



TITLE: Consider/Discuss/Act on a Resolution Naming the Aquatic and Fitness Center Located at 3003 Alma Road and Allowing for a Tagline and Logo for the Facility

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: July 19, 2016

DEPARTMENT: Parks and Recreation

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

RECOMMENDED CITY COUNCIL ACTION:

- Adopt Resolution allowing for the Name, Tagline and Logo for the 80,000 square foot Aquatic and Fitness facility located at 3003 Alma Road and within an existing park, Gabe Nesbitt Community Park.

ITEM SUMMARY:

- City Council has adopted a policy allowing for the naming of parks and park facilities. (See Attachment)
- Per the Park Code, one of the powers and duties of the Parks, Recreation and Open Space Advisory (PROS) Board is to make recommendations to the City Council on naming of parks and park facilities. (See Attachment)
- Names are generally recommended before or soon after a park or park facility has been constructed.
- Construction of the facility located at 3003 Alma Road is projected to be completed late December 2016, with projected opening in January 2017.
- The City of McKinney Communications and Marketing team worked collaboratively with Parks and Recreation Department representatives and created the proposed name for the facility.
- The proposed name is intended to create a brand for the facility, and there is a tagline and logo included as part of the brand.

- The McKinney Community Development Corporation (MCDC) and PROS Board voted to recommend the name, tagline and logo to the City Council as presented.
- A copy of the proposed name, logo and tag line is attached. (See Attachment)

BACKGROUND INFORMATION:

- In the 2013 Council Strategic Planning Retreat, the MCDC was assigned the aquatic and fitness facility project.
- Subsequently, a firm was selected to design the facility, Brinkley Sargent.
- A Construction Manager at Risk was hired to construct the facility, Manhattan.
- Construction began approximately one year ago, and is scheduled for completion at the end of 2016.
- 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.
- The brand is intended to create an image that is: easy to identify and remember; represents the purpose of the facility; and allows the facility to have meaning to McKinney residents and those from other communities.
- This name, tagline and logo were presented to the PROS Board for their consideration on June 9, 2016 and action on July 14, 2016.

FINANCIAL SUMMARY: N/A**BOARD OR COMMISSION RECOMMENDATION:**

- The Park, Recreation, and Open Space Board unanimously approved the Name, Tagline, and Logo at their meeting on July 14, 2016.
- The McKinney Community Development Corporation unanimously approved the Name, Tagline, and Logo at their meeting on June 23, 2016.

SUPPORTING MATERIALS:

[Resolution](#)

[APEX Centre Logo](#)

[Article II - Park, Recreation, and Open Space Board](#)

[2014-01-008 R Municipal Facility Naming Policy](#)