

Information Item

Date: August 9, 2022

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

From: Ben Rowe, Assistant City Manager
Robert Mulhearn, Public Assembly Facilities Manager

Subject:
Winston-Salem Fairgrounds Community Engagement Survey

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: Promote Travel and Tourism

Strategic Plan Action Item: No

Key Work Item: No



In early May, City staff began developing a Community Engagement Survey regarding events at the Winston-Salem Fairgrounds, with the goal of gathering information ensuring that the events and entertainment offered, also reflect the diversity of Winston-Salem's population in all respects.

City staff including the Human Relations/Diversity, Equity, and Inclusion; Public Assembly Facilities; and Marketing and Communications departments, along with the Public Assembly Facilities Commission; developed a brief but comprehensive survey that reflected past, current, and future event considerations of diverse populations at the Winston-Salem Fairgrounds.

On May 27, City staff released the Community Engagement Survey online along with a detailed community engagement process (attached) to ensure all populations were directly reached. Strategies included targeted measures to specific community groups, City website, inclusions, social media inclusions, radio advertisements, television advertisements, and signage at local community events. The City also scheduled a community meeting on June 16 at 6 pm for those members of the community who did not have access to the survey electronically.

The survey closed on June 30 with 879 total survey respondents. A comprehensive report of the survey (attached) was presented to the Public Assembly Facilities Commission on July 18.

Highlights from the survey include:

Overall, By Demographic:

- 65% White (non-Hispanic), 22% Black/African American, 5% Hispanic

Yes, I have attended an event at the Fairgrounds in the last 10 years:

- 91% Black, 90% White (non-Hispanic), 89% Hispanic

How likely are you to attend the Carolina Classic Fair (Rating of 5 – 10):

- 80% Black, 70% Hispanic, 60% White (non-Hispanic)

How likely are you to attend a non-fair event at the Fairgrounds (Rating of 5 – 10):

- 83% White (non-Hispanic) 80% Black, 79% Hispanic

Concerts and festivals were the top two selected types of events that survey participants were most likely to attend. The information below reflects the types of concerts noted by from each demographic:

White: 66% Rock and Roll, 43% Country, 40% Pop

Black: 90% R&B, 65% Jazz, 46% Reggae

Hispanic: 76% Latin, 42% Pop, 35% Rock and Roll