



LOUISVILLE PARKS AND RECREATION



Official Naming Contest Rules for Replacement Park at 13th St. and Muhammad Ali Blvd.

Naming Guidelines

- Potential names should meet one or more of the following criteria:
 - Neighborhood or geographical identification.
 - A natural or geological feature.
 - Historical or cultural significance.
 - A goal or vision for the future neighborhood.
 - A historical figure or individual who has made a significant civic contribution to the city through public service or civic engagement.
- Names that are similar to existing parks, properties or facilities will not be considered in order to avoid confusion.
- Submitters will be encouraged to include a brief statement explaining why they think their suggested name is appropriate for the park.

Naming Process (March 1 – April 30, 2023)

Note: timeline may be delayed depending on LMG's input and approval by Metro Council.

- Launch of Naming Contest at Design Unveiling (**March 1st, 2023**)
 - LMHA and LMG held a press conference on March 1st to present the vision for the replacement park to the public. During the event, the naming contest and details on how to submit suggested names for the park were announced and went live on the *Vision Russell* website.
- Submission Process (**through April 30th, 2023**)
 - Submissions can be made online via the *Vision Russell* website, or by calling/texting **502-653-9818**. Submitters will be encouraged to include a brief statement explaining why they think it is appropriate for the park. Eligible submissions should come from residents of West Louisville living in the 40203, 40210, 40211, and 40212, zip codes or current and former Beecher Terrace residents.
 - A submission portal will be available on the *Vision Russell* website until April 30th. Outreach informing the Russell neighborhood stakeholders and Russell/Beecher residents about the opportunity to submit a suggested name will be conducted at the launch of the contest, and weekly thereafter until the contest closes. Fliers will be available at the two on-site Beecher Terrace management offices and at other stakeholder locations within Russell.

- Selection Process
 - Suggestions will be reviewed by the Beecher Terrace Recreational Amenities Leadership Group together with Metro Parks and Louisville Metro Housing Authority staff to ensure they meet the above criteria.
 - The Beecher Terrace Recreational Amenities Leadership Group will then nominate their preferred entry.
 - The winning entry will be submitted for review to the Louisville Metro Director of Facilities Management, or their designee. If the Louisville Metro Director of Facilities Management, or designee, recommends approval of the proposed name, their recommendation will advance to the Louisville Metro Council for consideration and a committee meeting. A sponsoring Metro Council member will present the proposed name to the appropriate committee, and the Metro Council for approval. Final approval of the proposed name will require a majority vote by the Louisville Metro Council.
 - The individual submitting the approved winning name will receive a \$250 gift certificate, and recognition on the *Vision Russell* website, and the next issue of the *Vision Russell* newsletter and e-blast. If multiple people submit the selected name, a drawing will be conducted to determine the winner of the gift certificate.