

Downtown Winston-Salem Business Improvement District Budget FY 2016-2017

Service Area	Amount
Cleaner Environment/Safety and Security	\$ 323,480
Pan and broom service	
Remove litter and debris from sidewalks, storefronts, curbs, gutters	
Clean trash cans and trash can areas	
Scrape handbills, flyers, and stickers from vertical surfaces	
Straighten street fixtures and furniture (newspaper boxes, benches, trash cans, etc.)	
Remove graffiti from public infrastructure	
Remove graffiti from private property with waiver	
Materials to replace garbage cans and other street furniture as needed	
Pressure wash sidewalks as needed	
Snow and ice removal on sidewalks	
Provide directions, information, and assistance to visitors, workers, residents	
Serve as deterrent to unwanted activity	
Public relations checks with local businesses	
Identify and report conditions and incidents that may impact public safety	
Storage facilities for Clean Team Ambassadors	
Lighting study of Downtown Winston-Salem Business Improvement District	
Stronger Marketing and Promotion	\$ 68,140
Visitor guide advertising	
Website updates	
Online events calendar	
Advertising and promotion of downtown events, place, and people	
Ad campaigns for holiday season, restaurant week, retail, and general advertising	
Storefront marketing wraps	
Accelerated Development	\$ 25,670
Annual Downtown Business Improvement District Report	
Downtown housing demand study	
Enhanced Physical Appearance	\$ 50,780
Trash can replacement	
Repair signage as needed	
Landscaping improvements	
Banners and holiday decorations as needed	
Parking deck improvements - convert banners from vinyl to permanent metal	
Administration	\$ 76,200
	Total \$ 544,270