

South Edmonton Multicultural Centre Name Addition

Recommendation:

That Community Services Committee recommend to City Council:

That Administration formally communicate in writing to the Edmonton Korean Community Centre Foundation the City's agreement with the proposed name change to "South Edmonton Sejong Multicultural Centre".

Report Summary

This report provides a recommendation of a proposed name addition to the South Edmonton Multicultural Centre partnership project.

Previous Council/Committee Action

At the May 3, 2010 Community Services Committee meeting, report 2010CSS012, Partnership Proposal for South Edmonton Multicultural Centre, was received for information.

Report

The Edmonton Korean Community Centre Foundation has taken a leadership role in the design and construction of the South Edmonton Multicultural Centre located at 2503 Ellwood Drive SW, adjacent to the neighborhoods of Summerside and Ellerslie.

Final construction of the building was completed in the spring of 2013, and

the summer period has been spent finalizing the fixtures and furnishings.

Policies and procedures are being developed for the various spaces within the facility as the group transitions into the operations phase. Administration is participating on an Operations Committee as the facility begins its first year of operations.

As per the partnership proposal and agreement, tenants and programs are being identified and are beginning to animate the space within the facility.

For example, a partnership between the Edmonton Korean Community Centre Foundation has been established with the YMCA of Edmonton to operate a licensed childcare facility, which is already near full capacity. Another partnership has been formed with a local community Tae Kwon Do Martial Arts Master to offer out-of-school time instruction.

Plans are underway for the development of a Korean heritage language program and other recreational and wellness related offerings in the fall.

Outreach to other groups, such as other community based multicultural organizations, and adjacent community leagues is beginning. The Chilean Community has confirmed interest in one of the five office spaces being made available to community organizations, and they have plans to utilize some of the classrooms and multipurpose hall.

Further engagement with the surrounding community leagues and other groups will occur this fall, as the awareness of the facility grows and demand for space increase.

The Edmonton Korean Community Centre Foundation, as per the proposed funding model agreement, is financially responsible for the ongoing yearly operational costs of the facility, and a Community Capital Fundraising Campaign.

The capital fundraising target was identified in the report 2010CSS012, Partnership Proposal for South Edmonton Multicultural Centre, as over \$1.12 million, and ongoing efforts continue to raise these funds. To date the Korean Community has over 500 donors/sponsors, a culmination of support from over 10 years of efforts.

A request by the Edmonton Korean Community Centre Foundation was put forward to Administration requesting an addition to the name of the facility that would be twofold in purpose;

- a) One to recognize the leadership efforts of the Korean Community and their contributions in the creation of a community asset for south Edmonton.
- b) Secondly, branding the additional name to the facility will positively contribute towards the fund development strategy and ongoing capital campaign.

The name addition supported by Administration is "Sejong", which is the name of a historic Korean monarch who ruled in the 15th Century. He is credited

with the creation of the Korean phonetic alphabet system as well as many other achievements during his reign.

The language of the funding agreement allows for "...another name as the City and the Foundation shall mutually agree upon." Administration began a dialogue with the group and agreed that a name addition would be in the mutual best interests of both parties.

The additional name of "Sejong" would be integrated into the existing name of "South Edmonton Multicultural Centre" which will be included on exterior signage, all publicity and promotion, and any other related materials.

Corporate Outcomes

Improve Edmonton's Livability

Justification of Recommendation

The proposed name change provides appropriate recognition for the major donors while acknowledging the multicultural focus of the centre.

Others Reviewing this Report

- D. H. Edey, General Manager
Corporate Services