

## Board of Directors — Officers

Mike Cashin, *Board Chair, Womble Bond Dickinson*  
 Ralph Womble, *Board Vice-Chair, Trade Street Partners*  
 Suzy Baxter, *Board Treasurer, HRI Properties*  
 Glenn Garner, *Board Secretary, Garner Foods*  
 Alfred Adams, *Downtown Foundation Chair*

Meade Willis, *Vice-Chair Downtown Foundation, Select Engineering*  
 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

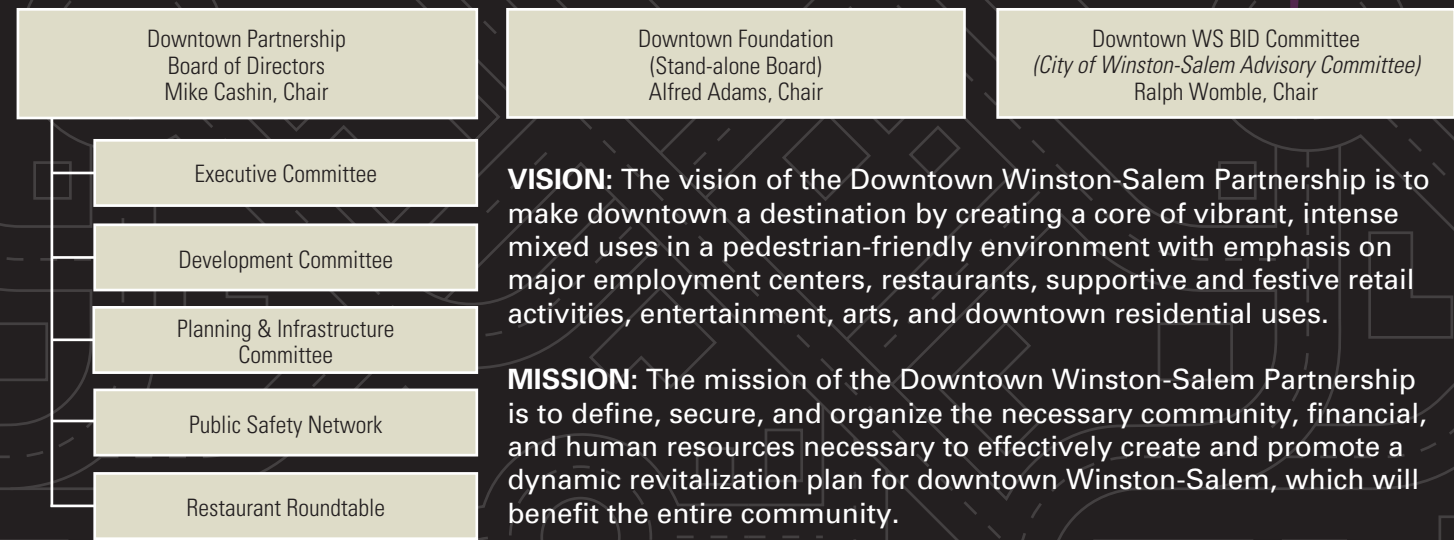
Joe Aldridge, *BB&T*  
 Alison Ashe-Card, *Wake Forest University School of Law*  
 Alton Brown, *Winston-Salem Journal*  
 Kelly Brown, *Kimpton Cardinal Hotel*  
 Claire Calvin, *The Porch/Canteen Market & Bistro/Alma Mexicana*  
 Chad Cheek, *Elephant in the Room*  
 Lisa Cooper, *Mast General Store*  
 Carol Davis, *Simon Green Atkins CDC*  
 Jim DeCristo, *UNC School of the Arts*  
 Jigar Desai, *Learfield IMG*  
 Randy Eaddy, *Arts Council of Winston-Salem & Forsyth County*  
 Dara Folan, *Winghaven Consulting, LLC*  
 Lee Garrity, *City of Winston-Salem*  
 Richard Geiger, *Visit Winston-Salem*  
 Drew Gerstmyer, *Principal Barley Steward, LLC*  
 Kristen Haaf, *Roots First*  
 Stephen Hawryluk, *City of Winston-Salem*  
 Marcus Hill, *Forsyth Foodworks*

Patricia Hollimon, *Womble Bond Dickenson*  
 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*  
 Anderson Langford, *Truliant Federal Credit Union*  
 Bryan Ledbetter, *Airtype*  
 Aubrey Linville, *Linville Team Partners*  
 Collier Lumpkin, *Salem College*  
 Jeff MacIntosh, *City of Winston-Salem\**  
 Constance Mallette, *Winston-Salem State University*  
 Diana Massas, *Hispanic League*  
 Shannon Mattern, *Downtown Resident*  
 Charlie McCurry, *CBRE*  
 Erika Mielke, *Arbor Investment Advisors*  
 Mark Mielke, *Traffic Control Services Inc.*

Michael Myers, *Kilpatrick Townsend*  
 Mark Owens, *WS Chamber of Commerce*  
 Randon Pender, *Winston-Salem Black Chamber of Commerce*  
 Nell Perry, *Forsyth Technical Community College*  
 Ashley Persinger, *Downtown Resident*  
 John Reece, *Commercial Realty Advisors*  
 Richard Schmidt, *Inmar*  
 Lindsey Schwab, *Wake Forest Innovation Quarter*  
 Julien Patton, *It's a Photo Booth Life*  
 Heidi Schwartz, *Foothills Brewing\**  
 Annette Scippio, *City of Winston-Salem\**  
 Sylvia Sprinkle-Hamlin, *Forsyth County Public Library*  
 Latisa Adele Tatum, *Arts Community*  
 James Taylor, *Winston-Salem Chronicle*  
 Coleman Team, *Front Street Capital*  
 Eyden Thomas, *Reynolds American Services\**  
 Haydee Thompson, *Wherehouse Art Hotel*  
 Brian Vannoy, *Allegacy Federal Credit Union*  
 Dudley Watts, Jr., *Forsyth County*

## The Downtown Winston-Salem Partnership Staff

Jason Thiel, *President* ♦ Mary Charlotte Hinkle, *Marketing & Special Projects Director* ♦ 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](http://www.downtownws.com) ♦ Facebook: [/downtownWS](https://www.facebook.com/downtownWS) ♦ Twitter: [#dtws](https://twitter.com/dtws)

2019-2020 Annual Report



WORKING TOGETHER TO  
 BUILD A STRONGER DOWNTOWN



### Marketing and Development:

#### New Website Statistics: (launched 2015)

- 137,901 DWSP website page views.

#### Social Media Statistics:

- [Facebook](#)  
New Likes: 477  
Total Likes: 11,058
- [Twitter](#)  
New Followers: 403  
Total Followers: 14,918  
Total Impressions: 790,100
- [Instagram](#)  
(started in 2015)  
New Followers: 5,729  
Total Followers: 16,822

*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.*

## 2019-2020 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 7, 2019. 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 2019 was Don Flow of Flow Automotive with an update on the 500 W. 5th Building. CJMW Architecture also gave an update on the new county courthouse.

#### "Eat, Shop & Be Merry" Holiday and Small Business Promotion:

End of November through December. A DWSP promotion that helps retailers, restaurants, and other organizations

## 2019-2020 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.

**Tuba Christmas:** 2019 was the sixth year for Tuba Christmas, which is presented throughout the world. This is a free holiday concert featuring musicians who perform Christmas carols on a variety of tubas.

**Summer Music Series:** Held June through August, we produced the 23rd 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.

**Shop the Block:** Held on October 3-6, this event had over 40 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.

**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. 2019 was the sixth year for this holiday addition, which will continue in 2020.

**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 businesses 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 Greater Winston-Salem, Inc. 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 atmosphere downtown.

## COVID-19 Assistance

- The Downtown Winston-Salem Foundation donated \$25,000 to Forsyth County's Winston-Salem Foundation and United Way's COVID-19 Response Fund.
- DWSP in partnership with Greater Winston-Salem Inc., created the Small Business Relief Grant Program. The Downtown Winston-Salem Foundation donated \$25,000 of the total \$450,000. The program provided grants between \$2,500 and \$5,000 to 115 businesses (nearly half are located downtown).
- The DWSP created and implemented a new program called The Streatery. DWSP worked with the city's staff and downtown restaurant owners to close a portion of 4th St. on Saturday nights and a portion of Trade St. on Friday nights to vehicular traffic, allowing restaurants to expand their outdoor dining areas to the street and sidewalks.
- DWSP arranged with the City of Winston-Salem for designated pickup and to-go lanes and parking for patrons picking up food from downtown restaurants.
- DWSP worked with the City of Winston-Salem to allow temporary expansion of outdoor dining areas onto adjacent sidewalks and private property.
- Built and maintained a COVID-19: Ways to Continue to Support Downtown Businesses website. The site listed the businesses and the specific way members of the community could support and patronize businesses.
- Compiled and maintained COVID-19 resources for businesses & individuals.

## 2019-2020 Financials

July 1, 2019 – June 30, 2020

EXPENSES	
Administration	\$254,622
Operations	\$ 59,662
Summer Music Series	\$ 81,951
Other Events	\$ 14,284
<b>Total</b>	<b>\$410,519</b>

REVENUE	
Business Membership	\$117,000
Programs/Other	\$133,404
Summer Music Series	\$ 64,595
Other Events	\$ 19,998
Downtown Strong	\$ 12,888
Forsyth County	\$ 20,000
City of Winston-Salem	\$ 26,810
<b>Total</b>	<b>\$394,695</b>



### 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