



2021-2022 Annual Report



Business Improvement District

## 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

Vivian Joiner, Chair  
Lawren Desai, Vice Chair  
Anthony (Tony) Brett  
Kelly Brown  
Chad Cheek

Rodney Davis  
Meridith Martin\*  
Shannon Meyer  
Charles Wilson  
Mike Cashin

*\*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.





Graffiti Removal



Trashcans & Cigarette Receptacles



Clean Up Spills



Leaf & Snow Removal



2021-2022  
Work Programs and Highlights

Budget Overview

Budget Element	Budgeted	Spent
Cleaner Environment/Safety and Security	\$395,000	\$388,791
Stronger Marketing and Promotion	108,100	100,365
Accelerated Development	18,545	19,202
Enhanced Physical Appearance	61,825	58,209
Administration	13,000	13,000
Total	\$596,470	\$579,567

Performance Measurements

Workload Indicators	Actuals (21-22)
Bags of litter removed	2,606
Pounds of litter (45 lbs per bag)	117,270
Billy goat hours	463
Back pack hours	431
Pressure washing hours	122
Graffiti removal hours	662
Number of calls/emails/requests	199
Snow removal hours	67
Watering plants	627

The Downtown Winston-Salem Business Improvement District (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. 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.

Clean Team Ambassadors

- Collected more than 2,606 bags of litter estimated to weigh more than 117,270 lbs.
- Worked to overcome aggressive graffiti efforts by removing them immediately (662 hours were spent).
- Successfully responded to 199 requests for service.
- Spent 122 hours pressure washing.
- Maintained 15 pet waste stations.

To request clean team services: call (336) 341-3398, or visit DowntownWS.com

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.
- 198 requests for data and information.
- 280 plans for downtown were downloaded from the DWSP website.
- Updated retail, housing and restaurant maps.
- Maintained a database of commercial property listings downtown.

Enhanced Appearance

- Improved the appearance of the tree wells on Fourth Street with plantings and brought them to full maturity.
- Maintained and replaced pole banners.
- Increased pressure washing during pandemic while foot traffic was low.
- Maintained planting in the Passageway Park resulting in well-established vegetation that is in full bloom.
- Removed a large amount of unexpected graffiti.
- Monitored newspaper rack corrals.
- Maintained parking deck banners.
- Maintained visual downtown branding graphic on vacant Fourth Street storefront and installed an additional graphic on Liberty 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.
- Maintained and increased pet stations and assumed responsibility of three stations that previously belonged to the City of Winston-Salem.
- Wrapped trashcans with vinyl downtown branded banners.

Marketing and Development

- Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. The newsletter was intermittent in previous years.
- Implemented Shop the Block and rebranded and rebuilt holiday campaign and holiday website.
- Significant increase in Instagram followers which has become the dominant social media platform.
- Implemented Window Wonderland, a new holiday storefront decorating contest.

New Website Statistics (launched in Sept. 2015)

- 463,098 page views of the DWSP website (111% increase).

Social Media Statistics

Facebook	
New Likes:	1924
Total Likes:	13,419
Twitter	
New Followers:	514
Total Followers:	15,490
Total Impressions:	52,548

Instagram (started in 12/2015)

New Followers:	3,993
Total Followers:	25,185



Power Washing



Flower Beds & Pet Stations



Street Sweeping



Storefront Banners & Trashcan Wraps