



# Recreation Facility Naming Contest Update & Recommendation

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August 7, 2017



# Purpose

- Review facility naming process to date
- Present name recommendations for recreation centers to Council for consideration



# Study Session Outcomes

- Recommend a name for the existing recreation center
- Take appropriate action at the August 21<sup>st</sup> City Council meeting, adopting the names for the new and existing recreation centers by resolution





# Background

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- Council policy #CP-7 states that it is the intent of Council to provide an organized and uniform process for naming of city facilities
- Council has delegated recommendation authority to Parks, Recreation & Golf Advisory Committee
- City Council has final approval on naming city facilities





# Naming Contest

- Naming facilities can help promote the amenity and generate pride among users
- At the June 27, 2016 study session, Council agreed that the recreation centers would be named simultaneously
- PRG Advisory Committee launched naming contest to obtain facility name ideas from the community
- Contest was promoted through variety of channels January-April 2017. Online and paper entries were accepted
- Winner(s) will be a part of sign unveiling ceremony and receive a free one year family membership to facility





# Naming Contest

The public was encouraged to submit facility naming ideas within three categories:

- Geographical
- In Honor of
- Thematic/Other

6

**Name the Recreation Centers**  
and win a FREE family membership!



**Help us name both facilities**

Design a name around a theme, geographical area, or in honor of an individual/organization.  
Submit your ideas online at [c3gov.com/QCL](http://c3gov.com/QCL) or in person at the recreation center, 6060 E. Parkway Drive.  
Submit as many ideas as you like! Contest ends in April 2017.

[c3gov.com/QCL](http://c3gov.com/QCL) • 303-C3-WORKS



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# Results

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- Parks, Recreation & Golf Advisory Committee reviewed entries at April 18 meeting
- New recreation center: 289 total entries
- Existing recreation center: 202 total entries





# Initial Recommendation

- Entries were narrowed down within the categories and suggested criteria
- The process continued until the committee refined the list to their top two names:

## **NEW CENTER**

**Bison Ridge Recreation Center**

## **EXISTING CENTER**

**Antelope Parkway Recreation Center**







# Feedback from City Council

- The names were shared with City Council during a study session on May 22, 2017
- Bison Ridge Recreation received positive feedback, but City Council asked the PRG Advisory Committee to come up with a new recommendation for the existing recreation center (Antelope Parkway was not supported by the group)





# New Recommendation

- The PRG Advisory Committee decided to compile & vote on a new list, using ideas previously generated, as well as new ideas
- Committee members submitted up to 3 names each to include in an online survey, then each member was asked to vote for 2 from the newly compiled list
- Those with the most votes were then discussed at the committee's July 18<sup>th</sup> meeting





# New Recommendation

- After thoughtful discussion, the group decided to present their top 3 names to City Council, with a summary of each selection
- The committee's recommendation is to request that City Council select one of the 3 proposed names for the existing center, and approve Bison Ridge Recreation Center as the name for the new recreation center



# Cannonball Creek Recreation Center

This name was brought forth in an effort to tie Commerce City's rich history to the facility name. Advisory members reviewed information published by the Commerce City Historical Society, and made this connection. If selected, they would intend to incorporate educational signage. The opportunity to educate youth and adults alike was intriguing to some members.

In 1832, Louis Vasquez built a trading post on the east banks of Cannonball Creek. Today this stream is known as Clear Creek. Vasquez's Fort Convenience was in the area of the present-day Adams County Social Services Building at 4200 E. 72nd Avenue.

Cannonball Creek Recreation Center would be a great name to tie all the great things about the origins of the city to all the great new things happening in Commerce City without utilizing some of the original town names. This recommendation connects the two recreation centers via "creek" and "ridge" and bonds all the other parts of the city together.



# Eagle Pointe Recreation Center

**Eagle Pointe Recreation Center** satisfies the objectives of creating a sense of unity between the different regions of Commerce City while still providing distinctiveness and proper respect to our history. The symmetry and common theme of the two names, **Eagle Pointe & Bison Ridge**, is self-evident. Beyond that, there is no city that comes to mind in the entirety of the United States in which both Bison and Bald Eagles can be observed in nature on such a regular basis. This unique privilege is a source of tremendous pride and these names highlight that. In addition, Bald Eagles and Bison are typically observed on the Rocky Mountain Arsenal National Wildlife Refuge. The conjunction of **Eagle Pointe & Bison Ridge** takes that which physically divides us and turns it into a unifying force. **Eagle Pointe** also distinguishes the existing recreation center in its own right. Incorporating a revered symbol of our country into the name for the recreation center located at **Veterans Memorial Park** provides that distinction and establishes a sense of place in the minds of all that come to know it.





# Eagle Pointe Recreation Center (cont.)

Some may object to Eagle Pointe because it mimics the mascot of a high school that only represents half the city. Quite the opposite is true. By incorporating the Eagle mascot into the name, we are giving a hat tip to Commerce City's original Adams City High School (Est 1946) and its forerunner, Union High School (Est 1908). Both schools were originally located on the same site a few blocks from where the existing recreation center now sits.

Acknowledging the significant role both Union and Adams City High Schools played in the rich history of Commerce City keeps the memory of our shared history alive and well. **Eagle Pointe Recreation Center** meets all the objectives we have set forth for ourselves in creating a name for the existing recreation center: Unity, Distinction, and History.





# Founders Recreation Center

The word **Founders** means “one who founds or establishes”. It could recognize our city’s rich history by honoring its founders.

In the case of renaming our present (old) recreation center, this term could relate to the founders of the original “Commerce Town” and/or the present “Commerce City”.

Or, the word could be used to recognize the founders of the first Commerce City Recreation Center. These people could include the Mayor, City Council, the (first) Director of Parks and Recreation or other individuals who could be considered “Founders”.



# Next Steps

- City Council to discuss name recommendations in accordance with Council Policy #CP7
- Options:
  - Select one of the three suggested names for the existing recreation center and endorse Bison Ridge Recreation Center as the name for the new center, and advance to the August 21<sup>st</sup> Council meeting for action
  - Amend name(s)
  - Reject name(s)







# Recommendation

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## NEW CENTER

**Bison Ridge Recreation Center**

## EXISTING CENTER

**Cannonball Creek Recreation Center**

**Eagle Point Recreation Center**

**Founders Recreation Center**





# Discussion/Questions

