

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

Jim DeCristo, *Treasurer*, UNC School of the Arts

Abbey Garner, *Development Chair*, ByGood Coffee

Stewart Holmes, *Planning Committee Chair*, United Community Bank

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
Jennifer Borrero, Salem College
Stephanie Pace Brown, Visit Winston-Salem
Mark Caudill, New Atlantic Contracting, Inc.

McDara Folan III, Retired, Reynolds American
Regina Ford Hall, Council Member, Northwest Ward, City of Winston-Salem

Josh Hammaker, Truist Bank
Marcus Hill, Forsyth Foodworks
Mayor Allen Joines, City of Winston-Salem

Opal Juneau, Kimpton Hotel
Jason Kaplan, Wake Forest School of Medicine

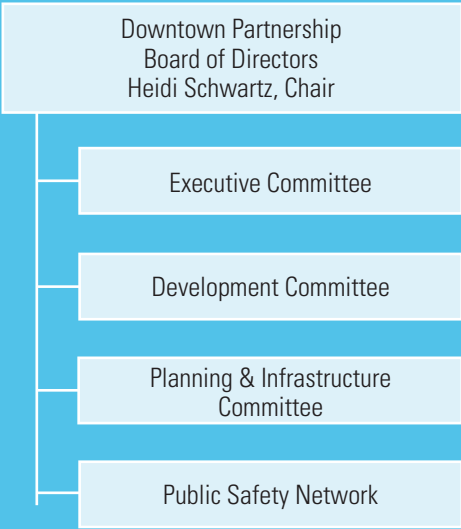
Anderson Langford, Truliant Federal Credit Union

Diane Massas, Hispanic League
Shannon Mattern, Downtown Resident
Oumy Mbengue, Oumy Beauty Studio

Emily McGee, First Baptist on Fifth
Calvin McRae, Greater Winston-Salem Inc.
Karen Morgan, Allegacy Federal Credit Union

Chris Murphy, City/County Planning Board
Michael Myers, Kilpatrick Townsend & Stockton, LLP

Katie Hall Nicolas, IFB Solutions



Address:
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Kelly Otis, Akerman, LLP
Patrick Pate, City of Winston-Salem, City Manager
Kimberly Richards, Womble Bond Dickinson
Napoleon Richardson, Allegacy Federal Credit Union

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
Christy Cox Spencer, The Nash
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:

- 268,267 DWSP website page views.

Social Media Statistics:

- Facebook
New Likes: 1,712
Total Likes: 22,012
- Instagram
New Followers: 3,800
Total Followers: 35,200

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.

2024-2025 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:

Continue to partner with Visit Winston-Salem, Arts Council of Winston-Salem and Forsyth County, and Greater Winston-Salem Inc., to maintain new and improved digital community event calendar.

City Tree Lighting and Celebration:

Held December 7, 2024. 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. 2024 was the eleventh year for this holiday addition.

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

Eat, Shop & Be Merry runs from the end of November through the end of 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: 2024 was the tenth 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 October 31 — November 3, 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 27th 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.

2024-2025 Financials July 1, 2024 – June 30, 2025

REVENUE	
Business Membership	\$90,854
Programs	\$284,962
Summer Music Series	\$60,510
Other	\$30,000
Downtown Strong	\$8,524
Forsyth County	\$20,000
City of Winston-Salem	\$32,570
Total	\$527,420

EXPENSES	
Administration	\$256,447
Operations	\$155,257
Summer Music Series	\$66,494
Other	\$13,620
Total	\$491,818

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. Also provided SLIM Grant funds to multiple businesses to assist in improving their storefront facade.

- Managed communications to further promote the development of downtown through print, web, special events, public relations, and social media and the downtownws.com website.
- Initiated and completed a full redesign and rebuild of the DWSP website, modernizing its look and significantly enhancing user experience. Continued to maintain commercial real estate data base and marketing opportunities for downtown businesses to promote their events and share information.
- Purchased and displayed new holiday decorations and year-round banners.

2024-2025 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. The Planning Committee established three subcommittees - the Amphitheater Committee, the Landscaping Committee, and the Skate/Multi-Use Park Committee. Each subcommittee has made substantial progress, most notably in securing the site and private funding for the amphitheater project.

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 as well as providing SLIM Grant fund to improve storefront facades.

3rd Street Soundwaves: Partnered with Kaleideum to produce free concerts on Third Street to further activate Merschel Park.

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