

Winston-Salem Fairgrounds

Diversity, Equity & Inclusion Community Engagement Survey

Survey dates: May 27–June 30



Introduction of Project

- i. The Winston-Salem Fairgrounds is committed to ensuring that the events it hosts, and the entertainment it offers, reflect the diversity of Winston-Salem's population in all respects. This includes concerts, sporting events, trade shows, festivals, private events and more. By completing this short survey you will help us better serve our city – and you.

- ii. Artwork for engagement process being developed by City of WS Marketing & Communications



Community

Engagement Process

- i. Targeted measures to individual community groups (i.e Urban League, Hispanic League)
 - ii. Online survey available via social media, cityofws.org, wsfairgrounds.com and the websites, social media and publications of community partners
 - iii. Community Meeting tentatively scheduled for June 7th from 6pm-8pm
- iv. Display information at community events such as farmers market, Juneteenth, Jazzfest, , Pride Festival, India Fest, Downtown Summer Music Series, Summer on Trade, City Hall South, Concerts

Link to survey: <https://www.surveymonkey.com/r/7B9KQJY>



Timeline

Step 1 – City staff development of survey draft

Step 2 – Present survey to PAFC marketing subcommittee – May 10

Step 3 – Present survey to PAFC – May 16

Step 4 – Distribution of survey – May 27

Step 5 – Community Meeting – June 16

Step 6 – Individual community meetings as needed

Step 7 – Survey closes – June 30

Step 6 – Gather & report results to PAFC marketing subcommittee on July 12th