

Civic Ventures and black enterprise

The author is a local attorney and a member of Winston-Salem Civic Ventures.

THE GUEST COLUMN

By BEVERLY R. MITCHELL

On Sept. 10, Winston-Salem Civic Ventures, the advisory board designed to help Winston-Salem and Forsyth County implement the proposals of the Crane Economic Development Study, held its first meeting.

Since its inception one year ago, this organization of civic leaders and city and county government officials has moved forward aggressively in developing its own organizational structure and executing certain of the Crane study recommendations.

Most notably, Civic Ventures recommended the Webb Cos. of Lexington, Ky., as developer for that area of the center city known as Superblock. This area will see the completion of a 200,000-square-foot office building within the near future.

Superblock, near City Hall and the Hall of Justice, is filled with

the sounds of major construction. The finished office building, with its underground parking garage, and later retail and possibly residential development, are expected to bring new life and vitality to a downtown which, like downtowns in many

three subcommittees to carry out its objectives for the year. The Central Area Committee, chaired by Manson Meads and Dr. David Branch, has been the moving force behind the mortar and brick projects, particularly the Superblock development.

"... Any significant growth and development will create ... opportunities for employment for black citizens. But what about opportunities for real economic development in the black community, i.e., for equity ownership, the development of minority businesses and the use of the goods and services of existing minority businesses?"

cities across the country, has experienced a gradual decline in status and use over the years.

Of course, the construction of buildings won't, in and of itself, reverse the decline of downtown. This fact is well recognized by Civic Ventures, which established

The County Development Subcommittee, co-chaired by Ken Raschke and Loud Walter, also recommended that the Webb Cos. develop an industrial park off Interstate 40.

Current opinion is that this park's proximity to Winston-



Salem State University lends itself to work and study opportunities for WSSU students and faculty. Dialogue to facilitate such use has already begun.

The promotion and marketing subcommittee, chaired by Richard Stockton and this writer, has focused its attention on identifying those factors, in addition to new buildings, which will bring citizens back downtown and restore the area to its former status as the focus of the city's activity.

Toward that end, plans have been made to study the needs of downtown's inhabitants: merchants, customers, residents, clients and employees. Additionally, survey data will be secured from city residents who do not live, shop or work in the downtown area. From the information derived from the survey, proposals for downtown revitalization will be developed.

Amid the construction, the committee and subcommittee meetings, the research and

surveys, the recruiting of new business and industry, and the myriad other activities aimed at insuring the growth of the city and county, black citizens, understandably, question the benefits of all this activity for them.

Clearly, any significant growth and development will create new jobs which will increase the opportunities for employment for black citizens.

But what about opportunities? Please see page A9

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Chronicle Mailbag

From Page A4

ding job. A greater number of people are better informed of our program and the needs of the youth we serve and we have gotten many volunteers.

Many thanks.

Bert Grisard
Executive Director
Big Brothers/Big Sisters
of Forsyth County Inc.

Our man Friday

To The Editor:

With Jim Hunt's withdrawal

from the 1986 North Carolina U.S. Senate race and John East's illness, we face a tremendous opportunity to elect an untainted, non-polemical, intelligent candidate.

As all UNC alumni know, Bill Friday, who retires from this academic year after 36 years as head of UNC, is a man with practical experience, integrity and compassion.

Who better to tackle the immense domestic budget deficit and international debts than the man who has so successfully handled the UNC system budget?

His calm and thoughtful insights will be invaluable on arms control matters. Above all, Bill Friday knows North Carolina: He is a winner we need in the U.S. Senate.

Wander J. Lorentz de Haas
Chapel Hill

A story idea

To The Editor:

As a three-year subscriber to

the *Winston-Salem Chronicle*, I've yet to have read an article pertaining to public relations and those blacks who contribute to that demanding profession.

Is it possible to have some coverage on the subject?

Have a good week and thanks for your time.

Sarah L. Glover
Raleigh

Editor's note: We'll see what we can do.

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