



AGENDA SUMMARY PAGE

CITY COUNCIL MEETING OF: MAY 20, 2009

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. REESE

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE

Discussion and possible action regarding a name change for the 61 acres mixed-use development project, currently known as Union Park, to Symphony Park located at 100 South Grand Central Parkway (APNs 109-34-110-006, 005 and 007) - Ward 5 (Barlow)

Fiscal Impact

☐

No Impact

☐ Augmentation Required

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Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

On October 14, 2008, City of Las Vegas officials, along with the Union Park development partners, received a presentation from Newland Communities' marketing consultant Cecilian Worldwide to address the Union Park brand. Cecilian Worldwide conducted a number of market studies, which included key stakeholder interviews, as well as surveys with target audience representatives. The market study concluded that the Union Park name and brand did not fully embody the unique, special and exceptional image that the project symbolizes. Cecilian Worldwide recommends changing the current project name from Union Park to Symphony Park.

RECOMMENDATION:

Approval and acceptance of the name change.

BACKUP DOCUMENTATION:

Submitted after Meeting PowerPoint Presentation by Staff

Motion made by RICKI Y. BARLOW to Approve

Passed For: 4; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

RICKI Y. BARLOW, STEVE WOLFSON, OSCAR B. GOODMAN, GARY REESE; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-LOIS TARKANIAN, STEVEN D. ROSS, DAVID W. STEINMAN)

Minutes:

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BILL ARENT, Acting Director of the Office of Business Development, explained this item proposed changing the name of Union Park to Symphony Park. He noted that representatives from the Smith Center for the Performing Arts were present in the audience.

Using a PowerPoint Presentation which was submitted for the record, RITA BRANDIN, Newland Communities, gave a brief history of this item. The name and trademark of Union Park was approved by the City Council in 2004 and the master plan was approved in 2006. A brand review was conducted by Cecilian Worldwide to determine if the name Union Park accurately reflected the City's vision of the development.

Cecilian Worldwide's approach to the brand review included workshops with key stakeholders and interviews with almost 100 people from the community. The results from the study revealed that the name and brand of Union Park did not reflect the exceptional nature of the project and the proposed name of Symphony Park is supported by key stakeholders. MS. BRANDIN recommended changing the project's name from Union Park to Symphony Park.

COUNCILMAN BARLOW recognized the hard work of the parties involved in this process and requested that the historic nature of the site be included. MS. BRANDIN stated that ongoing community activities and design elements could be included to acknowledge the historical context of the site. MAYOR GOODMAN noted the existing railroad tracks would serve as a reminder of the significance of the area and would serve as the City's waterfront.

MR. ARENT stated that the study and business change were funded through the marketing budget for this project and funding augmentation would not be needed. MS. BRANDIN noted that the marketing budget was being managed very diligently since it was quite constrained compared to the marketing budget for a similar project in the private sector.

