

# MONTHLY REPORT

MUNICIPAL SERVICES DISTRICT



**FEBRUARY 2025**

Wilmington Downtown, Inc.



## **Overview**

The MSD Ambassador Team continues to ensure Downtown Wilmington stays clean, inviting, and full of energy for everyone who lives, works, and visits here. From keeping the streets and sidewalks spotless to offering a friendly helping hand to locals and tourists, the MSD Team is dedicated to creating a safe and welcoming atmosphere. Below are highlights of key efforts and accomplishments for the month of February:

## **Community Engagement - Brooklyn Arts Social District**

The pilot Social District events were a tremendous success, drawing large crowds to North 4th Street and into local businesses. The MSD Ambassador Team maintained a strong presence throughout, ensuring the district was clean, free of debris and graffiti. Team members actively assisted visitors during the events by providing directions and answering questions about the area. Additionally, the MSD Street Outreach Coordinator worked closely with the unhoused population while engaging business owners to discuss concerns and available resources. The MSD Team provided cleaning services for the entire district footprint following each event.

## **OPERATIONS REPORT CONTINUED**

### **Thalian Hall Encampment Clean Up**

The Director of Operations at Thalian Hall reached out regarding an encampment on Thalian property. In response, our team efficiently removed several bags of trash, biohazards, and empty beer and food containers from the area, improving the cleanliness and safety of the space.

### **Special Projects**

In addition to routine cleaning efforts, the team dedicated 72 hours to special projects, including a landscaping project at City Block Apartments. This initiative improved green spaces and contributed to the district's overall beautification.

### **Graffiti Removal**

Ambassadors dedicated many hours to graffiti removal efforts, eliminating more than 161 instances of graffiti—an 81 percent increase over the previous February—ensuring a welcoming atmosphere free of unsightly markings and vandalism, and allowing residents and visitors to enjoy a clean and inviting environment.

### **Training & Professional Development**

All team members completed the Harassment-Free Workplace training series, reinforcing our commitment to a respectful and professional work environment. This training ensures that our Ambassadors uphold the highest standards of workplace conduct and service excellence.

# MSD AMBASSADORS

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**James Slay**  
Operations Manager



**Christopher Brown**  
Team Lead



**David Poppe**  
Clean Ambassador



**Rob Swanson**  
Hospitality Ambassador



**Helen Greaves Williams**  
Hospitality Ambassador



**Levi Thomas**  
Cleaning Ambassador

**CORE TEAM  
FEBRUARY 2025**



**MSD**

The MSD logo is displayed in white text on a dark green background. The letters 'M', 'S', and 'D' are stacked vertically, with a white swoosh underneath the 'S' and 'D'.

# February 2025 OPERATIONS

124

## MAINTENANCE REQUESTS

Maintenance requests that were submitted and completed in February or reported to the proper outside agencies.

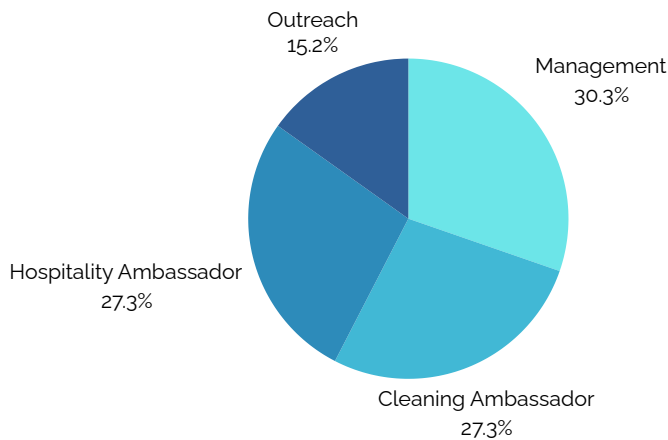
## EQUIPMENT

- Power Washer: Nonoperational
- Truck: Operational
- Phones: Operational
- Radios: Operational

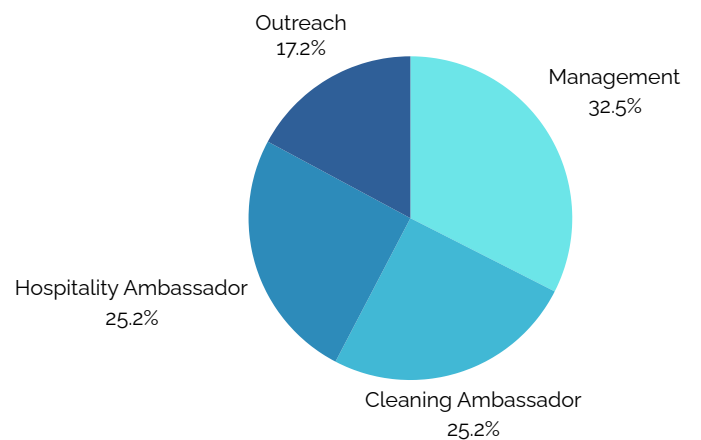
## UPCOMING WORK PLAN

- Seasonal New Hire Training
- Pressure Washing Core Zone Hot Spots
- Street Light Outage Report

AUTHORIZED HOURS: **1,056**



HOURS PERFORMED: **897.5**



- 158.5

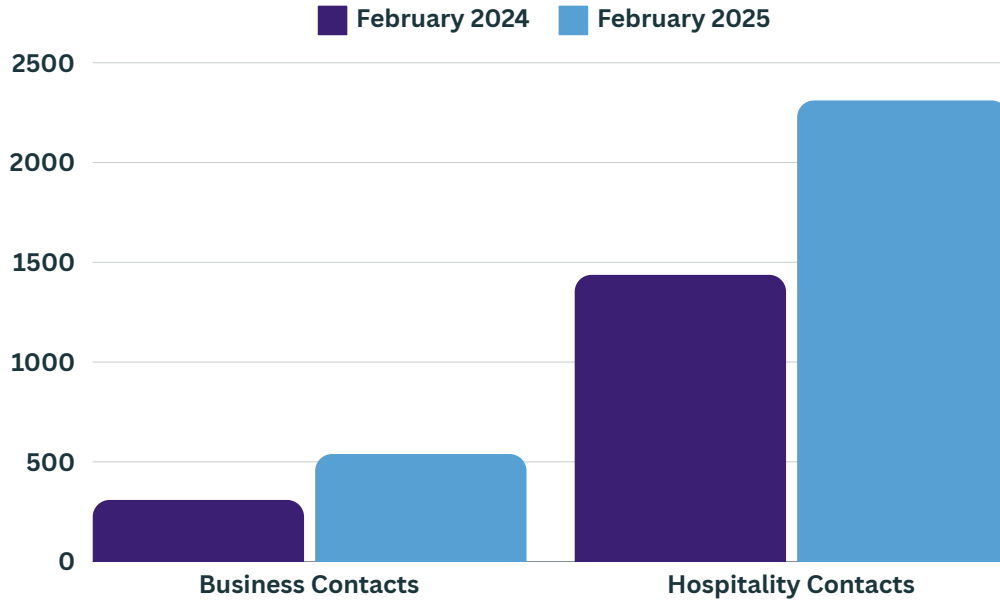
## HOURS ALLOCATION AND USAGE

The MSD had a series of decreased hours due to turnover and vacation hours within the Ambassadors team.

# STATISTICS

## REPORTING: FEBRUARY 2024 VS. FEBRUARY 2025

Year-over-year business contacts were down by 42% and hospitality contacts were up by 37%.



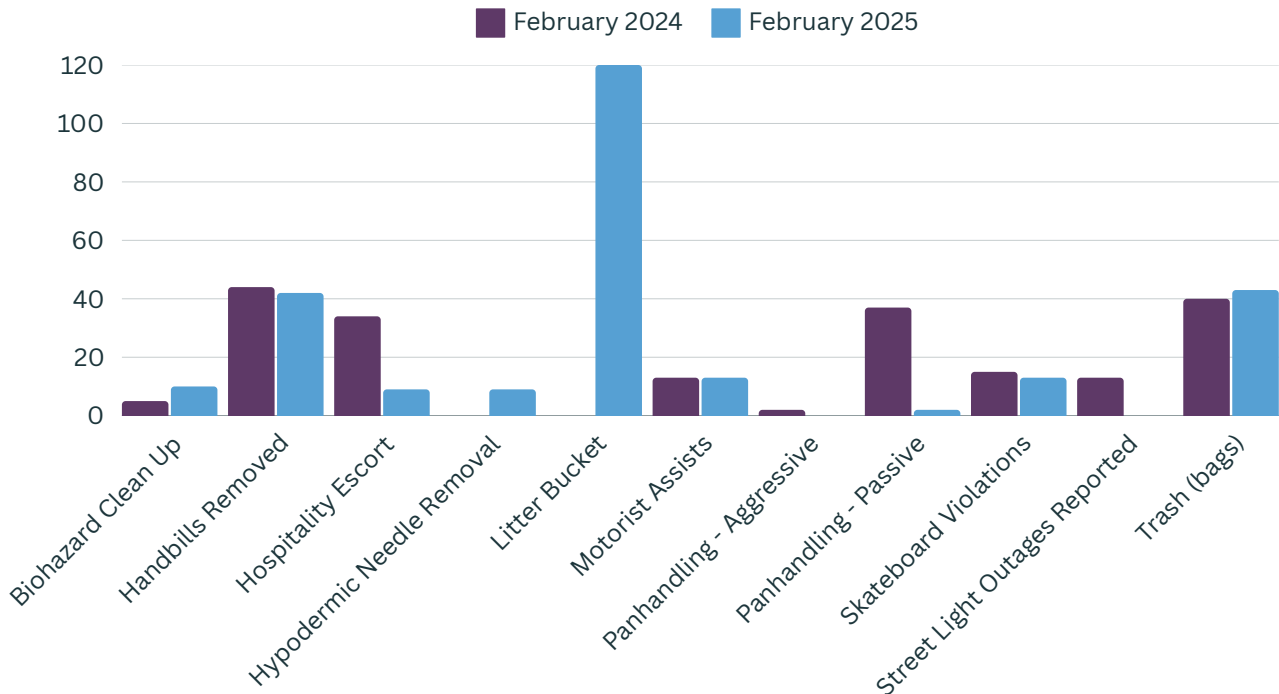
**161**  
up by 81%  
Graffiti Removal

**72**  
Special Project  
Hours

**2,300**  
Pressure  
Washing  
(Linear Feet)

## REPORTING: FEBRUARY 2024 VS. FEBRUARY 2025

### Ambassador Operations Overview



# STREET OUTREACH

## Overview

In February, the MSD Street Outreach Coordinator faced both challenges and milestones in their efforts to connect with individuals in need. Despite obstacles such as harsh weather conditions and limited resources, significant progress was made in building trust, facilitating services, and addressing urgent concerns. The following took place over the course February:

**Successes & Incidents:** February saw two significant successes achieved through strong collaboration.

- **First Fruit Ministries Intervention:** While checking in at First Fruit Ministries, an individual who recognized the MSD Outreach Coordinator from the warming shelter approached for assistance. He had encountered a young woman on his way over who had clearly been a victim of physical assault. Concerned for her privacy, he hesitated to bring her into the crowded day center. Working together, Dawn, a caseworker at First Fruit, and the MSD Outreach Coordinator met with her in the parking lot. Dawn provided immediate support, while the MSD Outreach Coordinator coordinated with a Med North staff member to discreetly assess and treat her injuries. She was then admitted into First Fruit's shelter, ensuring her safety and care.
- **Hospice Care for a Shelter Guest:** This case represents both a success and a struggle. Before the warming shelter closed, staff at Living Hope alerted the MSD Outreach Coordinator to a guest experiencing serious health issues. They successfully connected her to medical care, and doctors determined hospice care was necessary. While she has since passed away, she did so in care rather than on the streets—an outcome no one deserves. However, this case highlights a systemic struggle: it wasn't until the final stage of her life that she could access stable housing. This case underscores the ongoing difficulty of securing housing in a timely manner for those most in need.

**Collaboration & Outreach:** The MSD Outreach Coordinator continues to participate in the bi-weekly Coordinated Entry meetings, which remain an essential forum for frontline service providers. These meetings:

- Ensure newly homeless individuals are quickly connected to services.
- Facilitate resource sharing and collaboration on complex cases.
- Allow the Cape Fear Council of Governments to collect and analyze critical data on homelessness trends and needs in the community.

These partnerships remain vital in addressing the ongoing challenges of homelessness and ensuring individuals receive the support they need.

# STREET OUTREACH

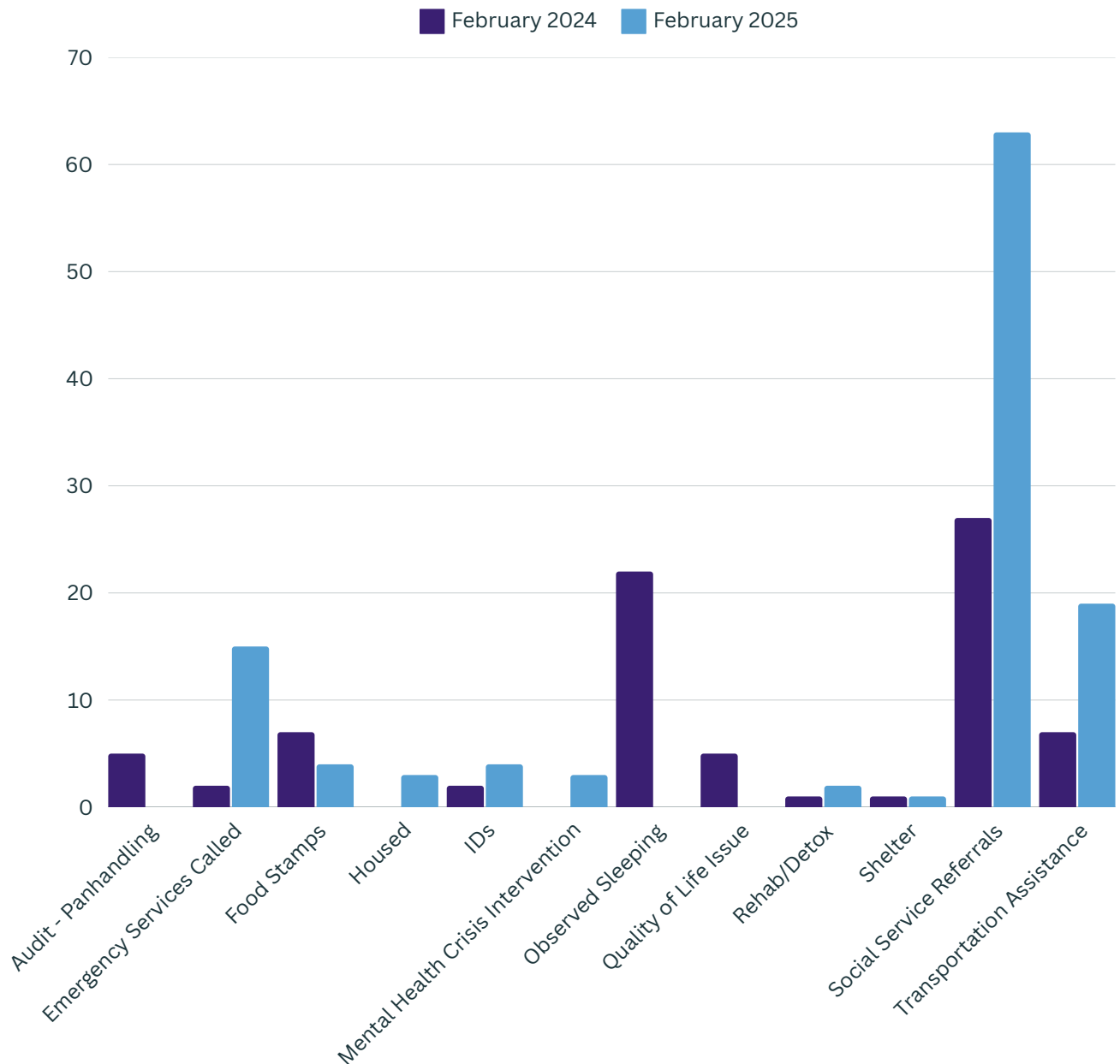
## Statistics

REPORTING: FEBRUARY 2024 VS. FEBRUARY 2025

Street Outreach Statistics Overview

OUTREACH CONTACTS  
TOTAL

232





# REPORTING PERIOD: FEBRUARY 2025

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LANDSCAPING - NORTH 3RD STREET



HYPODERMIC REMOVAL - GRACE ST.

# REPORTING PERIOD: FEBRUARY 2025

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GRAFFITI REMOVAL – FRONT STREET



GRAFFITI REMOVAL – CHESTNUT STREET

# REPORTING PERIOD: FEBRUARY 2025

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GRAFFITI REMOVAL – RIVERWALK

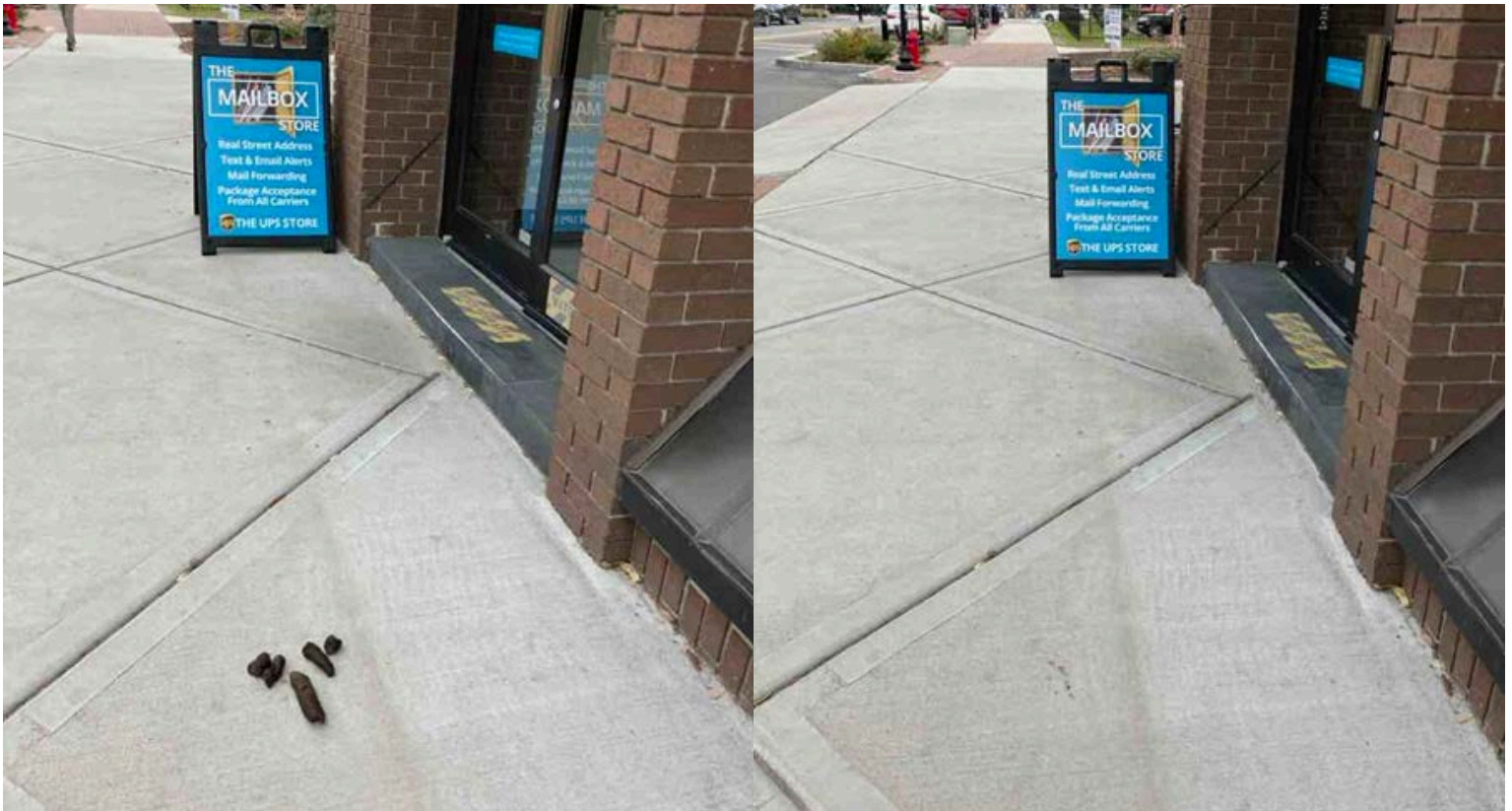


GRAFFITI REMOVAL – HENDERSON'S ALLEY

# REPORTING PERIOD: FEBRUARY 2025



LANDSCAPING - NORTH 3RD STREET



BIOHAZARD REMOVAL - FRONT STREET

# REPORTING PERIOD: FEBRUARY 2025



HANDBILL REMOVAL - GRACE STREET



STICKER REMOVAL - WATER STREET

# REPORTING PERIOD: FEBRUARY 2025



GRAFFITI REMOVAL – WATER STREET



GRAFFITI REMOVAL – CHESTNUT STREET