



12 July 2012

City Council Committee Report

To: Mayor and Council

Fr: Joanne L. McMillin, City Clerk

Re: Naming of Whitecap Pavilion

Recommendation:

That as recommended by the Kenora Brand Leadership Team (BLT) and subsequently announced on June 28, 2012, the Council of the City of Kenora hereby accepts and officially names the permanent Harbourfront tent structure as "Whitecap Pavilion" which will continue to enhance working towards putting Kenora on the map as North America's premiere boating destination; and further

That the City looks forward to a grand opening celebration being organized by the BLT for this purpose.

Background:

The Kenora Brand Leadership Team (BLT) announced the new name for the harbourfront tent at the end of June this year, noting that "whitecap" has a two fold meaning which relates directly with the brand as the premier boating destination of North America as all boaters can respond to whitecaps and waves.

Randy Nickle of the BLT indicated the Team will be looking to have a grand opening celebration at the Pavilion at some point and will be continuing to work on presentations regarding the branding vision, beautification and improvements to the boating infrastructure.

In the meantime, it is recommended that for insurance and other purposes, the 'tent' be officially named for the public record by City Council.

Budget:

N/A

Communication Plan/Notice By-law Requirements:

Not required under Notice By-law – notification only to Municipal Departments.