



343
City of Las Cruces[®]
 PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 14 Ordinance/Resolution# 09-305 Council District: All City

For Meeting of June 15, 2009

(Adoption Date)

TITLE: A RESOLUTION DESIGNATING THE PROJECT KNOWN AS THE LAS CRUCES CENTER, AS THE LAS CRUCES CONVENTION CENTER.

PURPOSE(S) OF ACTION: This Resolution will change the name of the Las Cruces Center Project to the "Las Cruces Convention Center", and thereby facilitate marketing and pre-opening sales of the facility and its services.

Name of Drafter: Ken Mompellier/Lori Grumet		Department: Public Services/CVB		Phone: 541-2166	
Department	Signature	Phone	Department	Signature	Phone
Originating Department		528-3477	Budget		2300
			Assistant City Manager		2271
Legal		2121	City Manager		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

In 2005, with the direction by City Council to move forward with the Convention Center Project, a compromise of many names was decided upon for a working title of the Las Cruces Center. As the project moves closer to completion, it is necessary to select a name that will allow for the opportunity to market the facility to a broad based audience ranging from local groups to international meetings. Staff and our professional management company, Global Spectrum, Inc., recommend the project be officially designated.

The new name will facilitate the pre-opening sales efforts, development of marketing brochures, etc., and provides a clear image of the scope and purposes of the facility. The contract with Global Spectrum authorizes the pursuit of a "Branding" sponsor for the facility. If and when such a sponsor is obtained, staff will request a revision to the facility name.

(Continue on additional sheets as required)

SUPPORT INFORMATION:

Fund Name / Account Number	Amount of Expenditure	Budget Amount
No Financial Impact	No Financial Impact	No Financial Impact

1. Resolution.

OPTIONS / ALTERNATIVES:

1. A "Yes" Vote will change the name of the Las Cruces Center Project to the Las Cruces Convention Center and facilitate marketing – pre-opening sales of the facility and its services.
2. A "No" Vote would continue the designation of the Las Cruces Center and not clearly label the facility on web sites, management brochures, etc., which may limit the opportunities to book convention business into the facility.
3. Council may modify the Resolution and provide staff with alternate direction.

RESOLUTION NO. 09-305

A RESOLUTION DESIGNATING THE PROJECT KNOWN AS THE LAS CRUCES CENTER, AS THE LAS CRUCES CONVENTION CENTER.

The City Council of the City of Las Cruces is informed that:

WHEREAS, the Las Cruces Convention & Visitors Bureau (CVB) will promote the future convention center to a local, regional, national and international audience for the purpose of meetings and events; and

WHEREAS, the name Las Cruces Convention Center is more clearly understood to the meetings industry and will allow a greater opportunity to book meetings and convention business; and

WHEREAS, the name change will not affect the use for local meetings and will allow for a smoother process to book national meetings as well as other events, conventions, and trade shows; and

WHEREAS, no budget impact to any City of Las Cruces department will be affected through this Resolution.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the City of Las Cruces endorses and supports the designation of the "Las Cruces Convention Center" for the project previously known as the "Las Cruces Center".

Resolution No. 09-305, cont.
Page 2

(II)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____, 2009.

(SEAL)

APPROVED:

Mayor

ATTEST:

City Clerk

Moved by: _____

Seconded by: _____

VOTE:

Mayor Miyagishima: _____

Councillor Silva: _____

Councillor Connor: _____

Councillor Archuleta: _____

Councillor Small: _____

Councillor Jones: _____

Councillor Thomas: _____

APPROVED AS TO FORM:

City Attorney