



City of Winston-Salem City Council
Council Agenda Item Summary

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| Title | Public Hearing on Service Needs Within the Downtown Winston-Salem Business Improvement District |
| City Council Committee | Choose an item. |
| 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

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| Recommended Council Action | No Action Needed |
| Suggested Action/ Motion Options | Click or tap here to enter text. |
| Strategic Focus Area | Livable Community |
| Strategic Plan Objective | LC3: Ensuring the City is a Community of Choice for Quality of Life |
| Anticipated Fiscal Impact | No Material Fiscal Impact |

Summary of Information

At the December 9th Finance Committee meeting, City staff provided an update on the contract to provide services and programming in the Downtown Business Improvement District (BID). The current contract with the Downtown Winston-Salem Partnership runs through FY26.

In February, a Request for Proposals (RFP) will be issued to provide services and programming beginning in FY27. The scope of services is expected to fall into four areas:

A Cleaner Environment

- Pan and broom service
- Graffiti removal
- Pressure washing/snow and ice removal

Enhanced Physical Appearance

- Installation and maintenance of wayfinding and directional signage
- Small landscaping and beautification projects
- Other public space improvements

Stronger Marketing and Promotion



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

- Marketing downtown as a destination
- Fund targeted marketing, communications, and promotional efforts that benefit BID retailers, restaurants, and hotels
- Development and support of downtown special events

Economic Development

- Retail recruitment and retention activities
- Identify and support new development opportunities
- Engage in growing and enhancing to grow a wide range of retail districts

The City intends to contract with a firm or firms to deliver the full range of services.

Per NCGS 160A-536, the City is holding a public hearing to solicit input from property owners and residents as to the needs of the district. An online survey will also be posted on the City's website. Additionally, postcards with QR codes linking to the online survey will be mailed to property owners and residents within the district.

Staff anticipate making a recommendation to the Finance Committee in April.

Attachments

- Presentation