

Multi-Purpose Agricultural Facility – Proposed Site Naming**Report Purpose**

To provide information to Council regarding the proposed name for the Multi-Purpose Agricultural Facility site.

Recommendation

THAT the proposed Multi-Purpose Agricultural Facility (MPAF) site name "Pointé-aux-Pins Acres", be approved.

Our Prioritized Strategic Goals

Goal 2 - Manage, invest and plan for sustainable municipal infrastructure
Governance Requirement

Report

Based on the feedback received from Council during the February 26, 2019 meeting, administration carried out additional research in order to determine alternative options for the name of the MPAF site. Administration reviewed the commemorative names list, historical resources and land features of the area. Potential names were also discussed with the Agricultural Service Board.

Administration recommends the site name: Pointé-aux-Pins Acres ("The Pointé").

Pointé-aux-Pins Creek is a well-known creek on the Strathcona County landscape. This French name refers to the abundance of pine trees in the area. The creek runs north of the agricultural facility property and flows into the North Saskatchewan River. It was the last of six river crossings for weary travellers heading along the trail from the Strathcona train terminus to Fort Saskatchewan.

As a significant natural feature, the proposed Pointé-aux-Pins name will assist in anchoring the facility in community heritage. "Acres" highlights the community as a focal point to the site, encouraging the spontaneous use and the multi-purpose aspects of the site.

The proposed Pointé-aux-Pins Acres name will assist in building awareness and understanding of the principles for the project, namely:

- enabling residents to be more healthy, active, vibrant, and creative through participation in community events of all kind
- help the County become a champion for advancing diverse agricultural business
- display our agricultural heritage
- create a heightened sense of community throughout Strathcona County
- be open to the general public
- be multi-purpose in nature, meeting the needs of agricultural groups, hosting special events, and enabling other non-traditional agricultural activities to occur

As residents may shorten the proposed name, Pointé-aux-Pins Acres will be referenced as "The Pointé" to establish a preferred short form. Once the name Pointé-aux-Pins Acres has been established and residents have a sense of connection, there is an opportunity to utilize "The Pointé" in future marketing campaigns, connected with the idea that this could be a destination that all residents could enjoy.

The proposed name Pointé-aux-Pins Acres meets the requirements of the County's Naming Policy.

Individual buildings and other amenities would be available for future naming considerations and would follow guidance as outlined by accepted County procurement policies, sponsorship procedures, and other best practices.

Council and Committee History

September 29, 2020	THAT an amendment to the 2018 Capital Budget in the amount of \$12,100,000 (from \$16,110,000 to \$28,210,000), for additional costs related to the MPAF - Outdoor Amenities and Servicing project, to be funded from tax supported debenture (\$10,890,000) and Municipal Reserves (\$1,210,000), be approved to allow the project to be built within the approved scope.
September 15, 2020	The Priorities Committee was provided with a presentation on the proposed operating budget and Economic Impact Assessment for the MPAF.
July 21, 2020	THAT administration provide a report to Council, in conjunction with the final design but no later than the end of Q3 2020, identifying the potential economic impact along with updated operational budget projections and fee structures for the current vision of the MPAF.
June 16, 2020	Priorities Committee was updated on the MPAF design.
September 24, 2019	<p>THAT administration proceed with the detailed design for Option 2, as set out below:</p> <p>Option2 Approved funding: \$23.8M Approved in Principle: \$24.3M Total square footage: 107,000 sq. ft</p> <p>Project Scope:</p> <ul style="list-style-type: none">• Full site servicing for current construction and future expansion• Increased indoor arena size (132' x 262')• Covered outdoor area (132' x 263')• Stabling- permanent structure for 150• Pre-engineered construction method for stables and covered outdoor arena• Covered outdoor arena with the size increased to 132' x 263' and the addition of a serviced campground site• Serviced campground site; and <p>THAT an updated budget be included in the 2020 budget process, such budget to include cost information on a possible addition of kitchen facilities connected to the indoor arena area.</p>

September 17, 2019	Priorities Committee was updated on the progress of the MPAF.
June 18, 2019	Priorities Committee was updated on the progress of the MPAF.
March 12, 2019	Priorities Committee was updated on the progress of the MPAF.
November 13, 2018	Priorities Committee was updated on the progress of the MPAF.
September 18, 2018	Priorities Committee was updated on the progress of the MPAF.
March 13, 2018	Priorities Committee was updated on the background of the MPAF project and the Regional Plus concept.
February 13, 2018	Priorities Committee was updated on the Regional Plus concept for the MPAF.
September 12, 2017	THAT Enclosure 6 be added to item 4.3 MPAF Site Servicing Update of the September 12, 2017 Council Agenda; and THAT Administration take the actions set out in enclosure 6; and THAT enclosure 6 to item 4.3 remain private pursuant to FOIP section 25.
October 25, 2016	THAT the Regional MPAF concept, as outlined in Enclosure 2 of the October 25, 2016 Transportation and Agriculture report, be approved and that the site chosen be of adequate size to allow opportunity for growth.
April 19, 2016	Priorities Committee was updated on the Development of a Functional Plan for the MPAF.
May 12, 2015	THAT Council approve proceeding with partnership solicitation for the construction and operation of a MPAF. THAT Council approve funding in the amount of \$75,000 from the Municipal Project Reserve (1.3773) to support the partnership solicitation process for the MPAF.
April 21, 2015	THAT the Priorities Committee refer the MPAF Solicitation Process to the May 12, 2015 Council meeting for formal direction.
January 20, 2015	THAT Council direct administration to bring back to the April 21, 2015 Priorities Committee Meeting a draft process to solicit partnership interest in building and operating a MPAF.

Other Impacts

Policy: SER-008-011 – Naming of Development Areas, Roads, Parks and Public Facilities

Legislative/Legal: *Municipal Government Act* authorizes a municipality to approve names within its boundaries.

Interdepartmental: The proposed name for the facility has been reviewed through the circulation process.

Master Plan/Framework: n/a

Communication Plan

If the proposed facility name is approved by Council, a communication campaign will leverage the opportunity to further the project's overall communication goal: In responding to agricultural and rural needs, residents are confident the MPAF supports a vibrant, active community. Tactics will include a media release, video and enhanced web content. The narrative around the name will also be woven into agriculture storytelling planned for 2021.

Enclosures

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| 1 | MPAF proposed site naming presentation |
| 2 | MPAF site air photo |