

**RESOLUTION AUTHORIZING AGREEMENTS WITH WINSTON-SALEM  
SPEEDWAY, LLC AND WINSTON-SALEM STATE UNIVERSITY FOR  
THE ACQUISITION AND MAINTENANCE OF  
A NEW BOWMAN GRAY STADIUM SCOREBOARD**

**WHEREAS**, on February 2, 2025, NASCAR held The Cookout Clash, the season-opening exhibition race for the 2025 season, at Bowman Gray Stadium; and

**WHEREAS**, NASCAR officials have shared with City management that the weekend was highly successful, and their leadership is evaluating whether to hold The Clash at Bowman Gray Stadium in 2026; and

**WHEREAS**, The Cookout Clash also provided a positive fiscal impact for the City of Winston-Salem, with the City realizing net income of \$120,220, excluding one-time expenditures to expand the concourse; and

**WHEREAS**, NASCAR officials have shared that they received negative feedback about the functionality of the stadium scoreboard and consider the replacement of the scoreboard the highest priority to ensure Bowman Gray Stadium can host The Clash in 2026, as well as other NASCAR events, Winston-Salem State University Football games, and community events; and

**WHEREAS**, an enhanced scoreboard would provide a positive fan experience by enabling fans to follow race leaders and see instant replays of activity on the track. This type of experience is commonplace at the other venues that host NASCAR races; and

**WHEREAS**, the estimated cost of a new scoreboard may total up to \$1 million; and

**Winston-Salem City Council  
APPROVED  
June 16, 2025**

**WHEREAS**, the current scoreboard was acquired in 2008 and financed over ten years with the City, Winston-Salem Speedway, Inc., and Winston-Salem State University (WSSU) sharing the cost of debt service and annual maintenance equally; and

**WHEREAS**, over the past several years, the availability of replacement video panels has become scarce, with the City purchasing several at a time as they are shipped from overseas; and

**WHEREAS**, City management considers an investment in a new scoreboard as an economic development opportunity based on the potential positive impact on the community and the City financially. A new scoreboard would position the City to host other NASCAR events in the future, including The Clash, Cup Series, Xfinity Series, and Craftsman Truck Series races; and

**WHEREAS**, working with NASCAR officials and Winston-Salem State University administration, City management has developed a framework for replacing the current scoreboard in which the City would execute separate agreements with WSS LLC and WSSU to formalize a lease, the cost share for acquisition and annual expenses, retention of advertising revenues, and terms for payment of each party's respective share.

**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and City Council of the City of Winston-Salem hereby authorize the City Manager and City Clerk to execute agreements with Winston-Salem Speedway, LLC and Winston-Salem State University to provide for the acquisition, site preparation, installation, and maintenance of a new Bowman Gray Stadium scoreboard, according to the general terms described in Exhibit A and with approval from the City Attorney as to form and legality.