



Naming Survey Results

City Council Workshop
December 6th, 2018



What's Happening Inside

Located at the corner of Montgomery and Oglethorpe Streets, the new Cultural Arts Center will be an attraction where locals and visitors alike can not only see art, hear music and enjoy performances, but also participate in creating art.

Anticipated activities & programs

- Creative camps for youth
- Visual & performing arts classes & workshops (jewelry, drawing, clay, photography, dance etc.)
- Creative community meeting spaces
- Free family days
- Teacher training
- Exhibitions with related skill development and entrepreneurial programs
- Technical assistance for arts & cultural organizations



Welcome to... *You tell us?*



Online Survey

- 163 responses
- October 23rd - November 18th
- 4 multiple choice options
- 1 open-ended option

Outreach

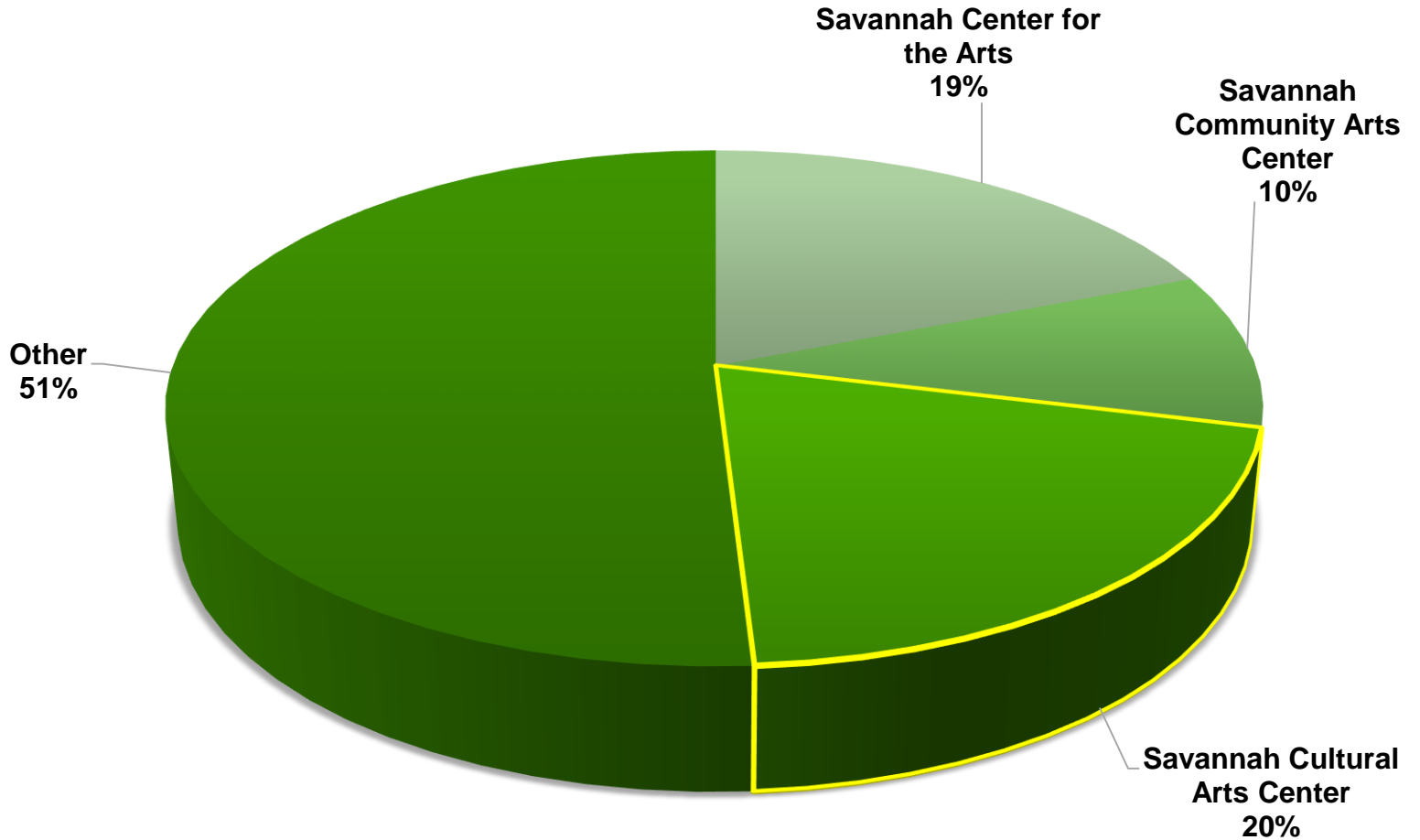
- Announcements on all City social media platforms
- Banner headline ad on City website
- City news announcement blast

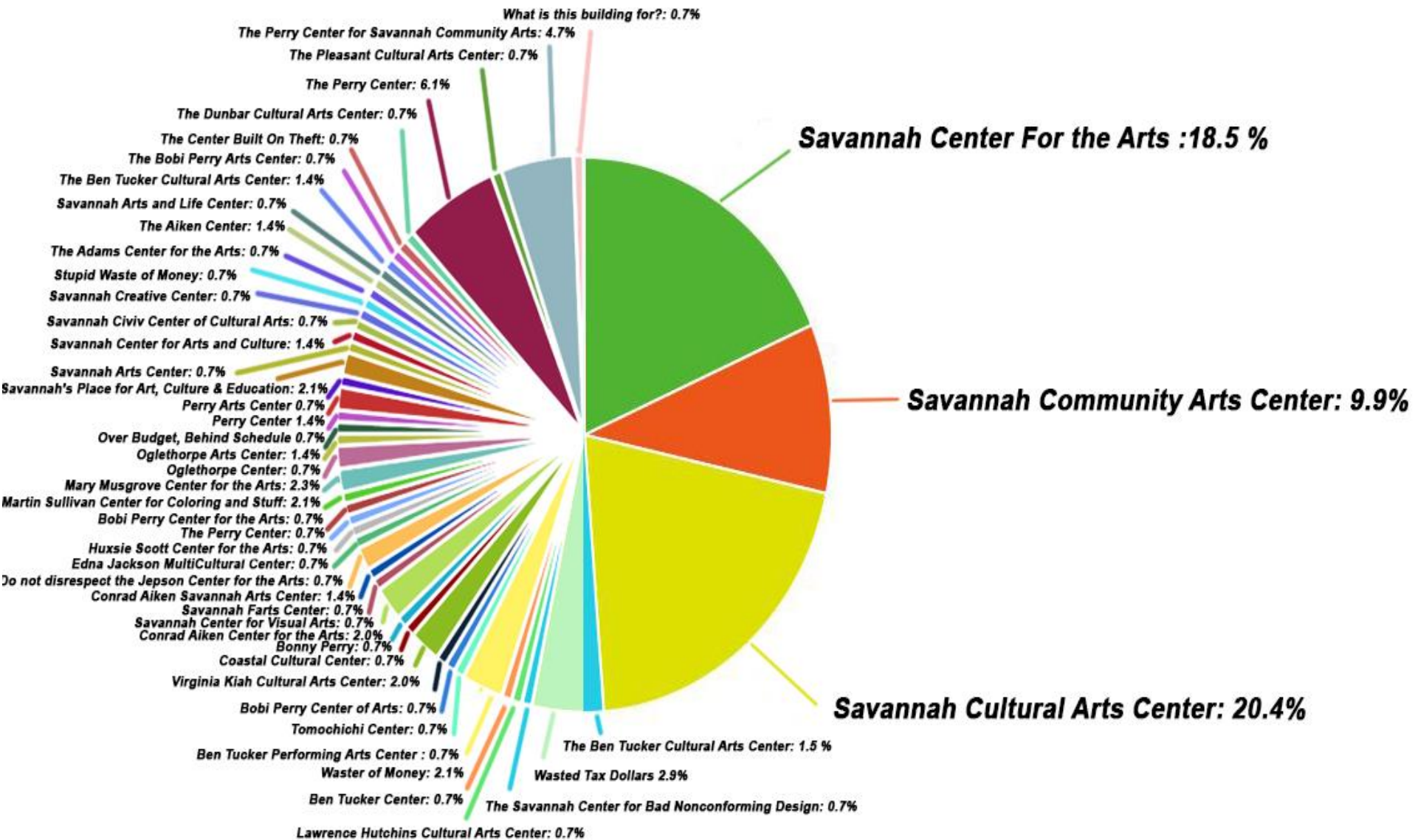
Purpose

- Gain public feedback on potential naming opportunities



Naming Survey Results





Googly Eyed Center for the Arts



SURVEY SUMMARY

1. Savannah Cultural Arts Center

20.2%

2. Savannah Center for the Arts

19%

3. Savannah Community Arts Center

9.8%

OTHER NOTABLES

- 26 Natural person names
- 19 Variations of structure names

Bobi Perry

Virginia Kiah

Dunbar Cultural Arts Center

Conrad Aiken



Important Takeaways

- **Top Two Names Suggestions**

1. Savannah Cultural Arts Center
2. Savannah Center for the Arts

- **Natural person naming suggestions**

- Requires additional review and public comment
- All would be administered through the naming process within Article E. Section 1100-1108.

- **Survey's goal**

- Provide potential naming ideas



Next Steps

- Discuss current recommendation of ‘Savannah Cultural Arts Center’.
- Determine City Council’s position on other potential naming opportunities.

