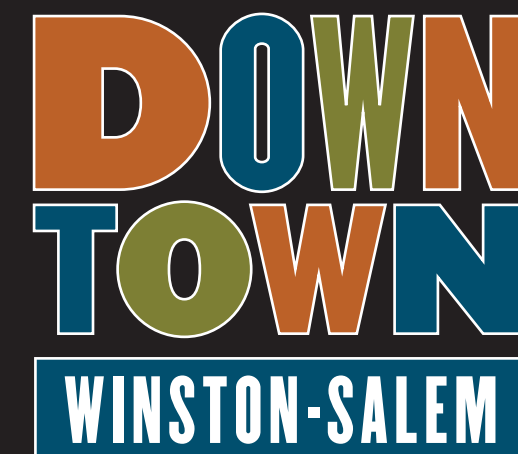




2017-2018 Annual Report

BUSINESS IMPROVEMENT DISTRICT



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	Stephen Hawryluk*
Vivian Joiner, Vice Chair	Richard Miller
Rodney Davis	Charles Wilson
Anthony (Tony) Brett	Dana Suggs
Richard Brooks	
Lawren Desai	<i>*Ex officio member</i>

The ten-member Downtown Winston-Salem Business Improvement District Advisory Committee provides oversight for the DWSBID on behalf of the Winston-Salem City Council. The Downtown Winston-Salem Business Improvement District is managed by the Downtown Winston-Salem Partnership.



1. Graffiti Removal



2. Trash Cans & Cigarette Receptacles



3. Clean Up Spills



4. Leaf & Snow Removal



5. Power Washing



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.

Performance Measurements

Workload Indicators	Actuals (17-18)
Bags of litter removed	3,571
Pounds of litter (45 lbs per bag)	160,695
Billy goat hours	762
Back pack hours	718
Pressure washing hours	88
Graffiti removal hours	157
Number of calls/emails/requests	143
Snow removal hours	115
Watering plants	172

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$345,860	\$283,642
Stronger Marketing and Promotion	71,240	76,948
Accelerated Development	12,480	12,459
Enhanced Physical Appearance	81,550	72,529
Administration	83,220	83,209
Total	\$594,350	\$528,787

Unspent funds from FY 2017-2018 will be spent on future projects (must be approved by the Mayor and City Council).

- Other projects consistent with work plan and mission of DWSBID.
- Permanent landscaping projects.
- Trade Street landscaping improvements.
- 6th/Cherry/Trade parking deck improvements.

To Request Clean Team Services:
 Call the hotline at (336) 341-3398 or go online to www.downtownws.com

2017-2018 HIGHLIGHTS

Clean Team Ambassadors

- 13,354 hours worked.
- Collected more than 3,571 bags of litter estimated to weigh more than 160,695 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately. Graffiti became less frequent. 157 graffiti items were removed and 147 spills were cleaned.
- Increased Billy Goat hours.
- Streamlined watering plants with new watering system.
- Successfully responded to 143 requests for service.
- Spent 88 hours pressure washing.
- Installed and maintained nine 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.
- 286 requests for data and information.
- 214 plans for downtown were downloaded from the DWSP website.
- Updated retail, housing and restaurant maps.

Marketing and Development

New Website Statistics (launched in Sept. 2015)

- 213,363 pageviews of the DWSP website.
- 90,153 sessions of the DWSP website.
- Implemented restaurant week and holiday campaign.

Social Media Statistics

Facebook	New Likes:	1,161
	Total Likes:	9,284
Twitter	New Followers:	824
	Total Followers:	13,900
	Total Impressions:	1,227,000
Instagram (started in December 2015)	New Followers:	2,875
	Total Followers:	7,575

Enhanced Appearance

- Replaced parking banner signs at downtown parking garages.
- Doubled seasonal flower baskets on Trade Street.
- Installed and replaced decorative banners hanging from light poles throughout downtown.
- Increased lighting on Trade Street with new light fixtures.
- Completed hardscape & landscaping improvements of the passageway between Cherry & Trade Street.



6. Flower Baskets



7. Pet Waste Stations



8. Street Lighting Replacement



9. Sidewalk Sweeping



10. Marketing

