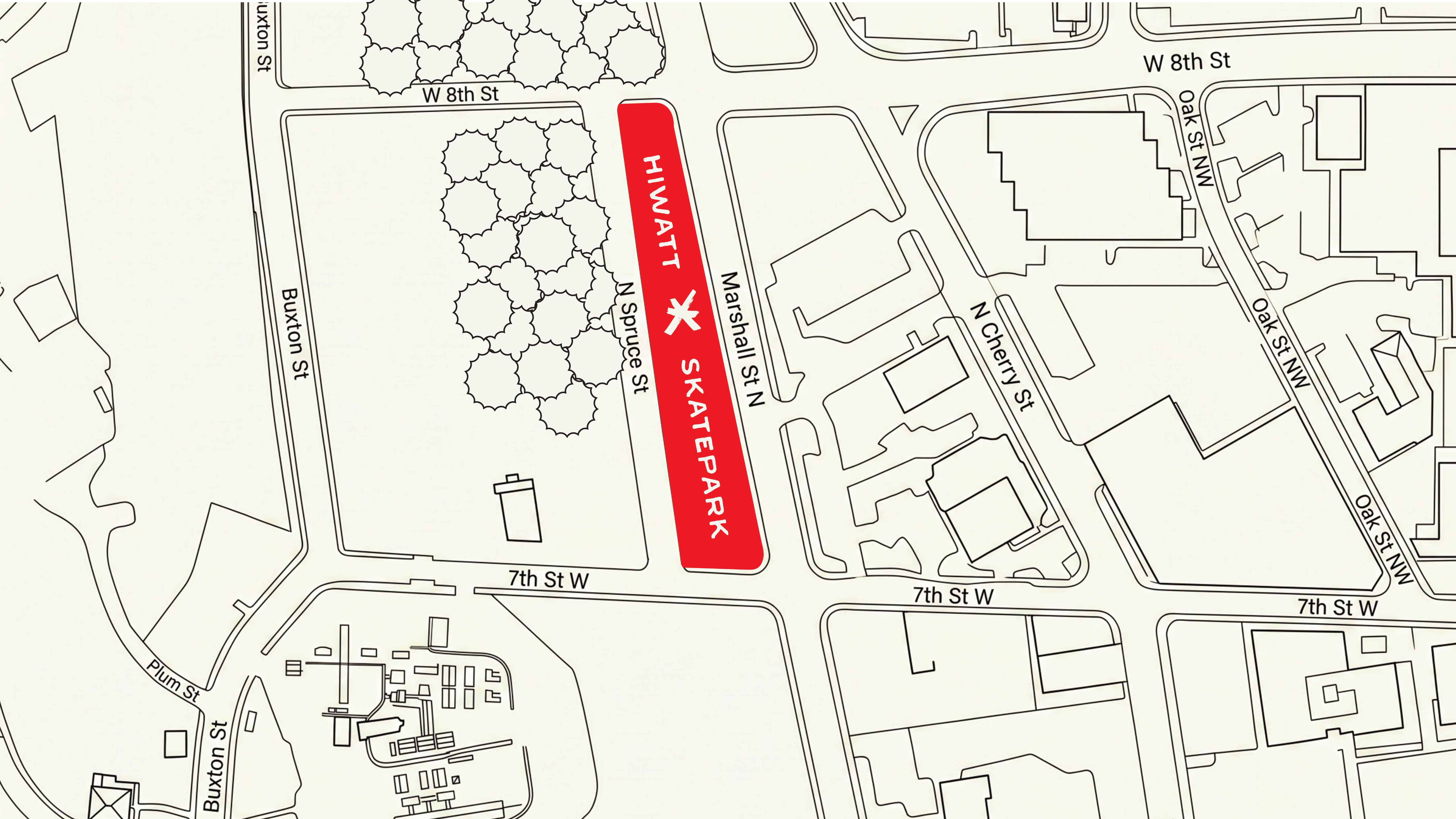
**HINWAT**  
**SKATEPARK**

W S \* N C

HiWATT  
SKATEPARK

HiWATT  
SKATEPARK





Buxton St

W 8th St

W 8th St

Buxton St

N Spruce St

Marshall St N

N Cherry St

Oak St NW

Oak St NW

Oak St NW

7th St W

7th St W

7th St W

Plum St

Buxton St

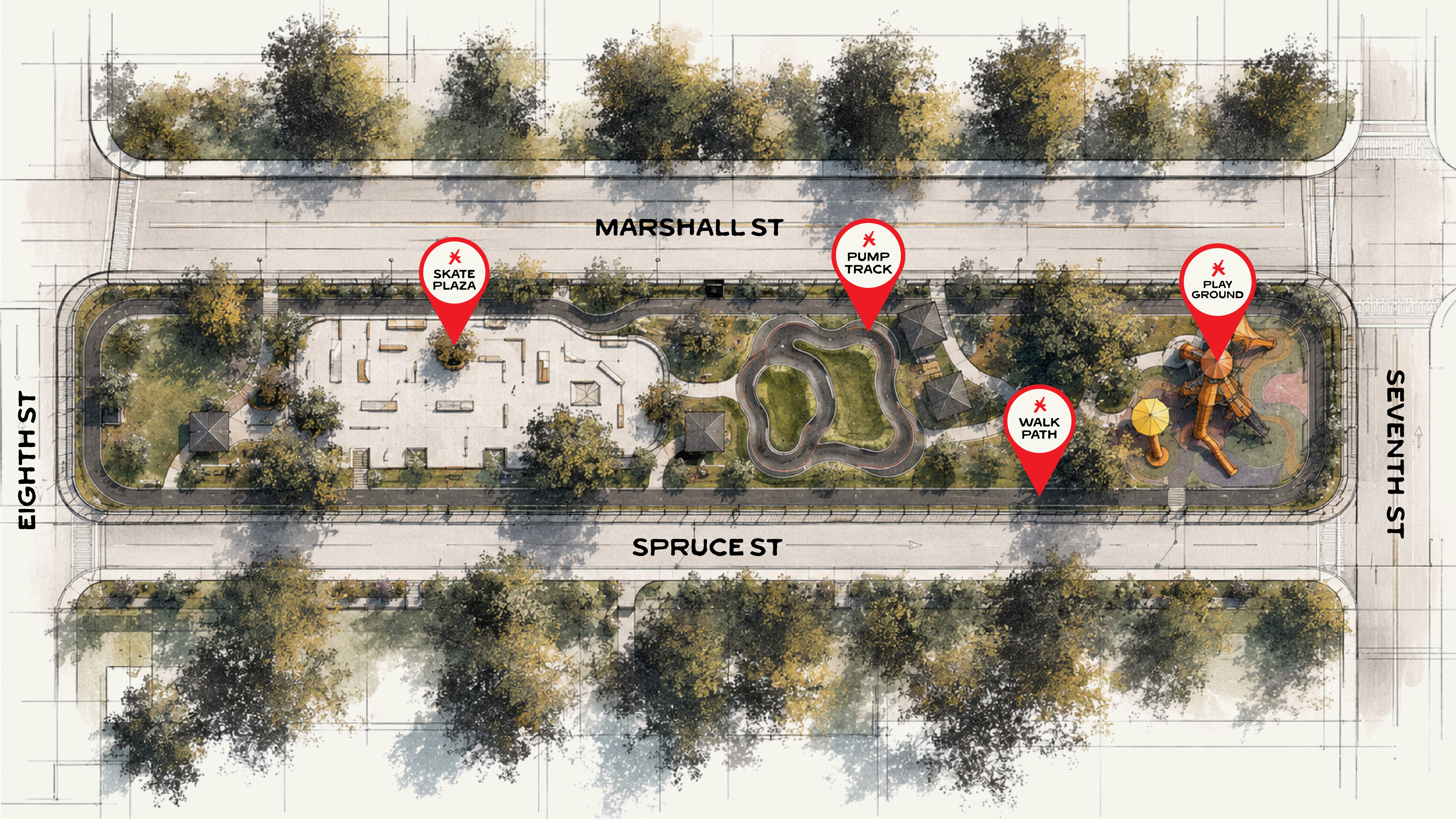
EIGHTH ST

MARSHALL ST



SPRUCE ST

SEVENTH ST



# HIV\*AT

SKATEPARK





NEXT STEPS

# The ground lease.

SkateWS is organized and ready to partner with the city on this venture. We're not here for a photo op. We're here because we've put in the work and the community is ready for this park. Let's unlock the site.

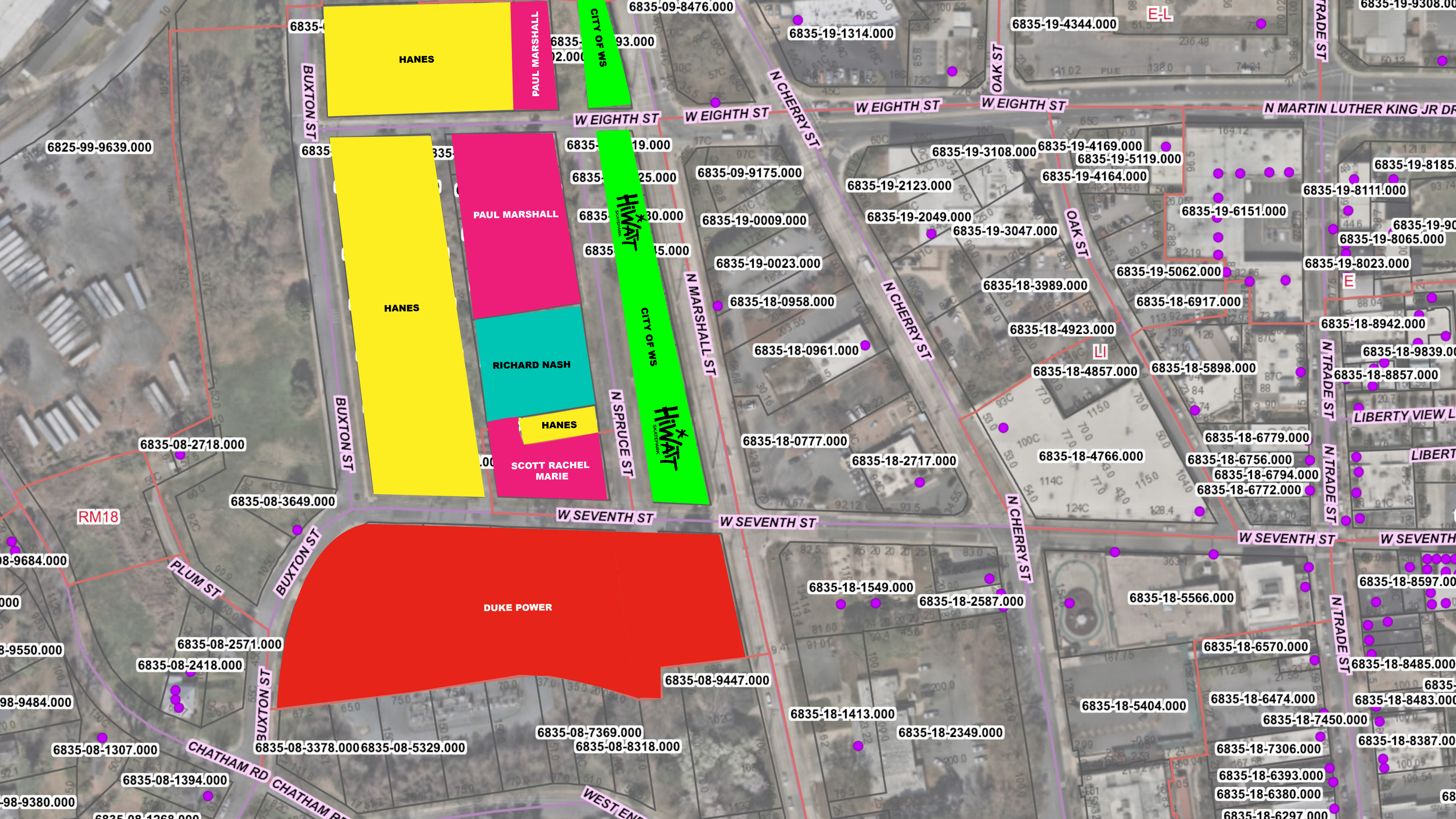
Everything — funding, construction, operations — follows the lease.

- 1 GROUND LEASE AGREEMENT
- 2 DESIGN & PERMITTING
- 3 FUNDRAISING & CONSTRUCTION
- 4 GRAND OPENING

## We have muscle.

Many of Winston-Salem's most respected entities aren't watching this happen, they're ready to help make it happen. Twelve years of conversation. One unanimous answer.





6825-99-9639.000

6835-08-3649.000

HANES

PAUL MARSHALL

W EIGHTH ST

6835-19-1314.000

6835-19-4344.000

E-L

N MARTIN LUTHER KING JR DR

6835-08-2718.000

HANES

PAUL MARSHALL

6835-09-9175.000

W EIGHTH ST

W EIGHTH ST

W EIGHTH ST

6835-19-3108.000

6835-19-4169.000

6835-19-5119.000

6835-19-4164.000

6835-19-6151.000

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6835-19-8185.000

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6835-19-2123.000

6835-19-2049.000

6835-19-3047.000

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6835-18-6756.000

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6835-18-9839.000

6835-18-8857.000

LIBERTY VIEW L

LIBERT

RM18

6835-08-3649.000

BUXTON ST

RICHARD NASH

HANES

SCOTT RACHEL MARIE

N SPRUCE ST

HIVAT

N MARSHALL ST

W SEVENTH ST

6835-18-1549.000

6835-18-2587.000

6835-18-5566.000

6835-18-8597.000

6835-08-2718.000

PLUM ST

BUXTON ST

DUKE POWER

W SEVENTH ST

6835-08-9447.000

6835-18-1413.000

6835-18-2349.000

6835-18-5404.000

6835-18-6570.000

6835-18-6474.000

6835-18-7450.000

6835-18-7306.000

6835-18-6393.000

6835-18-6380.000

6835-18-6297.000

6835-18-8485.000

6835-18-8483.000

6835-18-8387.000

6835-08-2571.000

6835-08-2418.000

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6835-08-5329.000

6835-08-7369.000

6835-08-8318.000

6835-08-1307.000

6835-08-1394.000

6835-08-1268.000

CHATHAM RD

CHATHAM RD

WEST END

N CHERRY ST

N TRADE ST

N TRADE ST

N TRADE ST

OAK ST

OAK ST

N CHERRY ST

TRADE ST

TRADE ST

TRADE ST

TRADE ST

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TRADE ST

TRADE ST

TRADE ST



SKATEWS FOUNDATION

# Thank You. Let's Roll.

SkateWS exists to build a place where anyone can roll in, belong, and become — a raw, culture-driven community where skateboarding is the language and everyone speaks it.

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*SkateWS Foundation is a program of Colab, Inc., a 501(c)(3) nonprofit organization. All contributions are tax-deductible to the extent permitted by law.*

*EIN: 45-3563025*

ORIGINAL PHOTOGRAPHY (SLIDES 1 & 3) : THAT ONE FLICK  
CREATIVE: AIRTYPE