

City Council – Action Request Form

Date: May 15, 2018

To: The City Manager

From: Ben Rowe, Assistant City Manager
Ed McNeal, Marketing and Communications Director

Council Action Requested:

Adoption of Resolution Electing New Inductees for the Winston-Salem Arts, Culture, and Entertainment Memorial Walk of Fame

Strategic Focus Area: Economic Vitality and Diversity
Strategic Objective: Promote Travel and Tourism
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:

In November 2015, the Mayor and City Council created the Winston-Salem Arts, Culture, and Entertainment Memorial Walk of Fame (Walk of Fame) to recognize deceased city residents who made significant contributions to the arts and entertainment industry. This program will honor their contributions with the placement of a star along the Walk of Fame, which will be located on the Cherry Street sidewalk next to The Benton.

The City received nominations in 2016, 2017, and 2018 from elected officials, as well as the general community. Because of the \$20 million renovation of The Benton, these nominations have been held until the completion of that project. A diverse panel of citizens, representing various artistic disciplines and fields within the entertainment industry, has reviewed the seven nominations submitted over the last three years. The panel evaluated the nominations according to the following criteria:

- The nominee(s) is deceased.
- The nominee(s) was a resident of Winston-Salem for at least five years.
- The nominee(s) made a significant contribution to the arts and entertainment industry in one or more of the following areas: music, dance, theater, writing, visual arts, motion pictures, television, or radio. A “significant” contribution would be iconic in terms of renown and the impact on the artistic disciplines or popular culture.

Committee Action:

Committee	<u>CD/H/GG 5/15/18</u>	Action	<u>Approval</u>
For	<u>Unanimous</u>	Against	<u></u>

Remarks:

- The nominee(s) exhibited sustained excellence in his or her field for at least five years.
- The nominee(s) made distinguished contributions to the community and civic-oriented participation.

The following table presents the nominations that the panel recommends for election to the Winston-Salem Arts, Culture, and Entertainment Memorial Walk of Fame. The applications submitted for the nominees are included with this Council Action.

Nominee(s)	Year of Nomination	Artistic/Entertainment Field
The 5 Royales	2016	Music
Larry Leon Hamlin	2016	Theater
Phil Hanes	2016	Arts Philanthropy
William Samuel Scales	2016	Theater/Motion Pictures
John Iuele	2017	Music
Chris Murrell	2018	Music
Dr. Robert Wise	2018	Radio

The Community Development/Housing/General Government Committee will consider the panel’s recommendations and submit the slate of nominees to the Mayor and City Council for final approval and election. The attached resolution presents the recommended nominees for consideration by the Mayor and City Council.

The City’s Marketing and Communications Department currently administers the program. Funding for the program is provided from the City’s occupancy tax fund. Anticipated expenses include advertising, printing, materials, and installation of the stars at an estimated annual budget of \$10,000.

City staff are planning a special ceremony in June to unveil the new elections to the Walk of Fame. The Walk of Fame site will include the stars honoring the members, as well as a directory of the location. Family or representatives of newly elected members also will receive a plaque commemorating their election. Renderings of the Arts, Culture, and Entertainment Memorial Walk of Fame star and directory are included as an attachment to this Council Action.