

**RESOLUTION AWARDING CONTRACT TO WILDFIRE, LLC FOR  
ADVERTISING SERVICES FOR THE DIXIE CLASSIC FAIR**

**WHEREAS**, Request for Proposals (RFP) were received January 30, 2018, for advertising services for the Dixie Classic Fair. The objective of the RFP was to identify and select the agency that could best market and advertise the Fair to people living within the primary marketing area; and

**WHEREAS**, proposals were submitted by Elephant in the Room, Wildfire, LLC, and Vela Strategic Marketing all located in Winston-Salem, and Spark Strategic Ideas, LLC located in Charlotte, NC; and

**WHEREAS**, an evaluation panel of City staff reviewed the proposals received to select the one most qualified to meet the requirements of the RFP; and

**WHEREAS**, the panel assigned the highest score to Wildfire, LLC's proposal and recommended that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for an initial contract term of three years (2018, 2019, and 2020) for an amount not to exceed the Fair advertising budget of \$230,000 per year, making the total award not to exceed \$690,000; and

**WHEREAS**, terms of the RFP allow the City the right to extend the contract one additional term of three years (2021, 2022, and 2023), making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose; and

**WHEREAS**, on February 12, 2018, City staff presented their recommendation to the Public Assembly Facilities Commission for their review and consideration. The Commission adopted a resolution recommending approval of a contract with Wildfire, LLC by the Mayor and City Council; and

**WHEREAS**, it is the recommendation of the Finance Committee that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for the contract term of three years (2018, 2019, and 2020) for an annual amount not to exceed the Fair advertising budget of \$230,000 per year, making the total award in the amount not to exceed \$690,000, with the option to extend the contract for an additional term of three years (2021, 2022, and 2023), making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose.

**NOW, THEREFORE, BE IT RESOLVED** by the Mayor and City Council of the City of Winston-Salem that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for the contract term of three years (2018, 2019, and 2020) for an annual amount not to exceed the Fair advertising budget of \$230,000 per year, making the total award in the amount not to exceed \$690,000, with the option to extend the contract for an additional term of three years (2021, 2022, and 2023), making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose.

**BE IT FURTHER RESOLVED** that the City Manager and City Secretary are hereby authorized to execute the contract on behalf of the City with contract forms to be approved by the City Attorney.

**BE IT FURTHER RESOLVED** that the award of this contract constitutes a preliminary determination as to the qualification of the bidder. The City is not legally bound to perform the contract until the contract is duly executed by the City.

**BE IT FURTHER RESOLVED** that funds to cover the cost of this contract will be subject to the City Council's future budget appropriations.