



NEWS RELEASE

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GRAND JUNCTION PARKS AND RECREATION INVITES COMMUNITY INPUT ON THE COMMUNITY RECREATION CENTER BRANDING

GRAND JUNCTION, Colo. March 3, 2025 – The City of Grand Junction Parks and Recreation invites community members to help shape the identity of the Community Recreation Center through an online survey and interactive community meeting.

Starting today, residents are encouraged to share their preferences on naming and visual style direction through an [online survey](#). The survey will be open today through April 6, 2025. This initial feedback will help guide the facilities brand development.

In addition to the online survey, residents can attend an interactive community meeting on April 1, 2025, at 5:30 p.m. at the Lincoln Park Barn, 910 N. 12th St., next to the Lincoln Park Stadium. Staff will provide project updates, gather feedback from residents on brand elements and highlight opportunities to engage in the branding process. Attendees will be able to participate in hands-on activities and sign up for upcoming construction tours of the new Community Recreation Center.

"The vision for the Community Recreation Center is to create a community hub that promotes an active and healthy lifestyle for all generations," said Parks and Recreation Director, Ken Sherbenou. "We're excited to continue engaging with community members as community input has led this process all along. The same will be true for this branding process to build a place that celebrates our region's diverse people, ideas, and natural environment. The Community Recreation Center is a welcoming place that will tremendously improve the quality of life" continued Sherbenou.

City Council adopted the final plan for the Community Recreation Center in November of 2022. This became the basis for an April 2023 ballot initiative approved by voters that included a 0.14% sales tax increase and the debt necessary to build the facility. The facility has been expanded beyond the initial plan with awarded grants and partnerships. Community engagement over the course of several decades has included numerous meetings, presentations, focus groups, and online opportunities for input that resulted in the final design of the new Community Recreation Center. The branding process is the next step to ensure the facility reflects and celebrates the Grand Junction community.

More information about the Community Recreation Center is available on the City website, gjcity.org, and online EngageGJ.org.

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