

**RESOLUTION DIRECTING CITY STAFF TO ENGAGE A MARKETING
CONSULTANT TO DEVELOP A NEW NAME FOR THE DIXIE CLASSIC FAIR**

WHEREAS, at the April 2019 meeting of the Community Development/Housing/General Government Committee, a group of citizens requested that the City change the name of the Dixie Classic Fair because of its “very segregating, separating, divisive, racist, and bifurcating” name; and

WHEREAS, the Mayor and Council directed City staff to work with the Fair Planning Committee and the Public Assembly Facilities Commission to develop a public input process to receive ideas for a new name; and

WHEREAS, later that month, the City initiated a public input process in which members of the public could submit suggestions through an online survey, email through the City’s website, its social media platforms, the citizens’ feedback phone line, and a public hearing on May 7th at the Fairgrounds Education Building. The public input process concluded on June 3rd; and

WHEREAS, at their meeting on June 10th, the members of the Fair Planning Committee voted to recommend to the Public Assembly Facilities Commission that if the City wishes to consider a new name, more time and resources should be provided to come up with a name that would endure; and

WHEREAS, at the Public Assembly Facilities Commission’s meeting on June 17th, members discussed the public input on the name change and, based on the concerns

communicated by the Fair Planning Committee, requested additional guidance on how to proceed; and

WHEREAS, as a result of the input from these appointed boards, City staff are prepared to draft a request for qualifications (RFQ) to retain a marketing consultant who can conduct a comprehensive branding study that would include focus groups and market studies to assist in the development of a new name; and

WHEREAS, the goal of this effort would be to come up with a name that would go into effect with the 2021 Fair; and

WHEREAS, based on the City's general rebranding effort in the late 1990's, staff estimate the cost to develop a new name for the Fair between \$50,000 and \$60,000; and

WHEREAS, the scope of this naming effort would not include the development of a new logo or materials for a larger rebranding effort. The focus of the consultant strictly would be the development of a new name.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Winston-Salem that the City staff hereby is directed to engage a marketing consultant to develop a new name for the Dixie Classic Fair, working with the members of the Fair Planning Committee and Public Assembly Facilities Commission.

BE IT FURTHER RESOLVED that the new name would go into effect with the 2021 Fair.