



16-643

TITLE: Consider/Discuss/Act on Approving the Name, Tagline and Logo for the New Aquatic and Fitness Center

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 23, 2016

DEPARTMENT: Parks, Recreation and Open Space

CONTACT: Rhoda Savage, Director of Parks and Recreation
Teresa Thomason, Manager

RECOMMENDED MCDC BOARD ACTION:

- Recommend the Proposed Name, Tagline and Logo for the 80,000 square foot Aquatic and Fitness facility in Gabe Nesbitt Community Park to City Council for Approval.

ITEM SUMMARY:

- Naming of the facility is typically coordinated with the project construction in order to market and brand the facility to the community.
- Construction of the facility located at 3003 Alma Road is projected to be completed late December 2016, with projected opening in January 2017.
- A copy of the proposed name, logo and tag line will be presented at the meeting.
- The City of McKinney communications and marketing team worked collaboratively with Parks and Recreation Department representatives and created the proposed name for the facility.
- Staff recommends, and the Parks and Recreation Advisory Board supports, the name APEX for the facility.
- A recommendation will be presented to City Council in July 2016.

BACKGROUND INFORMATION:

- In the 2013 Council Strategic Planning Retreat, the McKinney Community Development Corporation (MCDC) was assigned the project for the new

recreation facility.

- Council mandated the facility be 100% cost recovery.
- In March 2016, the Parks and Recreation Director hired the Manager for the new facility.
- The Manager and Assistant Director of Parks and Recreation worked with the City's Communications and Marketing Department to develop a name, logo and tagline as needed to help create a brand for the new facility that will assist with meeting City Council's financial goals.
- This recommendation was presented to the PROS Board for their consideration on June 9.
- A presentation and recommendation to both MCDC and the City Council have been scheduled.
- City Council will be informed of the MCDC and PROS Board's action on this item.
- Policy allows the PROS Board to make a recommendation to the City Council regarding naming of recreation facilities.
- In addition, MCDC input and approval is desired and being requested for City Council consideration.

FINANCIAL SUMMARY: N/A

BOARD OR COMMISSION RECOMMENDATION: N/A

SUPPORTING MATERIALS: