



## GEORGINA

### For Immediate Release

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### Billboard Marks MURC's Future Site

**Georgina, ON** – A new billboard officially marks the future home of Georgina's Multi-Use Recreation Complex (MURC). Today, along Woodbine Avenue, south of Glenwood's Avenue in Keswick, members of Town Council and staff made the 'big reveal' which showcases images of potential amenities that are being considered for the future facility.

"We are slowly moving this yardstick forward. Now, to see a physical sign at the location of where this new facility will be, is very exciting for Council," said Mayor Margaret Quirk. "We are also very excited about staff's preliminary discussions with the YMCA about a potential partnership for the facility. There is still much work to be done, including ongoing feedback from the community on a facility that will be built to serve them."

The site of the future recreation facility is 7 hectares of parkland dedication from development approvals. This year, work will continue on the concept plan of what exactly the facility will contain. Potential amenities being considered include: a full gymnasium, lap & leisure pool, seniors space, youth space, park playfields and a library branch. Once the concept plan is approved by Council, it will then move to a detailed design stage or the 'blueprint stage.' The Town will also need to consider the development schedule of the sub-division phases around the MURC lands. Specifically, the MURC will require water and sewer servicing which will be subject to the overall block development plan. Town Council will then decide specifically when they deem it necessary to construct. Public and stakeholder engagement will be integrated throughout the process.

Today's event follows a series of steps that have occurred as part of the initial planning phase. In 2014, the Town undertook a Recreation Facility Needs Study which incorporated extensive public feedback and research which looked at the Town's socio-demographic profile, trends, best practices and future growth. Growth projections for the Town indicate the population will grow to 70 thousand residents by 2031, with much of that growth occurring in Keswick.

At the time of the 2014 Study, the MURC was estimated to be \$31M, however it is recognized that the price will rise due to inflationary and market factors and will be updated once the exact timing of the project is determined. The Capital Cost of building the MURC will see 90% of the funding being supported by Development Charges with the remaining 10% of the funding already being set aside in the Town's Corporate Capital/New Infrastructure Reserve.

For additional background on the Multi-Use Recreation Complex including Questions & answers, please [visit georgina.ca](http://visit.georgina.ca).

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**Attachment:** Georgina Council Members Unveil MURC Billboard

Attachment

