

**RESOLUTION AWARDING A CONTRACT TO PROVIDE SERVICES WITHIN THE  
DOWNTOWN WINSTON-SALEM BUSINESS IMPROVEMENT DISTRICT**

**WHEREAS**, the Downtown Winston-Salem Business Improvement District (BID) was created in 2013 to provide enhanced levels of service and programming within the district, and the current contract with the Downtown Winston-Salem Partnership runs through June 30, 2026; and

**WHEREAS**, a Request for Proposals was issued in February for firms to submit for individual or multiple scopes of service in four areas: A Cleaner Environment, Enhanced Physical Appearance, Stronger Marketing and Promotion, and Economic Development; and

**WHEREAS**, the Downtown Winston-Salem Partnership (DWSP) submitted the sole proposal for three areas: A Cleaner Environment (scored 500 of 500 points), Enhanced Physical Appearance (493.33 of 500), and Stronger Marketing and Promotion (490 of 500); and

**WHEREAS**, City management determined that given the importance of retail recruitment and retention, not just in the BID, but also other areas of downtown and throughout the City, the economic development scope within the BID will be addressed in a separate contract; and

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and City Council of the City of Winston-Salem, the Mayor and City Council hereby approve the awarding of a contract in the amount of \$714,460 to the Downtown Winston-Salem Partnership for BID services in the areas of A Cleaner Environment, Enhanced Physical Appearance, and Stronger Marketing and Promotion for a period of five years beginning July 1, 2026.

**BE IT FURTHER RESOLVED**, that the Mayor and City Council hereby authorize and approve the City Manager, City Attorney, and City Clerk to execute an agreement with the Downtown Winston-Salem Partnership to include a detailed scope of services and performance measure reporting requirements.