

Information Item

Date: October 15, 2019

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

From: Ben Rowe, Assistant City Manager

Subject:

Estimated Time Line and Cost to Change the Name of the City Fair

Strategic Focus Area: Livable Neighborhoods

Strategic Objective: Support Inclusion of Community Populations

Strategic Plan Action Item: No

Key Work Item: Yes



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.

At the City Council’s Community Development/Housing/General Government Committee meeting on September 10th, committee members considered a resolution to rename the City Fair the “Twin City Classic Fair” and make the new name effective with the 2020 Fair. The committee considered a substitute resolution to make the name change effective with the 2020 Fair and decided to hold the recommendation for a new name in committee. Council Members requested that staff provide the details of the implementation plan to change the name, including a time line and estimated costs. On September 16th, the Mayor and City Council adopted the resolution to make the name change effective with the 2020 Fair.

This information item includes the suggestions for a new name submitted during the public input process in April and May. The Fair Planning Committee reviewed the input received from the online survey, emails, citizen feedback phone line, social media, and the public input meeting on May 7th. The members of the Fair Planning Committee voted that if the City considers changing the name, then more time and resources should be provided to come up with a name that would endure. The Public Assembly Facilities Commission also reviewed the public input and considered the Fair Planning Committee’s recommendation. The members of the commission requested additional guidance from the Mayor and Council, specifically a formal decision on changing the name. Recent feedback about the initial recommendation of “Twin City Classic Fair” included concern that the recommended name did not reflect the regional reach of the fair, which is one of the guiding principles of the fair. The suggestions included with this information item are listed in three categories—(1) names with a regional identification, (2) names focused on Winston-Salem or Forsyth County, and (3) other suggestions that did not include any references to the area served by the fair.

Time Line

The following table provides the key milestones as part of a time line to implement a new name that would go into effect with the 2020 Fair. While City staff will begin development of a new marketing plan in early 2020, staff will need to submit the new name to the following organizations for state and national publications and vendors by early November.

November 1st

Outdoor Amusement Business Association (OABA)

November 22nd

International Association of Fairs and Expositions (IAFE)

North Carolina Association of Agricultural Fairs (NCAAF)

National Independent Concessionaires Association (NICA)

Time Line for Implementing a New Fair Name

Actions	Date
<ul style="list-style-type: none">○ Release a Word version of logo○ Update social media sites○ Begin development of new website to redirect from dcfair.com○ Submit the new name to state and national publications and vendors.	November 2019
<ul style="list-style-type: none">○ Release website for vendor registration	February 2020
<ul style="list-style-type: none">○ Unveil official logo○ Implement strategic static signage to begin regional story telling (e.g., billboards, signage, digital media)○ Send letters to key stakeholders to build up anticipation about the 2020 Fair○ Begin changing on-site signage and ordering items with the new name (e.g., prize book, ribbons, other marketing needs)	March 2020
<ul style="list-style-type: none">○ Release website for competitive entry registration	July 2020
<ul style="list-style-type: none">○ Start traditional strategic advertising○ Full website roll-out	August 2020
<ul style="list-style-type: none">○ 2020 Fair	October 2-11, 2020

Part of the rebranding effort will focus on development of a new logo, website, and social media outreach, with particular attention to key stakeholders including sponsors, vendors, media, past customers, and employees.

Estimated Costs

The following table provides a breakdown in the estimated costs to implement a new name. The Fair's current operating budget includes \$230,000 for marketing and \$65,000 for supplies that will be utilized to cover some of the transition costs. Every year, the Winston-Salem Fairgrounds develops a new marketing plan, purchases ribbons, prints calendars and prize booklets, and incurs other expenses that can apply toward implementing a new name. One-time transition costs related to new signage and other physical changes to the fairgrounds will be paid from fairgrounds reserves. The table below notes how much of the estimated costs will be paid from one-time reserves. Transition costs to be covered out of the current operating budget will include general marketing and communications, advertising in trade publications, website design and upfit, prize ribbons and medals, uniforms, letterhead, envelopes, and business cards.

Estimated One-Time Costs to Change the Name of the Fair

Activities	Cost
Paint Grandstand, Cattle Barn, and Farmers Market including new logo	\$30,000
Add and replace signage at Gates 1 and 7, respectively	12,000
Replace fence mesh	10,000
Replace logos on equipment and office	8,000
Create new logo (may develop in-house)	5,000
Replace other gate signage	5,000
Replace coverings for portable ticket booths	5,000
Replace DOT street signage	4,000
Replace streetside banners	4,000
Replace bridge banners	2,000
Contingency	12,000
Total One-Time Costs	\$97,000

As of June 30, 2019, Fairgrounds reserves totaled \$2.06 million.

As noted in the time line above, the deadline for providing the new name of the fair to various national and state associations comes up in November. City management will be prepared to bring a resolution forward to rename the fair once the Mayor and City Council considers the suggestions for a new name.

**SUGGESTIONS FOR NEW NAMES SUBMITTED DURING
THE PUBLIC INPUT PROCESS**

Regional Reach

Yadkin Valley Classic Fair
Southern Classic Fair
North Carolina Fair
Old North State Fair
NC Classic Fair
Blue Ridge Foothills Fair
Foothills Festival
Triad Classic Fair

Carolina Foothills Fair
Carolina Classic Fair
Carolina AgriClassic Fair
Piedmont Regional Fair
Piedmont Classic Fair
Piedmont Agricultural Fair
Northwestern Carolina Classic Fair
Northwest North Carolina Fair

Locally Focused

Twin City Classic Fair
Twin City Fair
Winston Classic Fair
Winston-Salem Regional Fair
Winston-Salem Fair
The Winston-Salem Classic Fair
Forsyth Classic Fair
Forsyth Family Fair
City of Arts and Innovation Fair
Tobacco City Classic Fair
Hometown Fair
Camel City Fair
Camel City Classic Fair

Other

“The” Classic Fair
Corporate Sponsorship Fair
Maya Angelou Fair
Catawba Classic Fair
Sparks Classic Fair
Trails in the Sand Fair
The Dash Classic Fair
SweetTea Classic Fair
Red Clay Country Fair
Orange Rock Fair
Family Classic Fair
Cardinal Classic Fair
Golden Leaf Classic Fair
Turtle Town Peach Parade Fair
Magnolia Classic
Long Leaf Pine Classic Fair