



2023-2024 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 Advisory Committee

- |                       |                |
|-----------------------|----------------|
| Heidi Schwartz, Chair | Shannon Meyer  |
| Walter Farabee        | Oumy Mbengue   |
| Mike Cashin           | Tim Sechrest   |
| Rodney Davis          | Kane Wilkerson |
| James Williams        |                |

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.

Graffiti Removal



Trashcans & Cigarette Receptacles



Holiday Decorations



Leaf Removal



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.

**Accelerated Development**

- Maintained and updated database of real estate listings.
- Updated retail, housing, and restaurant maps.
- 1,030 Downtown Plans were downloaded.
- 269 Requests for data and information were provided.
- Worked with potential business investors to promote investment within DWSBID.

**WORK PROGRAMS AND HIGHLIGHTS**

**Budget and Actuals Overview**

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$454,110	\$448,317
Stronger Marketing and Promotion	132,800	113,624
Accelerated Development	21,100	17,555
Enhanced Physical Appearance	70,400	67,369
Administration	21,100	21,100
<b>Total</b>	<b>\$699,510</b>	<b>\$667,965</b>

**Performance Measurements**

Workload Indicators	Actuals (23-24)
Bags of litter removed	2,578
Pounds of litter (45 lbs per bag)	116,010
Vacuum Machine (Billy Goat) hours	293
Pressure washing hours	112
Graffiti removal hours	249
Number of calls/emails/requests	323
Pet Station Maintenance Visits	915
Watering plants	261

**Enhanced Appearance**

- Continued to improve the appearance of tree-wells on Fourth Street with plantings and brought them to maturity.
- Maintained and replaced pole banners.
- Sustained pressure washing in areas of need.
- Removed a large amount of unexpected graffiti.
- Monitored newspaper rack corrals.
- Maintained parking deck banners.
- Maintained visual downtown branding graphics on vacant Fourth Street storefront and on Liberty 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.
- Wrapped trashcans with vinyl downtown branded banners.
- Daily maintenance of 15 pet stations—replace bags and remove trash.
- Transitioned tree-well iron fencing to u-shaped iron fencing.

**Cleaner Environment/Safety and Security**

- Maintained 12 security cameras throughout downtown.
- Advocated and worked with the City of Winston-Salem and Winston-Salem Police Department on the creation of District 4.
- Held monthly Public Safety Network meetings and monthly Merschel Park Neighborhood meetings.
- Collected 2,578 bags of litter estimated to weigh more than 116,010 lbs.
- Worked to immediately remove graffiti (249 hours spent).
- Responded to 323 requests for service.
- Spent 112 hours pressure washing.
- Maintained 15 pet waste stations.

**Marketing and Development**

- Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. The newsletter was intermittent in previous years.
- Implemented Shop the Block and holiday campaign.
- Continued growth of social media followers and content.
- Implemented Window Wonderland, a holiday storefront decorating contest.
- Implemented integrated marketing and programming campaigns and social media content.
- Executed marketing plans including digital advertising, email/newsletter marketing and social media content marketing, and advertising placements in the *Winston-Salem Visitor Guide* and *Livability*
- Collaborated with local influencers on Instagram content to increase awareness and visibility of Downtown with consistent brand positioning and messaging.

**Website Statistics**

- 415,560 page views of the DWSP website.

**Social Media Statistics**

**Facebook**

New Likes: 2,206  
Total Likes: 20,300

**Instagram**

New Followers: 3,462  
Total Followers: 31,400

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

Power Washing



Flower Beds & Pet Stations



Street Sweeping



Storefront Banners & Trashcan Wraps

