



Downtown Enhanced Services Contract

February 17, 2026





Background



- Identified transformation of downtown as a Council budget consideration in the January Council Budget Retreat
- Discussed downtown enhancements at the April Council Budget Retreat
- Designed a scope of work
- Advertised the request for proposal solicitation in October 2025
- Approved increase in parking rates in October 2025
- Selected contractor and negotiated contract



Purpose



- Provide greater support to a leading economic driver in the community
- Partner with an agency that works to preserve, promote, and enhance the vitality of Historic Downtown
- Enhance sanitation, maintenance, beautification and events and marketing



Enhanced Services



- Graffiti, excrement, and weed removal
- Pressure washing and surface cleaning
- Parking Kiosk cleaning
- Restroom cleaning and servicing
- Painting of red and yellow curbs and downtown green assets
- Snow, ice, and cinder removal
- Post-event cleanup
- Daily cleaning
- Enhanced event and marketing programming



Contract



- Three-year term with renewal up to two additional one-year terms
- Cleaning Ambassadors, Team Leaders, Operations Manager, Marketing & Communications Manager and Program Manager
- Annual compensation of \$666,959.05, including fees and taxes, invoiced monthly
- Quarterly reports
- Presentations to Council twice per year

Questions & Discussion

