



# Recreation Facility Naming Contest Review & Recommendation

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May 22, 2017



# Purpose

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- Provide background information about the naming contest process for the recreation centers
- Explain consensus-based decision-making process used by parks, recreation & golf advisory committee
- Present name recommendations for recreation centers to Council for consideration



# Background

- 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

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## 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

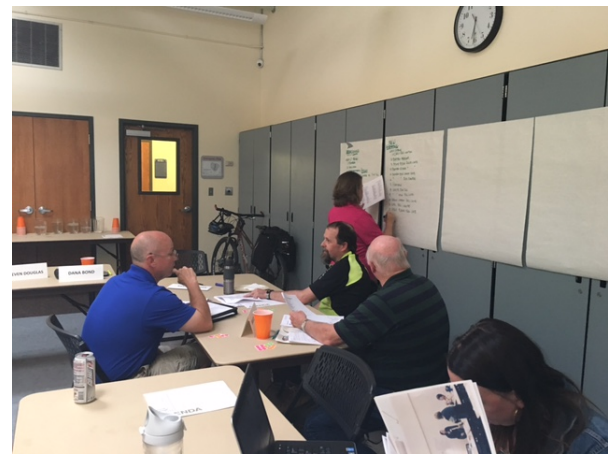
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- Parks, Recreation & Golf Advisory Committee reviewed entries at April 18 meeting
- New recreation center: 289 total entries
- Existing recreation center: 202 total entries



# Consensus Decision-Making

- The committee used a thoughtful, consensus decision-making process to recommend the names
- Consensus is a process where the input of everyone is carefully considered and an outcome is crafted that best meets the needs of the group





# Consensus Decision-Making

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

**The two alternate names selected were:**

**NEW CENTER: Trailblazer Recreation Center**

**EXISTING CENTER: Pioneer Recreation Center**





# Recommendation

The Parks, Recreation & Golf Advisory Committee recommends these names:

## NEW CENTER

Bison Ridge Recreation Center

## EXISTING CENTER

Antelope Parkway Recreation Center



# Next Steps

- City Council to discuss name recommendations in accordance with Council Policy #CP7
- Options:
  - Endorse names and advance to future Council meeting for action
  - Amend names
  - Reject names



# Recommendation

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## NEW CENTER

**Bison Ridge Recreation Center**

## EXISTING CENTER

**Antelope Parkway Recreation Center**



# Discussion/Questions

