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
Vivian Joiner, Vice Chair
Anthony (Tony) Brett
Richard Brooks
Chad Cheek
Rodney Davis

Lawren Desai
Stephen Hawryluk*
Richard Miller
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.
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

<table>
<thead>
<tr>
<th>Workload Indicators</th>
<th>Actuals (18-19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bags of litter removed</td>
<td>2,780</td>
</tr>
<tr>
<td>Pounds of litter (45 lbs per bag)</td>
<td>126,100</td>
</tr>
<tr>
<td>Silly goat hours</td>
<td>476</td>
</tr>
<tr>
<td>Back pack hours</td>
<td>478</td>
</tr>
<tr>
<td>Pressure washing hours</td>
<td>48</td>
</tr>
<tr>
<td>Graffiti removal hours</td>
<td>258</td>
</tr>
<tr>
<td>Number of calls/emails/requests</td>
<td>112</td>
</tr>
<tr>
<td>Snow removal hours</td>
<td>111</td>
</tr>
<tr>
<td>Watering plants</td>
<td>166</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Budget Element</th>
<th>Budgeted</th>
<th>Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaner Environment/Safety and Security</td>
<td>$323,130</td>
<td>$315,575</td>
</tr>
<tr>
<td>Stronger Marketing and Promotion</td>
<td>85,540</td>
<td>102,451</td>
</tr>
<tr>
<td>Accelerated Development</td>
<td>14,150</td>
<td>11,854</td>
</tr>
<tr>
<td>Enhanced Physical Appearance</td>
<td>74,130</td>
<td>55,907</td>
</tr>
<tr>
<td>Administration</td>
<td>80,900</td>
<td>80,900</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$577,850</strong></td>
<td><strong>$566,687</strong></td>
</tr>
</tbody>
</table>

Unspent funds from FY 2018-2019 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.

### 2018-2019 HIGHLIGHTS

#### Clean Team Ambassadors
- Collected more than 2,780 bags of litter estimated to weigh more than 125,100 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately. 258 hours were spent removing graffiti.
- Streamlined watering plants with watering system.
- Successfully responded to 112 requests for service.
- Spent 48 hours pressure washing.
- Maintained nine pet waste stations.
- Efficiently cleared sidewalks during large snow event.

#### 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.
- 334 requests for data and information.
- 216 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 City, DOT and Chamber of Commerce to bring awareness and support to downtown businesses during the Bus. 40 construction and closure.
- Developed and implemented downtown marketing campaign during Bus. 40 closure.

#### New Website Statistics (launched in Sept. 2015)
- 177,170 page views of the DWSP website.
- 90,153 sessions of the DWSP website.

#### Social Media Statistics

<table>
<thead>
<tr>
<th>Platform</th>
<th>New Likes</th>
<th>Total Likes</th>
<th>New Followers</th>
<th>Total Followers</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,294</td>
<td>10,578</td>
<td>388</td>
<td>1,451</td>
<td>1,033,400</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
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<tr>
<td>Instagram</td>
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</tbody>
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#### Enhanced Appearance
- Replaced parking banner signs at parking garages.
- Doubled seasonal flower baskets on Trade Street.
- Installed and replaced decorative banners.
- Increased lighting on Trade Street.
- Completed hardscape & landscaping improvements of the passageway between Cherry & Trade Street and held ribbon cutting for Passageway Park.
- Organized designated areas for newspaper racks and removed all plastic racks.
- Maintained and replaced trashcan lids and liners.
- Installed new Moravian Stars during the holidays.

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