

## Executive Committee & Officers

**Mike Cashin**, *Chair*  
Partner, Womble Bond Dickinson

**Ralph Womble**, *Vice-Chair*  
Trade Street Partners

**Suzy Baxter**, *Treasurer*  
PMC Property Group (Nissen Building)

**Heidi Schwartz**, *Secretary*  
Foothills Brewing

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

**Alfred Adams**,  
Downtown Winston-Salem Foundation,  
Womble Bond Dickson, *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*,

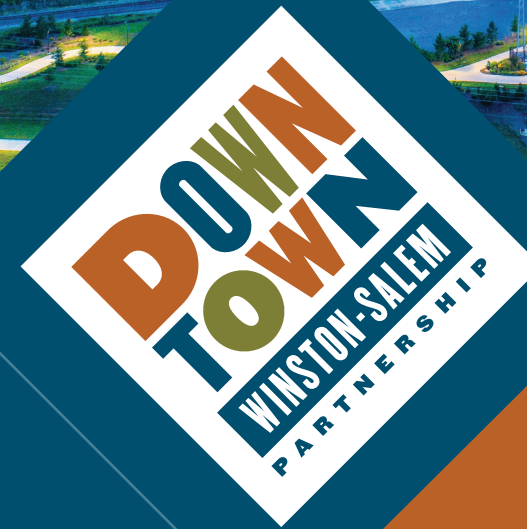
**Jason Thiel**, *President*  
Downtown Winston-Salem Partnership, Inc.

## 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  
**Walter Farabee**, Reynolds America Inc.  
**Abbey Garner**, ByGood Coffee  
**Lee Garrity**, City of Winston-Salem,  
*City Manager*

**Richard Geiger**, Visit Winston-Salem  
**Daryl Gomersal**, Kimpton Cardinal Hotel  
**Kristen Haaf**, Roots First  
**Josh Hammaker**, Truist  
**Brian Hart**, Forsyth County Public Libraries  
**Marcus Hill**, Forsyth Foodworks  
**Stewart Holmes**, Pinnacle Financial Services  
**Mayor Allen Joines**, City of Winston-Salem  
**Jason Kaplan**, Wake Forest School  
of Medicine  
**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

**Meridith Martin**, City of Winston-Salem  
**Shannon Mattern**, Downtown Resident  
**Diana Massas**, Hispanic League  
**Erika Mielke**, Arbor Investment Advisors  
**Mark Mielke**, Traffic Control Services, Inc.  
**Karen Morgan**, Allegacy Federal Credit Union  
**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  
**Dudley Watts, Jr.**, Forsyth County Manager  
**Kane Wilkerson**, The Arden Group  
**Michele Wolfert**, Rhino Sports &  
Entertainment Services  
**Malishai Woodbury**, Forsyth County Board  
of Commissioners



2022-2023 Annual Report

Downtown Partnership  
Board of Directors  
Mike Cashin, Chair

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

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

Executive Committee

Development Committee

Planning & Infrastructure  
Committee

Public Safety Network

## The Downtown Winston-Salem Partnership Staff

Staff:  
**Jason Thiel**, *President*

**Mary Charlotte Hinkle**,  
*Marketing & Special  
Projects Director*

**Amanda Moore**,  
*Administrative Manager*

Address:  
515 N. Cherry Street  
Winston-Salem, NC 27101

Phone: (336) 354-1500  
Web: [www.downtownws.com](http://www.downtownws.com)  
Facebook: /downtownWS  
Twitter: #dtws



**Marketing and Development:**

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

- 562,318 DWSP website page views (21% increase).

**Social Media Statistics:**

- **Facebook**  
New Likes: 4,675  
Total Likes: 18,094

- **Instagram**  
(started in 2015)

- New Followers: 2,753
- Total Followers: 27,938

*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.*

**2022-2023 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 3, 2022. A family event that kicks off the holiday season.

**“Eat, Shop & Be Merry” Holiday and Small Business Promotion:** End of November through tDecember. A DWSP promotion that helps retailers, restaurants, and other organizations. Promotes holiday events and specials in downtown Winston-Salem.

**Tuba Christmas:** 2022 was the eighth 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 25th season of the Summer Music Series, which consisted of nine events and a re-located and re-branded Summer On Liberty to Summer on Fourth. This series is an important community gathering that brings tens of thousands of people downtown throughout the summer.

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

**Marketing and Development:** Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. Implemented Window Wonderland. Executed marketing plans including digital advertising, email/newsletter marketing and social media content marketing.

**2022-2023 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 has spent the year working on updating the 10 year Downtown Plan.

**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 the corner of Liberty and 6th for downtown patrons to enjoy. 2022 was the ninth 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.

**2022-2023 Financials**

*July 1, 2022 – June 30, 2023*

EXPENSES	
Administration	\$276,035
Operations	\$101,730
Summer Music Series	\$ 72,389
Other	\$ 1,873
<b>Total</b>	<b>\$452,027</b>

REVENUE	
Business Membership	\$109,595
Programs	\$150,158
Summer Music Series	\$ 88,630
Other	\$ 66,087
Downtown Strong	\$ 6,800
Forsyth County	\$ 20,000
City of Winston-Salem	\$ 32,570
<b>Total</b>	<b>\$473,840</b>

**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