

Date: January-April 2017

Activities: Naming contest for new and existing recreation centers

**Activity Facts:**

- Commerce City is asking the public to name the new recreation center to be completed in spring 2018, as well as rename the existing recreation center.
- The contest is designed to give residents the opportunity to choose the name of the recreation centers while unifying both centers and generating excitement for the grand opening.
- Commerce City has a facility naming policy and this process follows the parameters approved by city council.
  - Parks, Recreation & Golf facilities may be named for a **community or a geographical area**, a **location**, or in honor of any **individual** who has made a significant contribution to the field of parks, recreation & golf at either a local, state or national level or in recognition of a purpose or a cause.
    - It is the committee's preference that individuals nominated have made a significant contribution in Commerce City specifically
- Commerce City gathered input from the PRG Advisory Committee in October and November on facility naming outcomes and criteria:
  - Link names to Commerce City and what the city represents
  - Thematic: give centers a special and unique identity, reflect positive image, promote and unique and fun environment, appeals to a wide age range, market competitiveness
  - Other: animals/wildlife, flora/fauna/ prairie, historical event or site in the area
- The naming contest will run Jan. 1, 2017-April 2017, and residents can submit the name of their choice (within the parameters of the naming policy) at [www.c3gov.com/QCL](http://www.c3gov.com/QCL) or using paper forms at the recreation center.
- The Parks, Recreation & Golf Advisory Committee will review submitted ideas and submit a recommended name (or their top four-five choices) to City Council in May 2017 for approval.
- The committee will vet names with public at June and August neighborhood outreaches (if needed).
- Council will in turn adopt a resolution about the naming of the recreation centers no later than October 2017
- The winners of the contest will see their recreation center names unveiled during the dedication and win a free family recreation pass for the year.
- All ages may participate. Submissions must be original and not subject to copyright laws. If an organization submits the winning name as an organization rather than as an individual, the prize shall be donated to the Quality Community Foundation. City of Commerce City employees and their immediate family members may participate. City of Commerce City advisory committee members may participate, but shall not win a prize and additionally must abstain from voting if their submission is selected as one of the top choices.

**Likely Issues:**

- Public may not find out about contest in time to participate.
- A limited amount of people may participate, creating a limited number of choices.
- The submitted names may not be suitable or desirable.
- Too many submissions may occur, creating a longer voting process than expected.
- Physical submission boxes are needed for those who don't have internet access.
- Employee vs. public submits "winning" idea, resulting in community feeling left out.
- The Parks, Recreation & Golf Advisory Committee and City Council and City Staff may have differing opinions of which name should be selected.

**Messages:**

- Hello! My Name Is \_\_\_\_\_ ? Help name the recreation centers in Commerce City and win a FREE family membership!
- The city's newest 106,000-square-foot recreation center located near 112<sup>th</sup> Ave. and Potomac St., will open in Spring 2018 and includes an indoor pool gymnasium with walking/jogging track, weights/fitness area, dance/aerobics studio.
- In 2018, the city's existing recreation center is getting a facelift and will also get a new name.
- We need your help to name both of these facilities! Get your creativity flowing and submit your ideas today! Design a name around a theme, a geographical area, or in honor of an individual/organization.
- The contest runs from Jan. 1 to May 1 and you can submit the name of your choice (within the parameters of the naming policy (*linked*) online at [www.c3gov.com/QCL](http://www.c3gov.com/QCL) or in writing at the recreation center. Enter as many names as you like!
- The Parks, Recreation & Golf Advisory Committee will review submissions and recommend a name to City Council for approval.
- The winner will see their winning name unveiled during the dedication and win a free family membership for the year. Commerce City employees and immediate family members may participate.

**Tools and Tactics:**

- Link on website
- Website
- Calendar
- Social media
- Posters/fliers
- Connected articles
- Stakeholder emails
- Paper submittals
- Channel 8 slide

**Stakeholder Matrix:**

Stakeholder Group	Specific Stakeholder	Tools/Tactics	Timing	Staff Lead	Date Completed
All	Public	<ul style="list-style-type: none"> <li>• Connected articles</li> <li>• Website</li> <li>• Facebook/Twitter</li> <li>• CC web subscriber email</li> </ul>	<ul style="list-style-type: none"> <li>• Jan-April</li> <li>• January</li> <li>• January</li> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> <li>• Jeannie</li> <li>• Julia</li> <li>• Jeannie</li> </ul>	<ul style="list-style-type: none"> <li>• Dec. 21</li> <li>• Dec. 29</li> <li>• IP</li> <li>• Dec. 29</li> </ul>
	Boards & Commissions	<ul style="list-style-type: none"> <li>• Youth Commission</li> <li>• Cultural Council</li> <li>• QCF</li> </ul>	<ul style="list-style-type: none"> <li>• Fliers</li> <li>• Fliers</li> <li>• Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• Daniela</li> <li>• Daniela</li> <li>• Daniela</li> </ul>	<ul style="list-style-type: none"> <li>• Jan. 11</li> <li>• Jan. 11</li> <li>• Jan. 11</li> </ul>
	Residents	<ul style="list-style-type: none"> <li>• Email to HOAs for posting/distribution</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
	CC Recreation Center	<ul style="list-style-type: none"> <li>• Posters/Box for submissions</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• Dec. 30</li> </ul>
	Civic Center	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> <li>• Submission Box</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• Jan. 11</li> <li>• IP</li> </ul>
	Reunion Rec. Center	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>

	Buffalo Run Golf Course /Bison Grill	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> <li>• Submission box</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Paul</li> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• Jan. 11</li> <li>• TBD</li> </ul>
	Anythink Library	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Churches	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Non-profits Adelante Cultivando CCBPA CC Chamber	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> <li>• Daniela</li> <li>• Jodi</li> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• IP</li> <li>• IP</li> <li>• IP</li> <li>• IP</li> </ul>
Youth	Youth/Teen Newsletter	<ul style="list-style-type: none"> <li>• Article</li> </ul>	<ul style="list-style-type: none"> <li>• Feb-April issues</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• IP</li> </ul>
	Boys and Girls Club	<ul style="list-style-type: none"> <li>• Posters/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Daniela</li> </ul>	<ul style="list-style-type: none"> <li>• IP</li> </ul>
	Youth Advisory Committee	<ul style="list-style-type: none"> <li>• Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Lisa</li> </ul>	<ul style="list-style-type: none"> <li>• Jan. 11</li> </ul>
	Recreation center program participants (including swim & gymnastics teams)	<ul style="list-style-type: none"> <li>• Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi/Program managers</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
	Schools: Adams 14 and 27J (include Adelante Juntos); Community Leadership Academy; Landmark Academy at Reunion	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Fliers (include in the Friday folders)</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> <li>• February</li> </ul>	<ul style="list-style-type: none"> <li>• Jodi</li> <li>• Jodi</li> </ul>	<ul style="list-style-type: none"> <li>• IP</li> <li>• IP</li> </ul>
Seniors	Senior Center	<ul style="list-style-type: none"> <li>• Poster/Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Zach</li> </ul>	<ul style="list-style-type: none"> <li>• Jan 11</li> </ul>
	Conter Community Center	<ul style="list-style-type: none"> <li>• Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Zach</li> </ul>	<ul style="list-style-type: none"> <li>• Jan 11</li> </ul>
	Senior Advisory Committees	<ul style="list-style-type: none"> <li>• Fliers</li> </ul>	<ul style="list-style-type: none"> <li>• January</li> </ul>	<ul style="list-style-type: none"> <li>• Derrick</li> </ul>	<ul style="list-style-type: none"> <li>• Jan 11</li> </ul>