

Exhibit B  
Representative Scope of Services

The City will contract with the Downtown Winston-Salem Partnership to provide services in three primary areas: A Cleaner Environment, Enhanced Physical Appearance, and Stronger Marketing and Promotion.

A Cleaner Environment

Representative services related to a cleaner environment to enhance the overall appearance, maintenance, and safety may include:

Pan and Broom

- Remove litter and debris from sidewalks, storefronts, curbs, and gutters
- Damp wipe vertical surfaces to remove dust and grime (includes: street fixtures and furniture, newspaper boxes, trash cans, benches, utility and electrical boxes)
- Clean trash can area
- Scrape handbills, flyers, and stickers from vertical surfaces
- Straighten street fixtures and furniture (includes: benches, trash cans, etc.)

Graffiti Removal

- Remove graffiti from public infrastructure using chemical applications, power washing, or painting
- Report graffiti on private property to property owner; remove once a waiver has been secured

Pressure Washing/Snow and Ice Removal

- Pressure wash sidewalks as needed
- Pressure wash or steam clean public benches, trash cans, and other street furniture and fixtures
- Use spinner nozzle to remove isolated gum spots
- Set up safety barriers and signs; use fan motion to blow rock, debris, and pebble to street gutter
- Special projects, which could include such things as seasonal flower planting, snow and ice removal on sidewalks, etc.

### Enhanced Physical Appearance

Physical appearance enhancements may include:

- Installation and maintenance of wayfinding and directional signage
- Small landscaping and beautification projects
- New street furniture, garbage receptacles, and other public space improvements.

### Stronger Marketing and Promotion

Stronger marketing and promotion would be designed to bring more foot traffic and investment downtown. These materials and services may include:

- Creative co-operative marketing
  - Special Event sponsorship
  - Increase marketing materials
  - Electronic, social media, radio, TV, and newspaper ads
  - Increase online marketing
  - Expand web page
  - Mobile phone app
  - Downtown guides and maps.
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