

**RESOLUTION AWARDING CONTRACT FOR ADVERTISING SERVICES  
FOR THE DIXIE CLASSIC FAIR**

**WHEREAS**, Request for Proposals (RFP) were received September 22, 2017, for advertising services for the Dixie Classic Fair. The objective of the RFP was to identify and select the agency that could best market and advertise the Fair to people living within the primary marketing area; and

**WHEREAS**, proposals were submitted by Wildfire, LLC of Winston Salem, The Variable of Winston Salem, and BCF Agency of Virginia Beach, VA; and

**WHEREAS**, a committee consisting of David Sparks, Fair Director; Robert Mulhearn, Winston-Salem Fairgrounds Manager; Ed McNeal, Marketing Director for the City of Winston-Salem; and Rachael Lough, Fairgrounds Marketing staff member, was formed to review the proposals received and select the one most qualified to meet the requirements of the RFP; and

**WHEREAS**, the committee selected Wildfire, LLC proposal as the best overall and recommended that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for an initial contract term of three years (2018, 2019, and 2020) for an amount not to exceed the Fair advertising budget of \$230,000 per year, making the total award not to exceed \$690,000; and

**WHEREAS**, terms of the RFP allow the City the right to extend the contract one additional term of three years (2021, 2022, and 2023) making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose; and

**WHEREAS**, both the Fair Planning Committee and the Public Assembly Facilities Commission recommended award for advertising services for the Dixie Classic Fair at their meetings November and December, respectively; and

**WHEREAS**, it is the recommendation of the Finance Committee that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for the contract term of three years (2018, 2019, and 2020) for an annual amount not to exceed the Fair advertising budget of \$230,000 per year making the total award in the amount not to exceed \$690,000 with the option to extend the contract for an additional term of three years (2021, 2022, and 2023) making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose.

**NOW, THEREFORE, BE IT RESOLVED** by the Mayor and City Council of the City of Winston-Salem that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for the contract term of three years (2018, 2019, and 2020) for an annual amount not to exceed the Fair advertising budget of \$230,000 per year, making the total award in the amount not to exceed \$690,000 with the option to extend the contract for an additional term of three years (2021, 2022, and 2023), making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose and that the City Manager and City Secretary are hereby authorized to execute the contract on behalf of the City with contract forms to be approved by the City Attorney.

**BE IT FURTHER RESOLVED** that the award of this contract constitutes a preliminary determination as to the qualification of the bidder. The City is not legally bound to perform the contract until the contract is duly executed by the City.

**BE IT FURTHER RESOLVED** that funds to cover the cost of this contract will be subject to City Council's future budget appropriations.