

TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MAY 29, 2018
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT:	NAMING OF NEW SOUTHWEST COMMUNITY CENTRE, 501 SOUTHDALE ROAD WEST

RECOMMENDATION

That, on the recommendation of the City Clerk with the concurrence of the Managing Director, Parks and Recreation and the Managing Director, Neighbourhood, Children and Fire Services, the following actions be taken with respect to the request of the Joint Venture Management Committee for the naming of the new southwest London community centre and the rooms contained within the building:

- a) the name “Bostwick Community Centre, YMCA and Library”, BE APPROVED for the building; and,
- b) the following names BE APPROVED for the rooms contained in the building:

Room	Name or Sponsor Name
Name of Facility	No sponsor yet
Atrium (1 st floor)	Longo Family
Welcome Desk	Mowbray Sifton Welcome Centre
Arena	Nella Soufan Arena
Pool	No sponsor yet
Gymnasium – West Court	No sponsor yet
Gymnasium – East Court	BMO
Community Kitchen	No sponsor yet
Lg. Multipurpose Room 1 (2 nd Fl)	London Life
Lg. Multipurpose Room 2 (2 nd Fl)	TD
Lg. Multipurpose Room 3 (2 nd Fl)	No sponsor yet
Walking Loop (2 nd Fl)	No sponsor yet

it being noted that the proposed names are in compliance with Council-approved naming preferences.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

- Memorandum of Understanding – Proposed Joint Venture to Construct and Operate a Facility Between City of London, The YMCA of Western Ontario and The London Public Library Board (Community and Protective Services Committee, Feb. 18, 2015).
- Potential Partnership in the Southwest Multipurpose Recreation Facility (Community and Protective Services Committee, July 21, 2014).

BACKGROUND

The attached request dated May 15, 2018 from Scott Stafford, Managing Director, Parks and Recreation on behalf of the Joint Venture Management Committee of the new southwest London community centre has been considered in accordance with the “Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy”. Included with the request is the rationale for the proposed name of “Bostwick Community Centre, YMCA and Library”.

The Joint Venture Agreement between the City of London and the YMCA confers naming rights for the facility to the YMCA stating: "The YMCA shall be entitled to have naming rights for the Project, subject to the prior approval of the City which approval is not to be unreasonably withheld; provided, however the Library shall be entitled to separately name the Library space. The City retains the rights to name the arena and/or two (2) other suitable portions of the Project to recognize the contributions of the vendor of a portion of the Lands gifted to the City." As the YMCA has not been able to find a donor interested in purchasing naming rights for the overall facility, the responsibility for the naming of the facility rests with the Joint Venture Management Committee, which consists of representatives from the Civic Administration, the YMCA and the London Public Library.

The Joint Venture Management Committee's reasons for the proposed name of the new facility are as follows:

- There is a growing confusion in the community between the current project name - Southwest Community Centre and the existing South London Community Centre at 1119 Jalna Blvd., the South London Community Pool at 585 Bradley Ave., and Southwest Optimist Sports Park at 682 Southdale Road West;
- The new community centre is located within the Bostwick Planning District and is in keeping with naming of other recent community centre projects (i.e., Stoney Creek Community Centre, YMCA and Library); and,
- The proposed name is in keeping with the naming preferences detailed in the Council's Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy. Specifically, the proposed name continues the current traditional practice of naming property after significant geographical, neighbourhood and historical elements.

The Municipal Addressing Advisory Group indicates support for the use of the proposed name "Bostwick Community Centre, YMCA and Library" for the new facility.

The proposed naming of the rooms contained in the building compliance with the Council-approved naming preferences as naming requests have been proposed as a result of receiving a significant donation towards the building elements.

If the naming request is approved by the Municipal Council, it is the intent of the Joint Venture Management Committee to official announce the naming through a public information campaign.

FINANCIAL IMPACT

None.

PREPARED BY:	CONCURRED BY:
DONNA BAXTER MANAGER, POLICY & PLANNING	SCOTT STAFFORD, MANAGING DIRECTOR, PARKS AND RECREATION
CONCURRED BY:	RECOMMENDED BY:
LYNNE LIVINGSTONE MANAGING DIRECTOR, NEIGHBOURHOOD, CHILDREN AND FIRE SERVICES	CATHY SAUNDERS, CITY CLERK



MEMO

To: Clerk's Department
Attention: Cathy Saunders

From: Scott Stafford, Managing Director, Parks & Recreation

Date: May 15, 2018

Subject: Naming of New Community Centre, YMCA and Library Facility – Application Review and Approval

Introduction

At present the New Southwest Community Centre, YMCA and Library (former Westmount Branch) is under construction and will open in September 2018.

This community facility consists of indoor pools, gymnasium, double pad arena, community programming and meeting space, community kitchen, Service London counter, walking loop, full service YMCA, and a public library branch.

This project is a joint venture between The City of London, YMCA of Western Ontario and the London Public Library Board.

Overall control of the joint venture rests with a Management Committee consisting of members of the Civic Administration (Parks and Recreation, Neighbourhood, Children and Fire Services, and Finance), the YMCA and the London Public Library administration. The Management Committee provides executive oversight for all aspects of the joint venture and facility operations. Day-to-day operational decisions within the facility will be the responsibility of the YMCA, the City of London within the arena and Service London space, and the Library in the case of the branch space.

Naming Rights

The Southwest Community Centre Joint Venture Agreement, Article 6.2, between the City and the YMCA, confers the naming rights to the YMCA stating: "The YMCA shall be entitled to have naming rights for the Project, subject to the prior approval of the City which approval shall not be unreasonably withheld; provided, however, the Library shall be entitled to separately name the Library space. The City retains the rights to name the arena and/or two (2) other suitable portions of the Project to recognize the contributions of the vendor of a portion of the Lands gifted to the City."

The YMCA has advised that as of this date, they have not found a donor to name the overall facility. The YMCA asked the Joint Venture Management Committee to assist in the development of a new name to replace the construction working name used thus far.

The YMCA has also advised that various rooms and elements within the facility have attracted donations in support of the YMCA's capital campaign and they seek approval of the names of these elements.

Reasons for New Facility Name

The Joint Venture Management Committee has met and noted the following:

- There is a growing confusion in the community between the current project name - Southwest Community Centre and the existing South London Community Centre at 1119 Jalna Blvd., the South London Community Pool at 585 Bradley Ave., and Southwest Optimist Sports Park at 682 Southdale Rd. W.;
- there is a need to change the name now to coincide with creation of signage and upcoming advertising and awareness campaigns; and,
- the YMCA confirms that they have not found a suitable sponsor to warrant a sponsored name of the facility and YMCA.

Rationale for Recommended Name Selection of Facility

The Joint Venture Management Committee recommends that the facility be renamed "The

Bostwick Community Centre, YMCA and Library”. Even though the naming provisions of the Joint Venture Management Committee agreement supersede the Council Policy, it should be noted that the proposed name is in keeping with The Joint Venture Management Committee recommends this name on the basis that:

- the name is in keeping with the Naming/Re-naming Policy where preference is given to “naming after significant geographic, neighbourhood and historical elements.”
- the facility is located within the Bostwick Planning District, east of Bostwick Road and follows the naming convention used to name the Stoney Creek Community Centre, YMCA and Library in 2010;
- it is geographical in nature and won’t cause confusion as to location of the facility within the city; and,
- could be easily replaced were the YMCA to find a donor to name the facility after.

The London Public Library and the YMCA are satisfied with the proposed name. The Library will, by policy and library practice, want to name the library branch for those times when they refer only to the library itself. The London Public Library administration, should the proposed name be approved, will be recommending to their Board the naming of the branch Library "Bostwick Branch Library". Parks and Recreation and Neighbourhood, Children and Fire Services, and Finance also support this name.

The naming of rooms is also in accordance with Council Policy which allows an organization to be recognized for “outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building”. The YMCA continues to look for donors/sponsors for the various internal elements within the centre and a further report will be brought forward for final approval of all naming within the centre.

Conclusion

The Joint Venture Management Committee recommends the following names; it being noted that the proposed naming complies with Council approved naming preferences and approval of Council is required as per the Joint Venture and cannot be unreasonably withheld.

Facility Name: The Bostwick Community Centre, YMCA and Library.

Room/Features Sponsors:

Room	Name or Sponsor Name
Name of Facility	No sponsor yet
Atrium (1 st floor)	Longo Family
Welcome Desk	Mowbray Sifton Welcome Centre
Arena	Nella Soufan Arena
Pool	No sponsor yet
Gymnasium – West Court	No sponsor yet
Gymnasium – East Court	BMO
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Lg. Multipurpose Room 3 (2 nd Fl)	No sponsor yet
Walking Loop (2 nd Fl)	No sponsor yet

Should you require any further information, please contact the undersigned.

Scott Stafford
 Managing Director, Parks and Recreation