



City of Winston-Salem City Council
Council Agenda Item Summary

Title	Resolution Awarding a Contract to Provide Services within the Downtown Winston-Salem Business Improvement District
City Council Committee	General Government Committee
Staff Lead (Presenter)	Ken Millett, Economic Development Director
Department Head	Ken Millett, Office of Economic Development
City Manager/ACM	Ben Rowe, ACM

Agenda Item Summary

Recommended Council Action	Resolution Approval
Suggested Action/ Motion	Motion to approve a Resolution awarding a contract to the Downtown Winston-Salem Partnership to provide services within the Downtown Business Improvement District
Options	
Strategic Focus Area	Livable Community
Strategic Plan Objective	LC3: Ensuring the City is a Community of Choice for Quality of Life
Anticipated Fiscal Impact	Fiscal Impact Anticipated: See Analysis in Summary

Summary of Information

The Downtown Winston-Salem Business Improvement District (BID) was created in 2013 to provide an enhanced level of service within the district. It is funded by a dedicated property tax rate of 9 cents per \$100 of value. The current contract with the Downtown Winston-Salem Partnership to provide services and programming in the BID runs through June 30, 2026.

In February, a Request for Proposals (RFP) was issued to provide services and programming for a period beginning July 1, 2026. The scope of services was divided into four areas, and firms could submit for individual or multiple areas:

- A Cleaner Environment
- Enhanced Physical Appearance
- Stronger Marketing and Promotion
- Economic Development

Each scope was evaluated in accordance with the criteria outlined in the RFP:

Evaluation Criteria	Weight
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Vision: To be a premier city in the region providing world-class amenities while retaining a sense of charm and hospitality
Mission: To provide impactful services that enhance the quality of life for current and future generations
Values: Teamwork * Responsibility * Respect * Integrity * Customer Service

MWBE Commitment	20%
Qualifications and Experience	40%
Project Approach and Methodology	30%
Quality of the Proposal	10%

The Downtown Winston-Salem Partnership (DWSP) was the sole proposer for three of the scopes (with scoring): A Cleaner Environment (500 out of 500), Enhanced Physical Appearance (493.33 out of 500), and Stronger Marketing and Promotion (490 out of 500).

Four proposers submitted for the economic development scope. City management recognized 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.

Staff recommend that the City enter into a contract with the DWSP for BID services in the three areas of A Cleaner Environment, Enhanced Physical Appearance, and Stronger Marketing and Promotion for a period of five years beginning July 1, 2026.

Once approved, the City will negotiate a contract to include a detailed scope of services and performance measure reporting requirements. Exhibit B outlines representative scopes of service.

Analysis of Fiscal Impact

The City Manager’s proposed FY27 budget includes \$770,960 for the BID to be generated by a dedicated property tax rate of 9 cents per \$100 of value within the district. It is anticipated that \$714,460 will be available for the contract with DWSP.

Attachments

- RES – Award BID Contract
- Exhibit A – Map of the Downtown BID
- Exhibit B – Representative Scope of Services

Committee Action	GGC 6/8/2026
For: 3	Against: 1
Remarks: CM Hall Absent Approved	

