



Redeveloped Beecher Terrace Site Naming Contest Rules and Procedures

- Eligible submissions should come from residents of West Louisville living in the 40203, 40210, 40211, and 40212 zip codes.
- The contest is open only to individuals. The contest is not open to companies, educational institutions, organizations, etc., or to groups associated with such institutions.
- Submissions can be made online, through mail, or through ballot boxes throughout West Louisville (libraries, Neighborhood Place, other institutional partners). All submissions become the intellectual property of Louisville Metro Housing Authority (LMHA) and McCormack Baron Salazar (MBS). Phone and text options will also be available.
- LMHA will review all submissions and reserves the right to disqualify submissions. Names should also be screened for availability.
- Submissions should reflect the past, present, and/or future of Russell and its residents, and be accompanied by a short statement explaining why it is appropriate.
- A Naming Contest Committee will select three submissions for a public vote through an anonymous submitter process. The committee would be comprised of Russell residents and stakeholders, with representatives from LMHA, MBS, and Louisville Metro Government. In the event that the Naming Contest Committee is unable to reach consensus, three finalists will be chosen by a group comprised of representatives from LMHA, LMG, MBS, Beecher Terrace Resident Council, and the Russell Neighborhood Association.

- Judging Criteria:
 - 50%: Relevance: Is the Submission relevant to/descriptive of the past, present, and/or future of the Russell neighborhood?
 - 25%: Creativity: How creative is the Submission?
 - 25%: Memorable: Is this Submission something about which we can't stop thinking?

- The three submission finalists will be vetted through LMHA's legal team before being presented for a public vote. Voting will be online, and through ballot boxes placed throughout West Louisville. Voting will be open to West Louisville residents living in the 40203, 40210, 40211, and 40212 zip codes.

- Votes will be calculated to determine a first, second, and third place winner, who will receive the following prizes:
 - 1st Place - \$250 Visa Gift Card
 - 2nd Place - \$100 Visa Gift Card
 - 3rd Place - \$50 Visa Gift Card

- If more than one contestant submits a name chosen to advance to the final round, the prize will be split between multiple entrants.

- LMHA reserves the right to not select a winner if, in its sole discretion, no suitable entries are submitted.

- LMHA has the right, in its sole discretion, to maintain the integrity of the contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; excessive entries from the same computer or IP address; or the use of bots, macros, scripts, or other technical means for entering, and multiple paper ballots of questionable origin.

- Winners will be notified by phone and email, and will have five days to claim their prizes.