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Commerce City launches naming contest through April for its two recreation centers

Chosen winners will get free family membership for a year at the facility they name



Seth McConnell, YourHub

Students participate in a 20/20 Fitness Class at Commerce City Recreation Center in Commerce City, Colorado on January 25, 2017. Commerce City launched a naming contest among its residents for its new and old recreation centers, and the winner of the contest gets a free family membership to the new facility. The new rec center is currently under construction and is scheduled to open 2018.

By **MEGAN MITCHELL** | mmitchell@denverpost.com | The Denver Post
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Commerce City is asking the community to name its newest recreation center — slated to open in 2018 — and rename the existing, 30-year-old **Commerce City Recreation Center** to better reflect the people and neighborhoods that both facilities serve.

"They're both going to be Commerce City recreation centers, so we want to give them names that will unify them and not create division between the city's communities," said Jodi Hardee, spokeswoman for Commerce City Parks, Recreation & Golf. **"We're looking for something that's going to tie the recreation centers to Commerce City and what the city represents, and we're looking to the public for a special and unique identity for both."**

The winner (or two winners) of the contest will receive a year-long, family membership to the facility that they name. The Commerce City Recreation Center is in the south region of the city at 6060 Parkway Drive, and the new rec center is under construction near East 112th Avenue and Potomac Street.

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The city started taking name suggestions in January and will close the contest in April. As of last week, more than 150 entries have been submitted through the city's website or in person at Buffalo Run Golf Course or at the existing Commerce City Recreation Center.

"The contest is open to anyone, that includes employees and nonresidents," Hardee said. "We have a lot of nonresidents who are active in our community and our committees who might not live here. These recreation centers are for the entire community, and we want them to be involved in the naming process as much as possible."

If an organization wins the contest, the monetary value of the membership will be donated to the [Quality Community Foundation](#).

Members of the city's citizen-led Parks, Recreation & Golf Advisory Committee will sort through the entries at the end of April and select the four or five that best represent the city or the community.



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Drew Jeffrey swims laps in the pool at Commerce City Recreation Center in Commerce City on January 25, 2017.

From there, Hardee said the city will put a vote out to the community at outreach meetings over the summer, and then the names with the highest consensus will go before city council for an official resolution sometime this fall. The winners of the contest will see their recreation center names unveiled during a dedication ceremony thereafter.

"In May, we will gather up all of the names and as a group kind of weed through them and see if they meet our guidelines," said Justin Maillet, co-chair of the Parks, Recreation & Golf Advisory Committee.

"However, I still think people who have lived in the city all their lives will just keep calling it the Commerce City rec center regardless of what we change the name to."

Maillet said the committee devised the guidelines for name submissions to reflect a community, a geographical area, a location, a part of the city's history or a name in honor of individual who has made a contribution to the field of parks and recreation or golf for Commerce City.

"We don't want to just call these the north and south rec centers," he said. "We want names that really stand out in the community and in the metro region as well."

Preliminary designs for the brand new, 106,000-square-foot recreation center include a large indoor aquatics center with a pool, water slide and lap lanes, an outdoor spray ground, an indoor running track and outdoor exercise deck for classes, a large community room with a stage that can be divided into three rooms, a catering kitchen and parking for upward of 400 cars. It's scheduled to open in spring 2018.

Also in 2018, the city will begin a \$7 million renovation and expansion of the 67,000 square foot Commerce City Recreation Center, [which serves about 10,000 people a year and has been at capacity for years.](#) The renovation work will add about 5,000 more square feet of space for a new dance studio, family locker rooms and a dedicated therapy pool.

Work on both recreation centers is part of [Commerce City's five-year capital campaign project](#) in which the city has promised to use tax revenue to complete five quality of life projects before 2019. So far, three new community parks have been built and the city opened its first outdoor aquatics facility, [Paradise Island](#).

Paradise Island was also named by members of the Commerce City community.

"We worked with the local school districts who asked our kids to come up with a theme for the pool," Hardee said. "The winning theme that was selected was the game theme, and so under that, we took it out to the public and they really came back with the name Paradise Island, spelled with a "C" and playing into things a pair-of-dice and other things."

The construction of the new recreation center, the expansion of the original recreation center and the widening of Tower Road are the remaining projects to be completed through the campaign. [Construction on Tower Road is in full swing now](#), slated to be finished next year.

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