

**RESOLUTION REJECTING ALL PROPOSALS FOR ADVERTISING SERVICES FOR
THE DIXIE CLASSIC FAIR AND APPROVING THE PROVISION OF THOSE
SERVICES BY THE CITY OF WINSTON-SALEM MARKETING AND
COMMUNICATIONS DEPARTMENT**

WHEREAS, in January, the City-County Purchasing Department received proposals for advertising services for the Dixie Classic Fair from the following companies: Elephant in the Room, Wildfire, LLC, and Vela Strategic Marketing all located in Winston-Salem, and Spark Strategic Ideas, LLC located in Charlotte, NC; and

WHEREAS, an evaluation panel of City staff reviewed the proposals received to select the one most qualified to meet the requirements of the RFP; and

WHEREAS, based upon their review of the proposals, the evaluation panel assigned the highest score to Wildfire, LLC and recommended that the contract for advertising services for the Dixie Classic Fair be awarded to them for an annual amount, not to exceed the Fair advertising budget of \$230,000 per year; and

WHEREAS, Wildfire, LLC met the City's goal of contracting 10% of the value of the contract with minority or woman-owned media companies; and

WHEREAS, at the City Council meeting on February 19, 2018, Council Members expressed concern about the lack of minority participation for the creative services component of Wildfire, LLC's proposal; and

WHEREAS, the Mayor and City Council voted to send the award of the contract for advertising services for the Dixie Classic Fair back to the Finance Committee to review the cost and benefits of an in-house option; and

WHEREAS, the Marketing and Communications Department has prepared the attached proposal that outlines how the department would provide advertising services for the 2018 Dixie Classic Fair only; and

WHEREAS, department staff estimate that they can provide the full array of advertising services at a cost of \$209,791.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Winston-Salem that the City Council rejects all proposals for advertising services for the Dixie Classic Fair.

BE IT FURTHER RESOLVED that City's Marketing and Communications Department is hereby approved to provide advertising services for the 2018 Dixie Classic Fair only at an estimated cost of \$209,791.