

Subject: Community Identification Committee Recommendations – Municipal Facility

APPROVALS:

Felice Mazzoni, Director
Brian Moore, Executive Director
Marcel Ulliac, Interim Chief Administrative Officer

Committee and Administrative Recommendation:

1. THAT the indoor space in the Jubilee Centre Municipal Facility, currently referred to as The McMurray Experience, be named “*McMurray Experience*”.

Summary:

The Community Identification Committee met to consider naming of the indoor space currently referred to as The McMurray Experience.

In accordance with the Community Identification System Council Policy (No. PRL-040-2006), Council approval is required for the naming of municipal assets.

Background:

The Community Identification Committee met on November 24, 2014 to consider naming the indoor space at the Jubilee Centre currently referred to as The McMurray Experience, keeping in mind the previously adopted convention for all municipal facilities.

An internal RMWB working team proposed the following four names:

- Flow North Common
- The Post
- Confluence Place
- The Common

The Committee recommended that the name “*McMurray Experience*” be approved by Council.

Rationale for Recommendation:

The Committee decided to recommend the name “*McMurray Experience*” because of its relevance to the proposed multi-media environment and the different levels of interactions envisaged. The name originated from City Centre branding. The Committee and Administration support and approve this scheme as it allows for consistent naming of municipal facilities and the proper signages to be installed where appropriate.

Attachments:

1. Subject Area Map of Facility