



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



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