

Board of Directors

Adam Sebastian, *Board Chair, STITCH Design Shop**
 Ralph Womble, *Board Vice-Chair, Trade Street Partners**
 James Connolly, *Board Treasurer, Bernard Robinson & Co., LLC**
 Mike Cashin, *Board Secretary, Womble Carlyle Sandridge & Rice**
 Alfred Adams, *Downtown Foundation Chair**

Mark Dunnagan, *Immediate Past Board Chair, Frank L. Blum Construction Co.**
 Michael Suggs, *Downtown Foundation Immediate Past Chair, Goler CDC**
 Coleman Team, *Public Safety Chair, Linville Team Partners**
 Blake Stanley, *Infrastructure Chair, Financial Advisor**
 Charles Wilson, *Planning Chair, Magnolia Partners**

The Board *Denotes executive committee member

Joe Aldridge, *BB&T*
 Alison Ashe-Card, *Wake Forest University School of Law*
 Jamie Bartholomaeus, *Foothills Brewing*
 Erin Blakley, *Glass Door Salon & Spa*
 Richard Brooks, *Twin City Quarter*
 Alton Brown, *Winston-Salem Journal*
 John Bryan, *Krankies Coffee*
 BJ Buckland, *Downtown Resident*
 Chad Cheek, *Elephant in the Room*
 Lisa Cooper, *Mast General Store*
 Carol Davis, *Simon Green Atkins CDC*
 Jim DeCristo, *UNC School of the Arts*
 Lawren Desai, *a/perture Cinema*
 Clare Fader, *Leonard Ryden Burr Real Estate*
 Ragan Folan, *Old Salem Museums & Gardens*
 John Fitzgerald, *John E. Fitzgerald Attorney at Law*
 Linda Garboczi, *Piedmont Advantage Credit Union*
 Glenn Garner, *Garner Foods*
 Lee Garrity, *City of Winston-Salem*

Richard Geiger, *Visit Winston-Salem*
 Drew Gerstmyer, *Principal Barley Steward, LLC*
 Kristen Haaf, *Roots First*
 Todd Hall, *Truliant Federal Credit Union*
 Sylvia Sprinkle-Hamlin, *Forsyth County Public Library*
 Karen Huey, *WFUBMC*
 Lori Beth Huffman, *Centenary United Methodist Church*
 TeriLyn Hutcheon, *Wells Fargo*
 Frank James, *Wake Forest School of Medicine*
 Allen Joines, *Mayor*
 Harry Knabb, *Art for Art's Sake*
 Robert Leak, *Winston-Salem Business, Inc.*
 Bryan Ledbetter, *Airtype*
 Jeff MacIntosh, *City of Winston-Salem**
 Charlie McCurry, *CBRE*
 Erika Mielke, *Arbor Investment Advisors*
 Randy Mills, *Winston-Salem State University*
 Derwin Montgomery, *City of Winston-Salem**
 Jennifer Morgan, *Salem College*

Anc Newman, *Aon Risk Solutions*
 Paul Norby, *City of Winston-Salem*
 Jennifer O'Kelly, *O'Kelly Design Studios*
 Mark Owens, *WS Chamber of Commerce*
 James Patterson, *Wake Forest Innovation Quarter*
 Randon Pender, *Winston-Salem Black Chamber of Commerce*
 Nell Perry, *Forsyth Technical Community College*
 Adam Raak, *IMG College*
 John Reece, *Commercial Realty Advisors*
 Richard Schmidt, *Inmar*
 Jim Sparrow, *The Arts Council of Winston-Salem & Forsyth County*
 Mamie Sutphin, *Reynolds American**
 James Taylor, *Winston-Salem Chronicle*
 Haydee Thompson, *Wherehouse Art Hotel*
 Mari Jo Turner, *Hispanic League*
 Brian Vannoy, *Allegacy Federal Credit Union*
 Dudley Watts, Jr., *Forsyth County*
 Everette Witherspoon, *Forsyth County Commissioner*

The Downtown Winston-Salem Partnership Staff

Jason Thiel, *President*
 Mary Charlotte Hinkle, *Marketing & Special Projects Director*
 Blakeney Bullock, *Development Coordinator*
 Moriah Lee, *Project Manager*



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.

2017-2018 Annual Report



WORKING TOGETHER TO
 BUILD A STRONGER DOWNTOWN



Marketing and Development:

New Website Statistics: (launched 2015)

- 213,363 DWSP website pageviews.
- 90,153 sessions of the DWSP website.

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 2015)
New Followers: 2,875
Total Followers: 7,575

2017-2018 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 19-25, 2018. Restaurant Week featured a prix fixe menu for \$20 and/or \$30 at downtown restaurants.

City Tree Lighting and Celebration: Held December 2, 2017. A family event that kicks off the holiday season. This year's Tree Lighting will be held December 1.

DWSP Fall Meeting: The Fall Meeting brings notable speakers to Winston-Salem and provides a forum for discussion about downtown development. The guest speakers in 2017 were Don Flow, new owner of the former GMAC Properties and Pat Ivey, NCDOT Division 9 Engineer. The 2018 Fall Meeting will be held October 18.

"Eat, Shop & 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: 2017 was the fourth year for Tuba Christmas, which is presented throughout the world. Tuba

Christmas is a free holiday concert featuring musicians who perform Christmas carols on a variety of tubas. Tuba Christmas 2018 will be held November 30.

Summer Music Series: June through August we produced the 21st 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.

Texas Pete Spirits of Summer: DWSP implemented a new event that brought together the robust local winery, brewery, and culinary industries. The festival featured more than 20 NC wineries, 12 NC breweries, and 14 Winston-Salem restaurants. The event also featured an after-party concert. This event is an important fundraiser for the DWSP and a top-five business day for the downtown merchants. The inaugural Texas Pete Spirits of Summer event was held June 2, 2018.

Shop the Block: Held on October 4-7, this event had more than 35 retailers participate in the program that encouraged people to enjoy shopping downtown. The program provided shoppers with a free tote bag and coupon book with special offers from downtown merchants.

2017-2018 Financials July 1, 2017 – June 30, 2018

REVENUE	
Business Membership	\$ 93,000
Programs/Other	\$164,319
Spirits of Summer presented by Texas Pete	\$ 70,000
Summer Music Series	\$ 75,000
Other Events	\$ 29,711
Downtown Strong	\$ 14,000
Forsyth County	\$ 20,000
City of Winston-Salem	\$ 26,810
Total	\$492,840

EXPENSES	
Administration	\$242,000
Operations	\$ 58,334
Summer Music Series	\$ 58,000
Spirits of Summer presented by Texas Pete	\$ 48,000
Programs	\$ 36,477
Other Events	\$ 16,761
Advertising	\$ 7,500
Total	\$467,072

2017-2018 Programs and Committees

Business Improvement District (BID): 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 work plan 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. 2017 was the fourth year for this holiday addition, which will continue in 2018.

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

- Worked with prospective developers to find property and provided them with logistics information.
- Worked with new 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, "Eat, Shop & Be Merry" Holiday Campaign, and Shop the Block
- 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.
- Maintained the DWSP user-friendly website that includes marketing opportunities for downtown businesses to promote their events and share information as well as maintain commercial & residential real estate database.
- Purchased and displayed new holiday decorations and year-round banners to enhance the festive atmosphere downtown.

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.



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