



West Grey Durham Lions Club

Genevieve Scharback
Clerk, Municipality of West Gray
Via email

December 8, 2021

RE: Application for Naming of A Corporate Asset on Behalf of the West Grey Durham Lions Club – Lions Heritage Park

Dear Clerk Scharback

The West Grey Durham Lions Club is making this application to have the Park at the Durham Trestle Bridge named the Lions Heritage Park under the new policy of West Grey. In the last four years of working together with the Municipality to develop and pay for this wonderful addition to downtown Durham, the Lions Club has kept Council apprised of our plans and progress through presentations to council and the collaborative meetings of the joint working group. Our relationship was further formalized through the development of a Memorandum of Understanding passed by Council in 2021. During all our conversations it has been understood that this Park would be named the Lions Heritage Park. This name has been used on all our fundraising and funding grant applications.

Our naming request meets the Municipality Guidelines as stating in its Policy Corporate Asset Naming Policy Schedule A to Bylaw 69-2019 in the following ways:

1. Alignment with naming types of naming situations this policy intends to address:

The Lions Heritage Park project has been a joint venture of the Municipality and the West Grey Durham Lions since 2018 when the Club determined that they would like to do

something significant for the town of Durham to honour the 100 year Legacy of Lionism in Canada, and our Club's over ten year history of donating thousands of dollars and volunteer hours to our area.

The project chosen was to refurbish the park at the west end of the newly restored railway trestle bridge in the heart of downtown Durham. This property is owned by the Municipality. The Lions then approached council and as a result a joint working group was formed, and we began to develop our collaborative planning process. At this time, a motion at Council confirmed the permission given to the Lions Club to develop the park and confirmation that the continuing care of the park upon completion would be assumed by the Municipality. The Lions Club engaged a world class landscape architect using funds donated by a community member. Then with full involvement of the Municipality we invited organizations, groups and individuals in our community to provide input by reviewing and suggesting revisions to the plan. The Chamber developed ARTS FEST and all proceeds were donated to the Park Fund. This event, paused during COVID demonstrated the enthusiasm of the community for this project. During the COVID years the Lions Club continued to fundraise through its Catch the ACE draws and an active fundraising campaign that encouraged local individuals and business to support the Park. In addition the donation naming opportunities have allowed individual contributions to the history and success of Durham to be recognized

We believe that this project meets all four naming situations

1. **Opening of a new corporate asset or reopening of a corporate asset following refurbishment...** represented by the Lions Club development of the Park Space, a \$200,000 dollar plus project. Monies raised and work to move the Park refurbishment forward, project management and fundraising were all assumed by the Lions Club.
1. **Honouring individuals or groups.** The Park is being used by the community through the recognition program to honour the contributions of individuals, families and businesses, to Durham and West Grey.
2. **Recognizing international, national or provincial events/competitions.** This is the Lions Legacy project in honour of 100 Years of Lionism in Canada.
3. **Providing recognition of gifts, sponsorships and joint ventures.** Naming the Park the Lions Heritage Park would recognize the considerable impact of the West Grey Durham Lions Club on the quality of life in West Grey and the considerable work and financial contribution to this Park Project.

2.Names of persons, organizations, corporations, foundations or their families will be considered when they have made a significant contribution to the Municipality:

- a **Enhancing the quality of life and well-being of the Municipality.** Through the thousands of hours of volunteerism, the organization and financial support of the annual Easter Egg Hunts, Canada Day Celebrations, Roadside Clean Ups and volunteering at the Fall Fair, Santa Clause Parade and Fair Parade and Family Day activities for families, along with significant financial donations to local sports teams and schools the Lions Club is well recognized for its contribution to the Quality of Life of Durham.
- b **Contributing to the historical or cultural preservation of the Municipality.** The Park itself will contain historical plaques which tell the story of Durham and also showcase the importance of the railroad to this area. The Park will provide a welcoming showcase for the beautiful trestle bridge which holds a pivotal place in the history of Durham.
- c **Contributing toward the acquisition, development or conveyance of land or building.** The development of the park speaks to this criteria. This project to enhance a municipal asset is being completed with an over \$200,000 dollar contribution by the Lions Club in addition to the 100s of hours in planning, project management and negotiations of work and materials in kind.
- d **Achieving excellence in their endeavours and representing the Municipality in a meritorious manner.** We believe that our work in all we do for the community highlights the strengths and beauty of West Grey. Projects like the renovation of the Kitchens at the Community Centre, the Warming Room at the Arena and the Lions Den at the Library (including being the volunteers who donated the vehicles and people who did the work to move the books) demonstrate our commitment to the betterment of this community.
- e **Where there is a direct relationship or association that exists between former place of residence of the person or group and the asset to be named.** N/A

3.Preference will be given to names that:

- f . Give a sense of place, continuity and belonging reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
- g Recognize the historical significance of the area and/or;
- h Reflect unique characteristics of the site and/or;
- i Reflect the type of service offered and/or;
- j Are in keeping with a selected theme and/or;
- k Honour individuals, living or deceased, who have made a significant contribution to the community

Naming this park the Lions Heritage Park speaks to the historical nature of this park, and the plaques in the park will support this. It creates a spectacular invitation to people to stop in Durham, to enjoy our natural setting, to explore the conservation area, Art Gallery and downtown shops. The Parks arbour is a replica of the original Durham Train Station, honouring the original purpose of this land and its relevance to the growth of the town and Municipality. The donor recognition program will allow businesses and individuals who have helped to advance the success of Durham to be honoured.

4. Where the naming opportunity is as a result of a sponsorship or gift the following factors must be considered:

- a. The significance of the contribution made relative to the construction and operating costs of the item being named
- b. The cost of establishing the naming option (e.g. cost of the signage to be paid by the applicant unless the Municipality has made the request for the name change)
- c. Sunset clause associated with the length of time that the name will be used. Naming agreements may be renewed if the appropriate gift or sponsorship is received.

The Lions Club has in good faith paid for the restoration of this important West Grey Asset in addition to all the other consistent reliable volunteer support we have and will continue to provide to the community. We would suggest that this project fulfills the obligation to make a significant contribution to the construction of the asset and that decisions on the maintenance that was always done by the Municipality has been made

in consultation with Municipal staff to make choices that are less onerous on the maintenance team and less costly over time.

We as the West Grey Durham Lions Club are requesting that the West Grey Council support through a motion the naming of this park, now and into the future as the Lions Heritage Park.

Sincerely

On behalf of the members of the West Grey Durham Lions Club

Lion Jim Aiken

President, West Grey Durham Lions Club

Original signature delivered in hard copy