

City Council – Action Request Form

Date: September 10, 2019

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

From: Ben Rowe, Assistant City Manager

Council Action Requested:

Resolution to Change the Name of the City Fair to the “Twin City Classic Fair”

Strategic Focus Area: Livable Neighborhoods

Strategic Objective: Support Inclusion of Community Populations

Strategic Plan Action Item: No

Key Work Item: Yes



Summary of Information:

On August 19th, the Mayor and City Council adopted a resolution to change the name of the Dixie Classic Fair of Northwest North Carolina. In addition, the Mayor and Council adopted a subsequent resolution directing City staff to develop a process to come up with a new name.

City management, along with Fairgrounds and Marketing staff, has reviewed the suggested names submitted during the public input process in April and May. Their review considered the five guiding principles of the Fair: regional reach, agriculture, educate, family atmosphere, and entertainment. As a result, City management developed the following short list of potential names and discussed them with the Mayor and Council Members.

Carolina Classic Fair
Carolina AgriClassic Fair
“The” Classic Fair

During management’s discussions with the Mayor and Council Members, additional names were considered including “Twin City Classic Fair” and “Winston-Salem Classic Fair.” Based on these discussions, City management has prepared the attached resolution to rename the City Fair the “Twin City Classic Fair.” The resolution also states the new name would be effective with the 2020 Fair.

Committee Action:

Committee

Action

For

Against

Remarks: