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*Womble Carlyle Sandridge & Rice**
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 Michael Suggs, *Downtown Foundation*
*Immediate Past Chair, Goler CDC**
 Coleman Team, *Public Safety Chair*,
*Linville Team Partners**
 Blake Stanley, *Infrastructure Chair*,
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*Chair, Mozelle's**

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 Alison Ashe-Card, *Wake Forest University*
School of Law
 Jamie Bartholomaeus, *Foothills Brewing*
 Erin Blakley, *Glass Door Salon & Spa*

Richard Brooks, *Twin City Quarter*
 John Bryan, *Krankies Coffee*
 BJ Buckland, *Downtown Resident*
 Susan Calovini, *Salem College*
 Chris Chapman, *The Chapman Company*
 Chad Cheek, *Elephant in the Room*
 Carol Davis, *Simon Green Atkins CDC*
 Jim DeCristo, *UNC School of the Arts*
 Lawren Desai, *a/perture Cinema*
 Clare Fader, *Leonard Ryden Burr*
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 Ragan Folan, *Old Salem Museums and Gardens*
 Glenn Garner, *TW Garner Food Company*
 Lee Garrity, *City of Winston-Salem*
 Richard Geiger, *Visit Winston-Salem*
 Todd Hall, *Truliant Federal Credit Union*
 Betsy Hamilton, *The Russell Agency*
 Sonny Haynes, *Womble Carlyle*
Sandridge & Rice
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 Frank James, *Wake Forest School of Medicine*
 Pamela Jennings, *Center for Design Innovation*
 Allen Joines, *Mayor*
 William Joyner, *Kilpatrick Townsend LLP*
 Kevin Kampman, *Winston-Salem Journal*
 Glenda Keels, *Retired*
 Kayce King, *Wells Fargo / Abbot Downing*

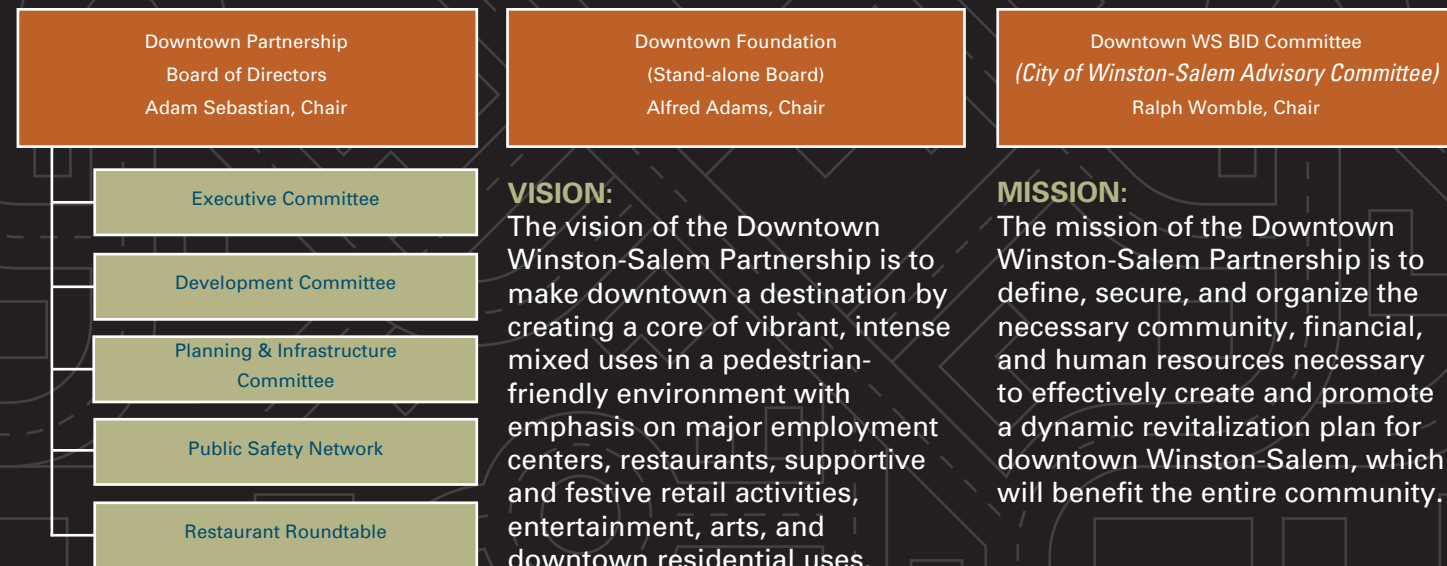
Harry Knabb, *Art for Art's Sake*
 Geoff Lassiter, *Winston-Salem Dash*
 Robert Leak, *Winston-Salem Business, Inc.*
 Jeff MacIntosh, *City of Winston-Salem**
 Roger Maxey, *Mast General Store*
 Randy Mills, *Winston-Salem State University*
 Derwin Montgomery, *City of Winston-Salem**
 Anc Newman, *Aon Risk Solutions*
 Paul Norby, *City of Winston-Salem*
 Jennifer O'Kelly, *O'Kelly Design Studios*
 James Patterson, *Wake Forest*
Innovation Quarter
 Adam Raak, *IMG College*
 John Reece, *Commercial Realty Advisors*
 Prince Rivers, *United Metropolitan Missionary*
Baptist Church
 Richard Schmidt, *Inmar*
 Shayna Smith, *Winston-Salem Chronicle*
 Jim Sparrow, *The Arts Council of Winston-*
Salem & Forsyth County
 Mamie Sutphin, *Reynolds American*
 Rebecca Thomas, *Wake Forest University,*
Undergraduate College
 Mari Jo Turner, *Hispanic League*
 Dudley Watts, Jr., *Forsyth County*
 Everette Witherspoon, *Forsyth County*
Commissioner
 *Denotes executive committee member

2015-2016 Annual Report



WORKING TOGETHER TO BUILD A STRONGER DOWNTOWN

This report reflects the transition of the DWSP fiscal year from a calendar year to a July 2015 – June 2016 fiscal year.



VISION:
 The vision of the Downtown Winston-Salem Partnership is to make downtown a destination by creating a core of vibrant, intense mixed uses in a pedestrian-friendly environment with emphasis on major employment centers, restaurants, supportive and festive retail activities, entertainment, arts, and downtown residential uses.

MISSION:
 The mission of the Downtown Winston-Salem Partnership is to define, secure, and organize the necessary community, financial, and human resources necessary to effectively create and promote a dynamic revitalization plan for downtown Winston-Salem, which will benefit the entire community.



Who We Are

The Downtown Winston-Salem Partnership (DWSP) is an active member and advocacy organization leading the efforts to revitalize and strengthen the core of the city through business recruitment and support, economic development, marketing, and special events. The DWSP is the lead organization in implementing the Downtown Plan.

2015-2016 Financials July 1, 2015 – June 30, 2016

DWSP Staff

- Jason Thiel, President
- Mary Charlotte Hinkle, Marketing and Special Projects Director
- Mackenzie Cates Allen, Development Manager
- Blakeney Bullock, Administrative Assistant
- Aaron Oats, Intern

EXPENSES	
Administration	\$236,144
Operations	\$ 66,635
Summer Music	\$ 62,938
Salute! Wine Festival	\$ 51,043
Programs	\$ 35,617
Other Events	\$ 17,964
Advertising	\$ 13,326
Total	\$483,667

REVENUE	
Business Membership	\$116,950
Programs/Other	\$167,588
Salute! Wine Festival	\$ 63,537
Summer Music	\$ 84,560
Other Events	\$ 31,245
Downtown Strong	\$ 22,500
Forsyth County	\$ 24,906
City of Winston-Salem	\$ 26,810
Total	\$538,096

2015-2016 Events and Marketing

Annual Meeting: An opportunity for anyone interested in downtown Winston-Salem to hear about the Partnership's role in revitalization efforts and to listen to downtown updates. The annual DWSP excellence awards are presented by mayor, Allen Joines.

Restaurant Week: Held February 22-28, 2016. Restaurant Week featured a prix fixe menu for \$20 and/or \$30 at downtown restaurants. Restaurant Week 2017 will be held February 20-26.

New Marketing Initiatives: Implemented a DWSP branding campaign, which included a storefront window cling, street-level pole banners, brand-specific print and social media advertising, rack cards, coasters and other promotional materials.

City Tree Lighting and Celebration: Held December 15, 2015. A family event that kicks off the holiday season. This year's Tree Lighting will be held December 3.

Salute! NC Wine Celebration: Featured over 30 NC wineries, and had an attendance of more than 7,500 people. This event is an important fundraiser for the DWSP and a top-five business day for merchants downtown. The 2016 Salute! Celebration was held June 4, 2016. The 2017 Salute! will be held June 3.

DWSP Fall Meeting: The Fall Meeting brings notable speakers to Winston-Salem and provides a forum for discussion about downtown development. Guest speaker in 2015 was Tom Turner of the Nashville Downtown Partnership. The 2016 Fall Meeting will be held November 9.

"Eat, Drink & Be Merry" Holiday and Small Business Promotion: End of November through December. A DWSP promotion that helps retailers, restaurants, and other organizations promote holiday events and specials in downtown Winston-Salem.

Tuba Christmas: 2015 was the second year for Tuba Christmas, which is presented throughout the world. Tuba Christmas Winston-Salem is a free holiday concert featuring musicians who perform Christmas carols on a variety of tubas. Tuba Christmas 2016 will be held December 2.

Summer Music Series: June through August. Produced the 19th season of the Summer Music Series, which consisted of 18 events throughout the summer. This series is an important community resource that brings tens of thousands of people downtown throughout the summer.

2015-2016 Programs and Committees

Business Improvement District: The BID focuses on five primary areas: cleaner environment, increased safety and security, marketing and promotion, accelerated development, and enhanced appearance. To learn more, see BID Annual Report.

Planning and Infrastructure Committee: Discussion of topics related to the development and implementation of the Downtown Plan, development projects, land use and infrastructure issues such as transportation. A critical workplan topic is the Business 40 closure. Meets the third Friday of every month at 8:30 a.m. at the DWSP office.

Restaurant Roundtable: Representatives from downtown restaurants, coffee shops, and clubs meet to discuss conventions, co-op marketing, and other pertinent issues. Meets quarterly at various downtown restaurants.

Public Safety Network: The Public Safety Network meets the third Thursday of every

month at 8:30 a.m. at the DWSP offices to discuss public safety issues in DTWS. The Downtown Bike Patrol reviews the monthly crime report, answers any questions and addresses any concerns downtown stakeholders may have.

Downtown Winston-Salem Foundation: A nonprofit organization whose mission is to provide support to the initiatives of the Partnership. The Foundation oversees the Meade Willis Revolving Loan Fund, which provides assistance to those wishing to open a business downtown.

Christmas Tree at Merschel Plaza: A 25+ foot NC Frasier fir placed on 4th Street for downtown patrons to enjoy. 2015 was the second year for this holiday addition, which will continue in 2016.

Park and Stroll Program: Gives downtown retailers and businesses a reduced rate to offer their customers free parking in three prominent downtown parking decks.

Business Resources

- Received more than \$116,000 in contributions from business members.
- Worked with prospective developers to find property and provided them with logistics information.
- Worked with prospective small business owners to provide information about downtown.
- Provided consultation and logistics to groups that pursued events and programming downtown.
- Administered and coordinated participation in essential monthly committee and network meetings.
- Continued to implement campaigns on behalf of downtown businesses, including Restaurant Week and the "Eat, Drink & Be Merry" Holiday Campaign.
- Provided 30 loans to small downtown businesses through the Meade Willis Loan Fund since 1999.
- Partnered with the WS Chamber and the City of WS to create marketing initiatives for the upcoming closure of Business 40.
- Managed communications to further promote the development of downtown through print, web, special events, public relations, and social media and the downtownws.com website.
- Maintains the DWSP user-friendly website that includes marketing opportunities for downtown businesses to promote their events and share information.
- Purchased and displayed new holiday decorations and year-round banners to enhance the festive atmosphere downtown.



Communications

Printed

- DWSP Annual Report
- BID Annual Report
- Housing Map & Inventory
- Shopping Map
- Dining Map
- Parking Map
- Rack Cards

Electronic

- DWSP Website downtownws.com
- Online Membership Directory
- Online Directory of Available Downtown Properties
- Online Downtown Business Directory
- Data & Reports – Sidewalk Counts, Demographics, and other customized information by request
- Facebook, Twitter, and Instagram
- Downtown E-blasts
- Interactive and Responsive Downtown Map