



Corporate NO: R224

Report COUNCIL DATE: October 16, 2000

REGULAR			
TO:	Mayor & Council	DATE:	October 6, 2000
FROM:	General Manager, Parks, Recreation and Culture	FILE:	8077-010
SUBJECT:	Community Naming Process for the Guildford Multi-purpose Facility		

RECOMMENDATION

That Council name the new Guildford facility as the Guildford Recreation Centre.

BACKGROUND

At the October 6, 2000 Parks, Recreation and Culture Commission meeting, Commission selected the name "Guildford Recreation Centre" as their preferred choice for the name of the new Guildford facility and recommended forwarding this suggestion to Council for their consideration.

A recommendation from Commission came forward in the fall of 1999 to involve the community in the naming of the new Guildford multi-purpose facility. The newly developed Guildford Advisory Board developed a Community Naming Process that ran from August 2, 2000 through September 8, 2000. The contest was promoted through City of Surrey recreation facilities as well as a number of ads in the Now community newspaper. Approximately 100 names were collected and the Guildford Advisory Committee met on September 13 to select the top three names.

DISCUSSION

The Guildford Advisory Board used the following criteria for choosing the top three names for consideration:

- the word 'Guildford' must be included in the name;
- it should represent the activities and opportunities within the facility;
- it should have marketing appeal; and

- it should be easy to remember.

The Guildford Advisory Committee reviewed the submissions and selected their top three, listed in order of preference:

- Guildford Recreation Centre
- Guildford Sport and Recreation Centre
- Guildford Community Centre

CONCLUSION

There were many thoughtful and interesting submissions that included insightful reasons as to why entrants had chosen their names. This information assisted the Advisory Committee in their selection as it became clear that entrants felt strongly about the facility providing service to all ages and being a landmark for Surrey, and more specifically, the Guildford community.

Don Hunter, General
Manager of Parks, Recreation
and Culture