

Executive Committee & Officers

Mike Cashin, *Chair*
Partner, Womble Bond Dickinson

Ralph Womble, *Vice-Chair*
Trade Street Partners

Suzy Baxter, *Treasurer*
HRI Properties (Nissen Building)

Heidi Schwartz, *Secretary*
Foothills Brewing

Meade Willis, *Chair*,
Downtown Winston-Salem Foundation,
Select Engineering

Alfred Adams,
Downtown Winston-Salem Foundation,
Womble Bond Dicksion, *Retired Partner*,

Adam Sebastian, *Immediate Past DWSP Chair*
STITCH Design Shop

Dara Folan, *(Planning Committee Chair)*
Winghaven Consultin LLC

Linda Garboczi, *(Development Committee Chair)*, Senior Services

Jeff MacIntosh,
Northwest Ward, City of Winston Salem,
Council Member

Annette Scippio,
East Ward, City of Winston-Salem,
Council Member,

Jason Thiel, *President*
Downtown Winston-Salem Partnership, Inc.

Board of Directors

Alton Brown, Winston-Salem Journal

Kelly Brown, Kimpton Cardinal Hotel

Ike Black, Liberty East Redevelopment, Inc

Ann Marie Bishop, Mast General Store

Katie Collins, Greater Winston-Salem, Inc

Jim DeCristo, UNC School of the Arts

Jigar Desai, Learfield IMG

Abbey Garner, ByGood Coffee

Lee Garrity, City of Winston-Salem,
City Manager

Richard Geiger, Visit Winston-Salem

Kristen Haaf, Roots First

Brian Hart, Forsyth County Public Libraries

Marcus Hill, Forsyth Foodworks

Patricia Hollimon, Renolds American

Stewart Holmes, Pinnacle
Financial Services

Mayor Allen Joines, City of Winston-Salem

Jason Kaplan, Wake Forest School
of Medicine

Kevin Mundy, City of Winston-Salem,
City Council

Chris Murphy, City/County Planning Board

Glenn Kinken III, Centenary United
Methodist Church

Anderson Langford, Truliant Federal
Credit Union

Chase Law, Arts Council of Winston-
Salem Forsyth County

Bryan Ledbetter, Airtype

Aubrey Linville, Linville Team Partners

Collier Lumpkin, Salem College

Constance Mallette,
Winston Salem State University

Shannon Mattern, Downtown Resident

Diana Massas, Hispanic League

Erika Mielke, Arbor Investment Advisors

Mark Mielke, Traffic Control Services, Inc.

Michael Myers, Kilpatrick Townsend &
Stockton, LLP

Kelly Otis, Kelly Otis, Blanco Tackabery &
Matamoros, P.A.

Julien Patton, It’s a Photo Booth Life

Randon Pender, Winston-Salem Black
Chamber of Commerce

Ashley Persinger, Downtown Resident

Nell Perry, Forsyth Technical
Community College

Michael Robinson, Bingo Bango Fresh
Fruit Soda Company

Richard Schmidt, Inmar

Lindsey Schwab, Innovation Quarter

Tim Sechrest, Wells Fargo

Jamie Southern, Bookmarks

Dana Suggs, Body & Soul

Latisa Adele Tatum, Arts Community

James Taylor, WS Chronicle

Terry Taylor, Old Salem Museums
and Gardens

Brian Vannoy, Allegacy

Dudley Watts, Jr., Forsyth County Manager

Kane Wilkerson, The Arden Group

Michele Wolfert, Rhino Sports &
Entertainment Services



Downtown Foundation
(Stand-alone Board)
Alfred Adams, Chair

Downtown WS BID Committee
(City of Winston-Salem Advisory Committee)
Ralph Womble, Chair

The Downtown Winston-Salem Partnership Staff

Staff:
Jason Thiel, *President*

Mary Charlotte Hinkle,
Marketing & Special Projects Director

Amanda Moore,
Administrative Manager

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Twitter: [#dtws](https://twitter.com/dtws)





Marketing and Development:

New Website Statistics: (launched 2015)
➤ 463,098 DWSP website page views (111% increase).

Social Media Statistics:
➤ **Facebook**
New Likes: 1,924
Total Likes: 13,419
➤ **Twitter**
New Followers: 514
Total Followers: 15,490
Total Impressions: 52,548
➤ **Instagram**
(started in 2015)
New Followers: 3,993
Total Followers: 25,185

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.

2021-2022 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 4, 2021. A family event that kicks off the holiday season. This year’s Tree Lighting will be held December 3.

“Eat, Shop & Be Merry” Holiday and Small Business Promotion: End of November through December. A DWSP promotion that helps retailers, restaurants, and other organizations. Rebranded and rebuilt website for Eat, Shop & Be Merry in 2021. Promoted holiday events and specials in downtown Winston-Salem.

Tuba Christmas: 2021 was the seventh 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 24th season of the Summer Music Series, which consisted of 15 events. This series is an important community gathering that brings tens of thousands of people downtown throughout the summer.

Shop the Block: Held on November 4-7, 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.

Marketing and Development: Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. The newsletter was intermittent in previous years. Implemented Window Wonderland, a new holiday storefront decorating contest.

2021-2022 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. Meets the third Friday of every month at 8:30 a.m. at the DWSP office. The Planning Committee will take on updating the 10 year Downtown Plan in 2022.

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. 2021 was the eighth year for this holiday addition.

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, and Window Wonderland.

- Provided 30 loans to small downtown businesses through the Meade Willis Loan Fund since 1999.
- 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.

2020-2021 Financials

July 1, 2021 – June 30, 2022

EXPENSES	
Administration	\$262,747
Operations	\$ 59,601
Summer Music Series	\$ 69,151
Other Events	\$ 3,764
Total	\$395,263

REVENUE	
Business Membership	\$108,491
Programs/Other	\$173,560
Summer Music Series	\$ 66,424
Other Events	\$ 2,500
Downtown Strong	\$ 10,000
Forsyth County	\$ 25,000
City of Winston-Salem	\$ 26,810
Total	\$412,785

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.



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