

## **COMMITTEE OF THE WHOLE – JUNE 23, 2009**

### **VAUGHAN CORPORATE CENTRE NAMING CONTEST**

#### **Recommendation**

The Vaughan Corporate Centre Advisory Committee recommends:

1. That Council consider and provide direction on the following two names for the Vaughan Corporate Centre:
  - a) Vaughan Metropolitan Centre
  - b) Vaughan Metro Centre
2. That upon Council's approval on the matter, the preferred name be brought forward to the Official Plan Review Committee; and
3. That this report be received.

#### **Contribution to Sustainability**

Not Applicable

#### **Economic Impact**

At this time, there is no economic impact. However, the Vaughan Corporate Centre Advisory Committee will be coming forward in the future with Terms of Reference for the development of a marketing plan and branding for the Vaughan Corporate Centre, emerging from the new name.

#### **Communications Plan**

Not at this time.

#### **Purpose**

The purpose of this report is to present the Vaughan Corporate Centre Advisory Committee's recommendation regarding the preferred name for the Vaughan Corporate Centre and to seek input and discussion at Council.

#### **Background – Analysis and Options**

The Vaughan Corporate Centre has evolved from its original conception as a "Corporate or Business" downtown. Through the City's focused area study, the Vaughan Corporate Centre is now perceived to be a significant residential precinct with a mix of uses including retail, entertainment, office/commercial, open spaces and parkland. Given its changing character, it was felt that the Vaughan Corporate Centre should have a new name which reflects this vision.

At the December 16, 2008 meeting of the Vaughan Corporate Centre Advisory Committee, the Director of Corporate Communications distributed draft Terms of Reference and Communications Strategy for a "Downtown Vaughan" Naming Project. A project team was established with Councillor Racco as the Chair.

On February 25, 2009, the City of Vaughan publicly launched its Vaughan Corporate Centre Naming Contest at the Hilton Garden Inn / Toscana Banquet Centre, along with the unveiling of

two large subway banner signs on the north side of Regional Road 7, west of Millway Avenue. The duration of the contest was February 25 to April 30<sup>th</sup>, 2009. Contest rules and regulations have been attached, see Attachment 1.

In addition to website posting, the team undertook to have print media placements, and television coverage. Ads were placed in the weekly City Page on eight occasions. Whatever Magazine donated free ad space in one issue. And the Contest was pitched at various City events and open houses. Posters and ballot boxes were sent to Community Centres, libraries, Civic Centre and the JOC.

Entries were primarily submitted via the website and printed ballots. At contest closing, the City received 1,569 entries.

A subcommittee to review the submissions was formed and met on May 15<sup>th</sup>, 2009. The subcommittee included representation from Bentall Real Estate, SmartCentres, TACC Construction and was chaired by Councillor Racco. The subcommittee reviewed the entries on the following criteria:

1. Originality
2. Marketability
3. Suggestion of vision, inclusiveness, dynamicism, liveliness
4. Preference for names which suggest the evolution of a people place

Names to be avoided included those that reference particular individual or ethnic groups and those that were considered to be derogatory or negative.

Five names were selected from the 1,569 entries:

1. Vaughan Metro Centre
2. Vaughan Mosaic Centre
3. Vaughan Nexus (definition of nexus: a connection, bond, a connected group or network)
4. Vaughan Gateway
5. Central Vaughan

The five names selected above were deliberated by the Vaughan Corporate Centre Advisory Committee at its meeting on June 18, 2009. Members of the committee identified the name "Vaughan Metro Centre", as well as the name "Vaughan Metropolitan Centre" to be put forward to Council for consideration.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report is consistent with the priorities previously set by Council.

### **Regional Implications**

Once the selection of the name has been finalized and approved by Council, the City Clerk will be requested to send the new name to Regional Council.

### **Conclusions**

The City's Naming Contest was an exercise in engaging residents, businesses and the public in rethinking and renaming the downtown. It was an open and inclusive exercise which garnered good participation.

As per the rules of the Contest, the City was expected to select a winning name in May/June 2009. Due to an overwhelming response and timing for the Vaughan Corporate Centre meeting

schedule, it is anticipated that the winner announcement will occur in early Fall. The City has issued and posted a news release on the change of timing.

**Attachments**

1. Name the City Centre Contest Rules and Regulations

**Report prepared by:**

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Michael DeAngelis, City Manager

Respectfully submitted,

Councillor Sandra Yeung Racco,  
Chair, Vaughan Corporate Centre Advisory Committee

## ATTACHMENT 1

### Name the City Centre Contest Rules & Regulations

#### Selection Criteria

1. The winning name will be chosen based on how well it reflects the characteristics of the city centre vision (see below) for Vaughan.
2. The characteristics of the city centre vision are: a vibrant, diverse, economically strong and healthy environment. It will be a place that preserves and enhances green space and natural heritage features. It will celebrate Vaughan's community values and quality of life. It will be mixed-use: commercial, residential, recreational, etc.
3. Please take the time to review the material on this website and its links. It has been developed to help you generate quality entries.

#### How to Enter

4. Submissions can be made online at [www.vaughan.ca](http://www.vaughan.ca) and at city facilities (libraries and community centres). You may send your entry via email to the mailbox on the website; fax them to 905-832-8143 or by mail to Corporate Communications at 2141 Major Mackenzie Drive, Vaughan, ON, L6A 1T1.
5. Students may enter the contest. Parental/guardian signature/approval is required for students under 18 years. **Please initial the entry if you are a parent or guardian.**
6. Maximum of three submissions per entrant.
7. We encourage collaborations. In households or at work during the lunch hour, engage your family or colleagues and send us your best.
8. Competition starts February 25. Deadline for submissions is April 30, 2009.

#### Judging of Submissions

9. The City Centre Competition Project Team of City staff members will narrow the list of finalists. This shortlist will then be presented in May to the Vaughan City Centre Advisory Committee. They will select a final shortlist of three and Council will determine the winning entry, following circulation of the submissions to Council in late May.

10. The winning entry will be announced by Council at its June 2009 meeting. The winner will be notified by telephone in advance and will receive their award at the Council meeting.
11. Submissions must not infringe copyright. Please conduct a search online to verify your submission is original. All submissions of finalists will be verified.
12. Note: the City reserves the right to determine whether there is a winner or not. Quality of submissions is the key determinant.

### **Rules**

13. All submissions become the property of the City of Vaughan.
14. Prizes must be taken as stated and cannot be deferred. There will be no cash alternatives.
15. We do not accept any responsibility for late or lost entries. Proof of sending is not proof of receipt.
16. Entrants must comply with all rules to be eligible for the prize. Ineligible entries or entries made fraudulently will be automatically disqualified.
17. This competition is not open to employees or contractors of the City or any person directly or indirectly involved in the organization or running of the competition, or their direct family members.
18. The judges' decision is final and no correspondence will be entered into.
19. The Corporation reserves the right to cancel the competition at any stage, if deemed necessary in its opinion, and if circumstances arise outside of its control.
20. Entrants will be deemed to have accepted these rules and to agree to be bound by them when entering this competition. Entrants may be asked to take part in post competition publicity.
21. This competition is administered by the City of Vaughan.

**Prize**

Experience the future City Centre area. Enjoy a weekend for two with all expenses paid at the Hilton Garden Inn, including shopping, dining and entertainment (prize value \$1,000). It will be a weekend to remember.

**Privacy**

Personal information contained on this form is collected pursuant to Section 28 of the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of administering the Name the Centre Competition. Questions about this collection should be directed to Ray Barber, Records Management Supervisor, by phone at (905) 832-2281 x6142 or by email at [ray.barber@vaughan.ca](mailto:ray.barber@vaughan.ca).