



City of Broken Arrow

Request for Action

File #: 19-1291, **Version:** 1

Broken Arrow City Council
Meeting of: 11/05/2019

Title:

Consideration, discussion, and possible approval of changing the name of Chisholm Trail South Park (Events Park)

Background:

The Festival Events Park Enhanced Master Plan was presented to City Council in September 2013. At that time, plans for the park included the completion of the original 86 acres for festivals and events, and the master planning of an adjoining 122 acres located to the north and northeast of the original 86 acres. As part of the finalization of the Enhanced Master Plan it was recommended that the park be named Chisholm Trail South Park, and the City Council approved this name on November 19, 2013.

In the past year, there has been discussion among community leaders that the existing park name is not used by the public and that it should be changed to more aptly describe the purpose and function of the park.

At the May 15, 2018 City Council meeting, the City Manager lead a discussion on a possible name change for the park. During his presentation, the City Manager reported that there had been complaints and concerns regarding the name of Chisholm Trail South Park. He requested authorization to research and identify a name more relevant the Broken Arrow community. The Council approved staff taking appropriate action to determine the best name for the park.

After discussion with staff and administration, the City Manager recommends that the Chisholm Trail South Park be renamed to Broken Arrow Events Park. Once the Council approves a new name, City staff will begin efforts to develop a marketing strategy and begin promotion to the community.

Cost: \$0

Funding Source: None

Requested By: Michael Spurgeon, City Manager

Approved By: City Manager's Office

Attachments: None

Recommendation:
As Council directs.