

Staff Report 2019-23

Meeting Date: Tuesday, March 19, 2019

Subject: Naming of the New Community Centre in Southfields

Submitted By: Kevin Kyle, Manager, Recreation Facilities, Community Services

RECOMMENDATION

That, the new recreation centre currently being constructed within the Community of Southfields be formally named “the Southfields Community Centre”.

REPORT HIGHLIGHTS

- The Town’s newest recreation facility is currently being constructed in Southfields.
- Staff recommends the new recreation facility be officially named “Southfields Community Centre”.
- This name meets the criteria as outlined in the Facility and Property Naming Policy.
- Staff will continue to investigate opportunities for Corporate naming rights and sponsorship opportunities.

DISCUSSION

The purpose of this report is to officially name the new recreation centre currently being built within the growing community of Southfields. The 65,000 square foot facility is located at the south east corner of Kennedy Road and Dougall Avenue. Construction started in the fall of 2017 and will continue throughout 2019. Approving the naming of this facility will allow us to finalize the design so we can procure the pylon road sign in preparation for the opening of the new community centre.

The naming of facilities is the function of the appropriate department with consultation with the Heritage division and with Council approval. Three possibilities exist for the purpose of naming a Town facility.

1. Facility name can be designated based upon geographical, historical or ecological relationships to the area.
2. Facilities can be named to honour individuals or to recognize individuals.
3. Facilities can be named to recognize companies that have made exceptional contributions.

Based on the criteria listed, staff recommend the facility be named based on its geographical area and officially be named “Southfields Community Centre”. The community of Southfields has experienced significant growth and the residents have been very engaged and connected to this community.

Staff Report 2019-23

The Strategic Initiatives Department will continue to investigate opportunities for corporate naming rights and sponsorship opportunities that will compliment this recreation centre and the local community. Any changes of sponsorship that is obtained will be brought forward in a future report based on the Town's Partnership and Corporate Partnerships Policy.

FINANCIAL IMPLICATIONS

There are no immediate financial implications associated with this report.

COUNCIL WORK PLAN

Recreation – To establish and implement a collective community vision for the allocation of parks, facilities and recreation in the Town

ATTACHMENTS

N/A