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
Kelly Brown
Chad Cheek

Rodney Davis
Lawren Desai
Stephen Howryluk*
Shannon Meyer
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.

<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>$324,080</td>
<td>$314,677</td>
</tr>
<tr>
<td>Stronger Marketing and Promotion</td>
<td>85,540</td>
<td>99,784</td>
</tr>
<tr>
<td>Accelerated Development</td>
<td>14,150</td>
<td>18,855</td>
</tr>
<tr>
<td>Enhanced Physical Appearance</td>
<td>74,130</td>
<td>60,834</td>
</tr>
<tr>
<td>Administration</td>
<td>98,340</td>
<td>98,340</td>
</tr>
<tr>
<td>Total</td>
<td>$596,240</td>
<td>$592,490</td>
</tr>
</tbody>
</table>

Performance Measurements

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

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. 49 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
- Twitter New Followers: 403
- Instagram New Followers: 5,729

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.