

Information Item

Date: September 14, 2020

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager

Subject:
Update on Virtual 2020 Carolina Classic Fair (North Ward)

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: No

Strategic Plan Action Item: No

Key Work Item: No



On July 28, the City announced the cancellation of the 2020 Carolina Classic Fair due to the novel coronavirus pandemic and mass gathering restrictions. Since that announcement, the Fairgrounds staff has been developing plans to hold a virtual 2020 Carolina Classic Fair that would provide some of the experiences enjoyed by fairgoers. City staff have sought input from the Fair Planning Committee and the Public Assembly Facilities Commission as part of the development of these plans. The virtual fair will be held October 1-4 from 11 a.m. to 7 p.m. Attached to this information are additional details about the virtual fair as well as pictures of the rebranding project for the Winston-Salem Fairgrounds.