

# **DIMOND PARK AQUATIC CENTER DESIGN CONTEST**

Sponsored by:



155 So. Seward St., Juneau, AK 99801

## **What is Dimond Park Aquatic Center?**

The Dimond Park Aquatic Center broke ground in the Valley last fall with an expected opening in March 2011. The Aquatic Center is an extraordinary partnership between the City and Borough of Juneau and the community. The facility will house an 8-lane lap pool as well as a recreational pool that will include a large water slide, zero-entry tot area, instructional swim area, therapeutic resistance channel, and other water features.

## **Why Do We Need a Unique Design?**

With the excitement that is building around this new aquatic center we need a bright, colorful and graphic image to tie together all of the exciting recreational and instructional opportunities this facility will provide.

## **How Will The Winning Design Be Used?**

The winning design and slogan will be a highly visible tool that we hope will become immediately identifiable to our community. It will be potentially included in:

- a) Marketing strategies for our new community facility, including flyers, posters, and newspaper advertisements;
- b) Business communication tools;
- c) Pro-shop items that will be sold at the new center (including t-shirts, sweatshirts, ball caps, key chains, water bottles, etc.)

## **Design Requirements:**

The winning design must:

- a) Include a combination of both a graphic design and include the words Dimond Park Aquatic Center;
- b) Be easy to read from a distance, be readily reproducible, and have the ability to be shrunk to a 4 x 4 inch or smaller decal;
- c) Be appropriate for all manner of purposes as described above;
- d) Contain a maximum of three colors. If three colors, it must also be reproducible in black and white;
- e) Originality – the design elements must be original to the entrant. If existing art is used, it must be copyright-free clip art. The winning entry will become copyrighted intellectual property of the City and Borough of Juneau, for use as it sees fit according to the objectives stated above.

**MORE INFORMATION ON BACK**

### **Entry Format:**

- a) The design and slogan must be submitted on white poster board or mat board, measuring either 8 ½ x 11 or 11 x 17 inches ONLY.
- b) Larger entries will not be considered;
- c) Entries must be submitted in a sealed envelope;
- d) Entries must be clearly labeled Dimond Park Aquatic Center Design Competition;
- e) Individuals may enter as often as they like, but each entry must be submitted separately and according to the size and submission guidelines listed above;
- f) Entrants name, address, phone number, email and any explanatory comments must appear on the BACK of the entry, to ensure fairness and anonymity during judging;

### **Eligibility:**

The Design Competition is open to all residents of all ages in the City and Borough of Juneau. This is YOUR Aquatic Center, so it seems fitting that the residents of our community have the opportunity to contribute their own talents to this special project.

### **Where to Submit Your Entry:**

Entries may be submitted to: The Augustus Brown Swimming Pool **or** by mail to:  
The Dimond Park Aquatic Center Design Competition  
(To Submit by Mail) - Mailing Address: 155 S. Seward Street, Juneau AK 99801,  
Attention: Karin Richard-Jacobi, Aquatics Manager, or in-person at the Augustus Brown Pool--  
Attention: Karin Richard-Jacobi, Aquatics Manager.

### **Date of Competition:**

Entries will be accepted between 8:30am Monday, March 1 – and Monday, May 31, 2010 at 4:30pm ONLY.

NO ENTRIES WILL BE ACCEPTED AFTER May 31, 2010.

### **Who Are the Judges?**

The Mayor; Parks & Recreation Assembly Liaison; officials from Parks & Recreation (1); Juneau School District (1); Dimond Pool Task Force (1); Parks & Recreation Advisory Committee (1); and Arts Community Representative (1).

### **Awards:**

The winner will be contacted in person. The winning design will also be announced in the Juneau press, online at the CBJ Parks and Recreation website: <http://www.juneau.org/parkrec/> and on the bulletin board at Augustus Brown Swimming Pool.

The winner of the Dimond Park Aquatic Center Design Contest will receive:

- a) An Annual Pass to both Augustus Brown Swimming Pool and Dimond Park Aquatic Center
- b) A t-shirt and water bottle bearing the winning design

**GOOD LUCK TO ALL THE ENTRANTS**