

Board of Directors — Officers

Mike Cashin, *Board Chair, Womble Bond Dickinson*
 Ralph Womble, *Board Vice-Chair, Trade Street Partners*
 Blake Stanley, *Board Treasurer, The Miller Group at Morgan Stanley Wealth Management*
 Glenn Garner, *Board Secretary, Garner Foods*

Alfred Adams, *Downtown Foundation Chair*
 Adam Sebastian, *Immediate Past Board Chair, STITCH Design Shop*
 Michael Suggs, *Downtown Foundation Immediate Past Chair, Goler CDC*
 Charles Wilson, *Planning/Infrastructure Chair, Magnolia Partners*
 Linda Garboczi, *Development Chair, Piedmont Advantage Credit Union*

The Board *Denotes executive committee member

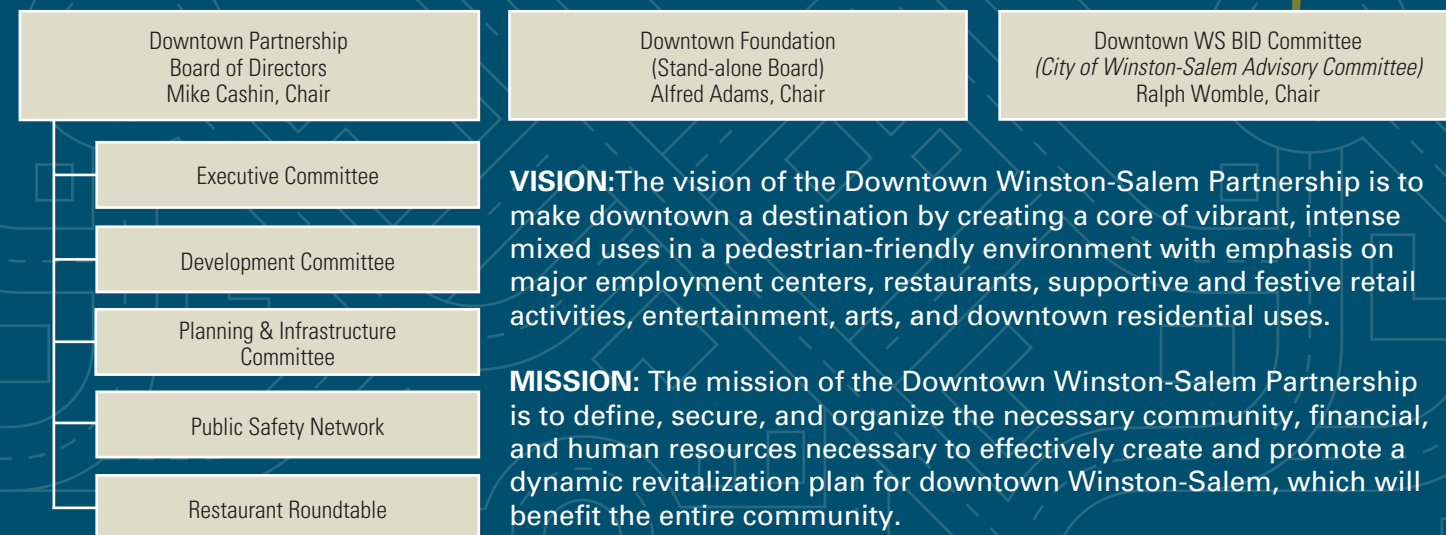
Joe Aldridge, *BB&T*
 Alison Ashe-Card, *Wake Forest University School of Law*
 Suzy Baxter, *Nissen Building Apartments**
 Erin Blakley, *Glass Door Salon & Spa*
 Richard Brooks, *Twin City Quarter*
 Alton Brown, *Winston-Salem Journal*
 Claire Calvin, *The Porch/Canteen Market & Bistro/Alma Mexicana*
 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*
 Ragan Folan, *Old Salem Museums & Gardens*
 Randy Eaddy, *Arts Council of Winston-Salem & Forsyth County*
 John Fitzgerald, *John E. Fitzgerald Attorney at Law*
 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*
 Marcus Hill, *Forsyth Foodworks*
 Frank James, *Wake Forest School of Medicine*
 Allen Joines, *Mayor*
 Amy Jucoskie, *Wells Fargo*
 Jason Kaplan, *Wake Forest School of Medicine*
 Aaron King, *City of Winston-Salem*
 Rev. Dr. P Glenn Kinken III, *Centenary United Methodist Church*
 Harry Knabb, *Art for Art's Sake*
 Robert Leak, *Winston-Salem Business, Inc.*
 Bryan Ledbetter, *Airtype*
 Aubrey Linville, *Linville Team Partners*
 Collier Lumpkin, *Salem College*
 Jeff MacIntosh, *City of Winston-Salem**
 Constance Mallette, *Winston-Salem State University*
 Charlie McCurry, *CBRE*
 Erika Mielke, *Arbor Investment Advisors*
 Mark Mielke, *Traffic Control Services Inc.*

Michael Myers, *Kilpatrick Townsend*
 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*
 Heidi Schwartz, *Foothills Brewing*
 Annette Scippio, *City of Winston-Salem**
 Mamie Sutphin, *Reynolds American**
 James Taylor, *Winston-Salem Chronicle*
 Coleman Team, *Front Street Capital*
 Haydee Thompson, *Wherehouse Art Hotel*
 Mari Jo Turner, *Hispanic League*
 Brian Vannoy, *Allegheny Federal Credit Union*
 Dudley Watts, Jr., *Forsyth County*
 Meade Willis, *Select Engineering**
 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* ♦ Amanda Moore, *Administrative 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.

Downtown Winston-Salem Partnership ♦ 305 W. Fourth St., Suite 2-E ♦ Winston-Salem, NC 27101
 Phone: (336) 354-1500 ♦ Web: www.downtownws.com ♦ Facebook: /downtownWS ♦ Twitter: #dtws

2018-2019 Annual Report



WORKING TOGETHER TO
 BUILD A STRONGER DOWNTOWN



Marketing and Development:

New Website Statistics: (launched 2015)

- 177,170 DWSP website page views.
- 90,153 sessions of the DWSP website.

Social Media Statistics:

- [Facebook](#)
New Likes: 1,294
Total Likes: 10,578
- [Twitter](#)
New Followers: 368
Total Followers: 14,517
Total Impressions: 1,033,400
- [Instagram](#)
(started in 2015)
New Followers: 3,744
Total Followers: 11,071

2018-2019 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.

City Tree Lighting and Celebration: Held December 1, 2018. A family event that kicks off the holiday season. This year's Tree Lighting will be held December 7.

DWSP Fall Meeting: The Fall Meeting brings notable speakers to Winston-Salem and provides a forum for discussion about downtown development. The guest speaker in 2018 was Bruce Katz, co-author of *The New Localism*. The 2019 fall meeting will be held November 14th.

"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: 2018 was the fifth 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 2019 will be held December 6.

Summer Music Series: Held June through August, we produced the 22nd season of the Summer Music Series, which consisted of 18 events. This series is an important community gathering that brings tens of thousands of people downtown throughout the summer.

Texas Pete Spirits of Summer: DWSP implemented the 2nd annual Texas Pete Spirits of Summer. The event brings together the robust local winery, brewery, and culinary industries. 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.

Shop the Block: Held on October 3-6, this event had 45 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.

Business 40 Marketing Campaign: Developed and implemented downtown marketing campaign during the Business 40 closure.

2018-2019 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. 2018 was the fifth year for this holiday addition, which will continue in 2019.

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, "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 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.

2018-2019 Financials July 1, 2018 – June 30, 2019

REVENUE	
Business Membership	\$116,063
Programs/Other	\$121,492
Spirits of Summer presented by Texas Pete	\$ 52,122
Summer Music Series	\$ 72,473
Other Events	\$ 34,621
Downtown Strong	\$ 15,200
Forsyth County	\$ 20,000
City of Winston-Salem	\$ 26,810
Total	\$458,781

EXPENSES	
Administration	\$255,330
Operations	\$ 70,375
Summer Music Series	\$ 72,586
Spirits of Summer presented by Texas Pete	\$ 37,213
Other Events	\$ 27,248
Total	\$462,752

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 – Demographics, and other Customized Information by Request
- Facebook, Twitter, and Instagram
- Downtown E-blasts
- Interactive and Responsive Downtown Map