

ROTARY PERFORMING ARTS CENTRE RENAMING

Issue

The Governance and Priorities Committee (GPC) approved a name change to the Rotary Performing Arts Centre and Council is required to choose the new name.

Motion Proposed by Administration

That the Rotary Performing Arts Centre be renamed the Old Church Theatre.

Report, Analysis and Financial Implications

At the April 15, 2024 GPC meeting, it was recommended that the Rotary Performing Arts Centre be renamed as either the Old Church Theatre or Theatre 1906.

Administration recommends the name Old Church Theatre primarily from wayfinding, place making, and historic perspectives. Below are pros and cons for both options.

Option 1 - Old Church Theatre

Pros

- The theatre is housed in a repurposed church and the building is architecturally identifiable as a historic church.
- The United Church building was the first property designated under the Town's Municipal Heritage Designation Program, which is [recognized provincially](#), and the name Old Church Theatre aligns with the designation.
- The building is commonly called the old church - it is how people immediately identify the building.
- Okotoks prides itself on having "small town charm," and this quaint name aligns with this notion of historic charm and place making.

Cons

- The name does not represent contemporary aspirations of a growing community.
- This name could be considered outdated, bland, or old fashioned.

Option 2 - Theatre 1906

Pros

- The building was built in 1906 and is a theatre, so the name matches history to purpose.
- This name is more contemporary and suggests bold experimentation that may fit with future aspirations of the community.

Cons

- The name does not support wayfinding. As example, if someone asked a staff member at the Visitor Information Centre where Theatre 1906 is, the response would be that it is the old church on the corner of Elma Street and Veterans Way, which Administration reports is what currently happens with RPAC.

- The name suggests a contemporary theatrical space. Although well equipped, the space is a clearly a theatrically converted old church.
- The programming is not contemporary or avant-garde; it is most commonly folk music concerts and community theatre plays.
- There is a new theatre in Calgary called [Theatre 1308](#) and because of the similarity, the name could seem derivative.

Changing the name of the building would require a new brand in alignment with Town of Okotoks brand standards. It would also involve replacing the current Exterior Sign in a similar style; or if desired, a new style of sign at a higher cost. Thirteen Wayfinding signs would require updating to reflect the new name. Estimated costs are below:

- Brand Design: \$500
- Exterior Sign (Same style as current): \$4,000
 - Exterior Sign (New): \$20,000
- Wayfinding Signs Updating: \$5,000
- Miscellaneous (gobos, interior labels, etc.): \$500

Should a naming rights sponsor come forward in the future, the costs for renaming are at the expense of the sponsor.

Strategic Plan Goals

<input type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input checked="" type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input type="checkbox"/>	Organizational Excellence		

Equity/Diversity/Inclusivity Impacts and Strategy

n/a

Environmental Impacts

n/a

Governing Policies/Bylaws/Legislation or Agreements

Sponsorship Policy CMD-F-2.7

Naming of Roadways, Parks, Neighbourhoods, and Facilities Policy GP-B-2.4

Public Participation Strategy

n/a

Alternatives for Consideration

That the Rotary Performing Arts Centre be renamed Theatre 1906.

CAO Comments

Council direction is requested on the renaming of the Rotary Performing Arts Centre.

Attachment(s)

n/a

Prepared by:
Allan Boss
Culture & Heritage Team Leader
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