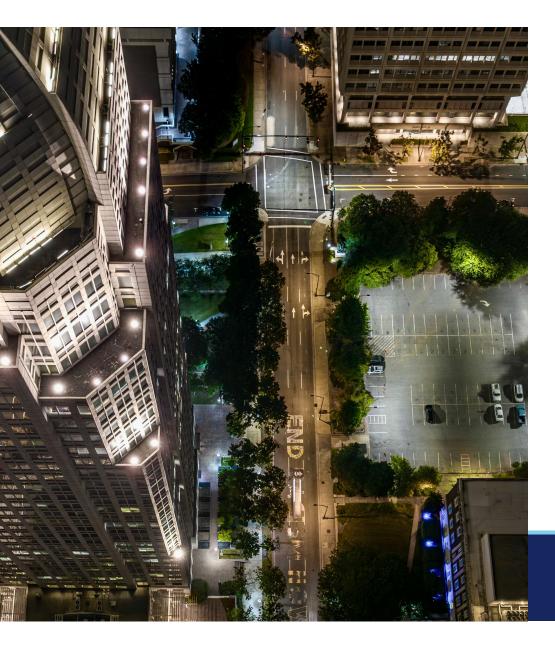


(3) Winston-Salem

Downtown Business Improvement District

December 9, 2025



Background

Municipal Service District – a designated area in which the governing board levies an *additional* property to provide enhanced services for residents or properties in the district

Downtown W-S Business Improvement District

- Created in 2013
- \$0.09 per \$100 of valuation
- ~\$765,000 for FY26
- BID Advisory Committee
- Contract with Downtown W-S Partnership runs through FY26





Scope of Services

- Cleaner Environment
- Stronger Marketing and Promotion
- Accelerated Development
- Enhanced Physical Appearance
- Administration



Cleaner Environment

- Pan and Broom
- Graffiti Removal
- Pressure Washing / Snow & Ice Removal

Stronger Marketing & Promotion

- Promotion of downtown as destination
- Increased marketing materials
- Event sponsorship





Accelerated Development

- Business support / recruitment / retention
- Visitor information
- Implementation of the Downtown Plan

Enhanced Physical Appearance

- Wayfinding / directional signage
- Small landscaping / beautification projects
- New street furniture / garbage receptacles



Potential Scope of Services

Cleaner Environment: 63%

Stronger Marketing and Promotion: 20%

Accelerated Development: 3%

Enhanced Physical Appearance: 11%

Administration: 3%





RFP Timeline

December 9: Finance Committee

December 10: Post input form online

January 6: Public hearing

January 12: Issue RFP

• February 18: RFP due

 March 9: Recommendation to General Government

March 16: City Council





Stay connected.





X

@CityofWS



Nextdoor:

city-of-winston-salem-2



Instagram:

cityofwinstonsalem



Facebook:

cityofwinstonsalem



Flickr:

cityofws



YouTube:

CityofWinstonSalem-TV

CityLink311

Call: (336) 727-8000

Text: (855) 481-LINK (5465)

CityOfWS.org