



March 21, 2017

Council Action Requested:

Consideration of Temporary Sidewalk Decals to promote the Triad Dog Games, a city of Winston-Salem sponsored event at the Winston-Salem Fairgrounds May 20-21, 2017

Proposal:

The Sergei Foundation, a 501c3 NC charitable organization, requests to place ten (10) temporary sidewalk decals in an effort draw awareness to the Triad Dog Games event, an event that has been sponsored by the City of Winston-Salem in 2016 and 2017, to increase traffic to the Winston-Salem Fairgrounds location. Proposed install date on Monday, May 1st and removed after the event on Monday, May 22, 2017.

This event in 2016 attracted attendees from more than 30 NC counties with traditional advertising, paid for by The Sergei Foundation. The sidewalk decals are an effort to increase greater awareness locally to the event, allowing some citizens to see the Winston-Salem Fairgrounds as part of this dog-friendly festival. Both The Sergei Foundation and the Winston-Salem Fairgrounds financially benefit from increased attendance (ticket admission). The Fairgrounds alone benefits from increased food/beverage purchases from attendance.

May 20 and 21, 2017 marks the fourth annual Triad Dog Games for The Sergei Foundation. It is a one-of-a-kind event not only to Forsyth County, but also for the state of North Carolina. It is the only sport-dog competition in North Carolina that includes all major dog sports for competitors and allows for general attendee participation and spectatorship. Dog sports represented include: Dock Jumping, Skyhoundz national-qualifying DiscDogathon (Frisbee), Agility, and Flyball. Smaller events, such as Dachshund races, are also part of the event. The overall goal/objective for Triad Dog Games is to raise funds to support low-income veterinary subsidy programs and other operational costs of The Sergei Foundation.

The proposed sidewalk decals are the same size and would be produced by the same vendor as the previously approved decals for the Winston-Salem Open in 2016. Vendor information was provided by Ray Boden, Operations Director for WSO and board member of The Sergei Foundation. Please enclosed the proposed design and locations.

Thank you for your consideration,

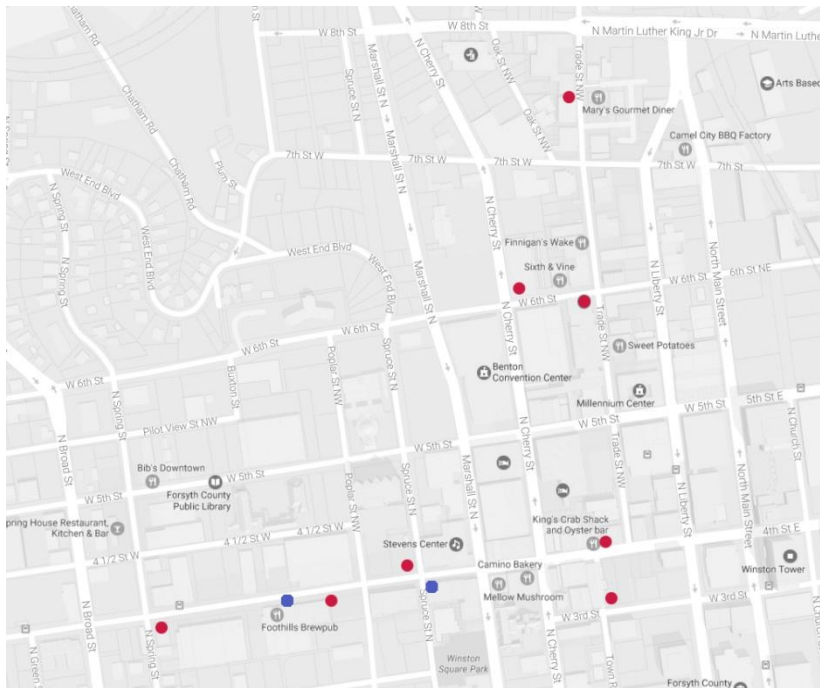
Karen L. Fullerton
Founder/CEO, The Sergei Foundation



Decal Proof:

Size: 24" x 24" - Circle

Vendor: Sharpe Images, Winston-Salem



Requested locations:

Red dots = fire hydrants

As this is a dog event, placing decals by fire-hydrants adds to the marketing campaign both creatively and literally, as dogs often pull their owners to fire hydrants.

Blue dots = cross walk areas. There were not enough fire hydrants on concrete versus brick or grass, so these locations were added.

(The fire hydrant by Kings Crab Shack is on brick... if needed, that can be moved to the concrete cross walk on the SW corner of Spruce & 4th.)