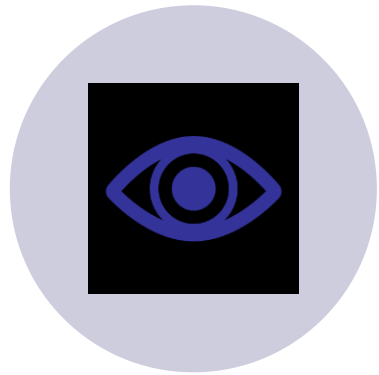


Multi-Purpose Agricultural Facility

Proposed Site Naming

January 19, 2021

Overview



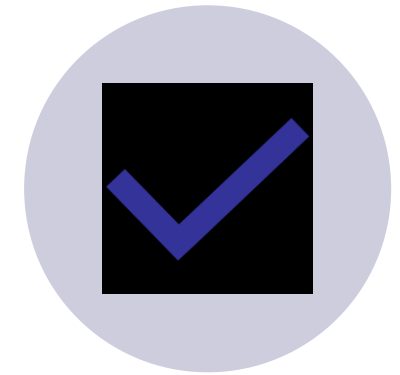
FACILITY VISION



GUIDING
PRINCIPLES



SITE NAME



NEXT STEPS

Facility vision

A destination where residents from across the County can enjoy agricultural, community and social events.



Inspire passion through participation



Enable residents to be more healthy, active, vibrant, and creative through participation in community events of all kinds

Help the County become a champion for advancing diverse agricultural business

Cultivate community through connection



Display our rich agricultural heritage

Create a heightened sense of community throughout the County

Strive to be a place for everyone



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

Introducing...

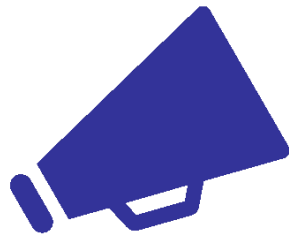


https://strathconaoffice365-my.sharepoint.com/:v:/g/personal/jenna_wignall_strathcona_ca/ETtCpf2hqKpGv2azroyd7VsBPD8nSx_VH_YI6X2RAhG-WA?e=dtGvGL

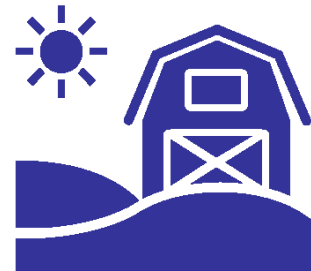
Pointe-aux-Pins Acres

- Pointe-aux-Pins Creek is a well-known creek on the Strathcona County landscape.
 - As a significant natural feature, the name will anchor 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.
- As residents may shorten the proposed name, the location will be referenced as *The Pointe* to establish a preferred short form.
- Once the proposed *Pointe-aux-Pins Acres* name has been established, and residents have a sense of connection, there is an opportunity to use the shortened form in future marketing campaigns.

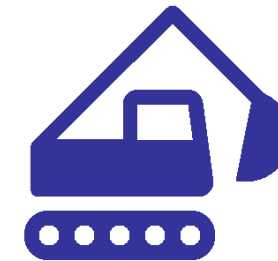
Next Steps



Announce name



2021 communication
will highlight different
aspects of Strathcona
County's agricultural
heritage and community



Groundbreaking media
opportunities – Spring
2021