

Executive Committee & Officers

Heidi Schwartz, Chair, Foothills Brewing

Suzy Baxter, Vice-Chair, Brown Investment Properties, Inc.

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

Walter Farabee, Secretary, Reynolds American, Inc.

Alfred Adams, Downtown Winston-Salem Foundation, Immediate Past Chair, Retired Partner, Womble Bond Dickinson

Mike Cashin, Immediate Past Chair, Partner, Womble Bond Dickinson

Abbey Garner, Development Chair, ByGood Coffee

Stewart Holmes, Planning Committee Chair, United Community Bank

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

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

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

**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.

Board of Directors

Ann Marie Bishop, Mast General Store

Stephanie Pace Brown, Visit Winston-Salem

Mark Caudill, New Atlantic Contracting, Inc.

Katie Collins, Greater Winston-Salem, Inc

Jim DeCristo, UNC School of the Arts

McDara Folan III, Retired, Reynolds American

Daryl Gomersall, Kimpton Cardinal Hotel

Katie Hall, Arts Council of Winston-Salem Forsyth County

Josh Hammacher, Truist Bank

Marcus Hill, Forsyth Foodworks

Mayor Allen Joines, City of Winston-Salem

Jason Kaplan, Wake Forest School of Medicine

Aaron King, City of Winston-Salem, Assistant City Manager

Glenn Kinken III, Centenary United Methodist Church

Anderson Langford, Truliant Federal Credit Union

Collier Lumpkin, Salem College

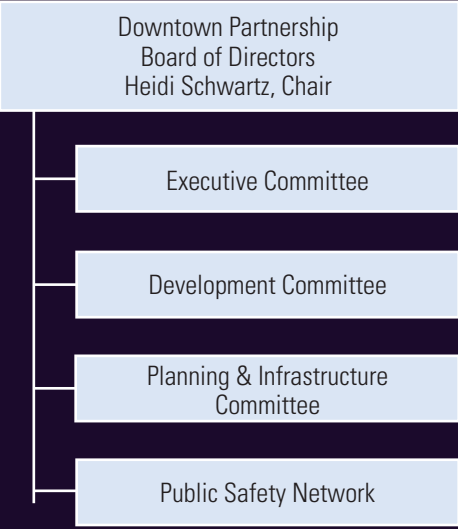
Diane Massas, Hispanic League

Shannon Mattern, Downtown Resident

Oumy Mbengue, Oumy Beauty Studio

Karen Morgan, Allegacy Federal Credit Union

Kevin Mundy, City of Winston-Salem, City Council



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

Chris Murphy, City/County Planning Board

Michael Myers, Kilpatrick Townsend & Stockton, LLP

Kelly Otis, Akerman, LLP

Patrick Pate, City of Winston-Salem, City Manager

Julien Patton, It's a Photo Booth Life

Ashley Persinger, Pennrose Management Company

Kimberly Richards, Womble Bond Dickinson

Michael Robinson, Bingo Bango Fresh Fruit Soda Company

Shontell Robinson, Forsyth County Manager

Richard Schmidt, Inmar

Lindsey Schwab, Innovation Quarter

Tim Sechrest, Wells Fargo

Jamie Southern, Bookmarks

Dana Suggs, Body & Soul

Latisa Adele Tatum, Arts Community

Terry Taylor, Old Salem Museums and Gardens

Kane Wilkerson, The Arden Group

Steve Winter, Stitch Design Shop

Michele Wolfert, Rhino Sports & Entertainment Services

Malashai Woodbury, Forsyth County, County Commissioner

Downtown Foundation  
(Stand-alone Board)  
Meade Willis, Chair

The Downtown Winston-Salem Partnership Staff

Staff:  
Jason Thiel, President

Mary Charlotte Hinkle,  
Marketing & Special Projects Director

Kelly Donadio,  
Administrative Manager

Phone: (336) 354-1500  
Web: www.downtownws.com  
FB, IG, X: @downtownws







## Marketing and Development:

### Website Statistics:

- 415,560 DWSP website page views.

### Social Media Statistics:

- **Facebook**  
New Likes: 2,206  
Total Likes: 20,300
- **Instagram**  
New Followers: 3,462  
Total Followers: 31,400

*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.*

## 2023-2024 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.

### Community Event Calendar:

Partnered with Visit Winston-Salem, Arts Council of Winston-Salem and Forsyth County, and Greater Winston-Salem Inc., to implement a new and improved digital community event calendar.

### City Tree Lighting and Celebration:

Held December 2, 2023. A family event that kicks off the holiday season.

### Christmas Tree at Merschel Park:

A 15+ foot Claudia Wannamaker Southern Magnolia is permanently planted in Merschel Park and strung with lights during the holiday season for downtown patrons to enjoy. 2023 was the tenth year for this holiday addition.

### “Eat, Shop & Be Merry” Holiday and Small Business Promotion and Window Wonderland:

Eat, Shop & Be Merry runs the ends of November through December. A DWSP promotion that promotes holiday events and specials in downtown Winston-Salem. Window

Wonderland engages downtown businesses in a storefront holiday decorating contest voted on by the public and a celebrity judge panel.

**Tuba Christmas:** 2023 was the ninth 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.

**Shop the Block:** Held November 2–5, 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 special offers from downtown merchants.

**Summer Music Series:** Held June through August, we produced the 26th season of the Summer Music Series, which consisted of ten events including five Downtown Jazz concerts and five Summer on Fourth concerts. This series is an important community gathering that brings tens of thousands of people downtown throughout the summer.

### Marketing and Development:

Sent out weekly e-newsletter detailing downtown happenings, news, events and resources. Executed marketing plans including digital advertising, email/newsletter marketing and social media content marketing.

## 2023-2024 Financials

*July 1, 2023 – June 30, 2024*

EXPENSES	
Administration	\$252,345
Operations	\$170,022
Summer Music Series	\$57,759
Other	\$13,105
<b>Total</b>	<b>\$493,231</b>

REVENUE	
Business Membership	\$102,605
Programs	\$274,212
Summer Music Series	\$75,540
Other	\$37,369
Downtown Strong	\$5,800
Forsyth County	\$30,000
City of Winston-Salem	\$32,570
<b>Total</b>	<b>\$558,096</b>

## Business Resources

- Worked with prospective developers to find property and provided them with logistics information.
- Created new restaurant, entertainment, and retail QR code flyer.
- 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.

## 2023-2024 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. The Planning Committee completed the 10-year Downtown Plan which was approved by City Council and the Forsyth County Commissioners.

### 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.

**Music in Merschel Park:** Partnered with The CMPD to produce music in Merschel Park. The series included music performances every Friday during lunch hours.

### Merschel Park and Passageway Park Management:

The City of Winston-Salem contracted with the DWSP to manage the landscaping, maintenance, and janitorial services for Merschel Park and Passageway Parks

**Park and Stroll Program:** Gives downtown retailers and businesses a reduced rate to offer their customers free parking in three prominent downtown parking decks.



### Printed

- DWSP Annual Report
- BID Annual Report
- Housing Map & Inventory
- Parking Map
- Restaurant, Entertainment, Retail QR Code Flyer.

### 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, X, and Instagram
- Downtown E-blasts
- Interactive and Responsive Downtown Map