



**Madawaska Street Naming Contest  
Overview and Guidelines**

**Overview**

With the Madawaska-Edmundston Bridge nearing its 100th year in service, the United States and Canadian agencies jointly completed a feasibility and planning study in May 2018 for the design and construction of a new Land Port of Entry (LPOE) by the General Services Administration (GSA), and a new international bridge by the Maine Department of Transportation (MaineDOT). These critical projects will ensure that the vital travel and commerce link between the two communities/countries is minimally disrupted as the infrastructure is upgraded.

The overall purpose of this project is to provide for the long-term safe and efficient flow of current and projected traffic volumes, including the movement of goods and people between Edmundston, New Brunswick, Canada and Madawaska, Maine.

The new port is anticipated to be completed in late 2023.

When done, a new street name will be needed for the street that runs through the port. This new name would need to be selected and approved prior to the ribbon cutting for the new port, which will likely be in the spring of 2024.

In an effort to engage the community, a street naming contest will be conducted in early 2023 in order to come up with a suitable name for the street.

This document outlines timeline, audience, process, considerations, and final decision authority.

**Timeline**

Notify Community of Contest (including rules and ways to submit)	March 2, 2023
Contest Begins	March 6, 2023
Contest Ends	May 31, 2023
Final Decision on Street Name	August 31, 2023

Anticipated Port Completion	Late 2023
Ribbon Cutting / Street Name Unveiled	Spring 2024

### **Who can submit names**

Primary participants for this contest are those directly impacted by the new port:

- Students in Madawaska 12 and older (7<sup>th</sup> grade and up)
- Residents of Madawaska (6 months or more per year)
- Businesses in Madawaska
- Local organizations, libraries, etc.

Entries from the following will not be considered:

- Non-town residents
- Town officials (e.g. Town Manager, Fire Chief, Police Chief, Town Council)
- Federal employees (e.g. GSA, CBP)

### **Process**

#### *Entry*

Once the contest opens, eligible entries can be submitted by:

- Online
- Email
- Mail

All emails and forms must be submitted prior to the deadline.

Mail entries must be postmarked prior to the deadline.

Entry forms will be available:

- Online
- At the Madawaska Public Library at 393 Main St, Madawaska, ME 04756
- At the Madawaska Safety Complex at 428 E Main St, Madawaska, ME 04756
- At the Madawaska middle/high schools at 135 7th Ave, Madawaska, ME 04756

### **Considerations**

Place names are an important element of culture and provide an essential reference system.

Definite, unambiguous names and not a duplicate name for any feature or structure either of the same type or of different type in the same area are necessary for correct reference in resource development and planning.

The process of naming addresses has two fundamental requirements:

1. ensuring that the naming process reflects the cultural heritage of the area;
2. making certain that official publications, including registers, maps, published documents, etc. apply names consistently to all publications.

When proposing or considering a name, the following principles will be adhered to, unless they conflict with an existing policy of the naming authority in question:

- A proposed name will only be considered for persons posthumously; a minimum of five years must elapse from the date of death before a commemorative name proposal will be considered.
  - Any individuals' names should be specific to Madawaska or the immediate region and not be controversial in any way.
- If a proposed name is for an event, that event must have occurred at least twenty-five years ago.
- A commemorative name will only be considered for subjects with a strong association with the area or feature, or of outstanding significance to the cultural legacy or development of the area, the county, or the nation.
- A proposed name must be supported by the local community and reach beyond a single or special interest group.
- A commemorative name will not be used to commemorate victims or mark the location of accidents or tragedies.
- No culturally/religious/race/gender insensitive, profane or non-sensical names will be considered.
- The name may not be under copyright, trademark, or other legal restrictions.
- Any submissions deemed as vulgar, unprofessional, disingenuous, or otherwise maliciously motivated will be disqualified.

### Contest Rules

- Each person or group may submit up to two nominations via the official contest entry form.
- Nominations must be submitted by 11:59 P.M. on the closing date of the contest through the official online contest entry form.
- In the case of duplicate naming nominations, all nominations must include date and time submitted.
- Each nomination must include:

- a street name.
- a one-line justification pitch (“This name would be great because ...”)
- a description (up to 250 words) as to why this name is the best fit for the street.
- the submitter's name to verify eligibility, and so that in the event of a question, the contest's Selection Panel may contact the submitter for clarification. The submitter's name(s) will be replaced by a number to ensure anonymous and objective voting by the selection panel.

## **Final Decision Authority**

### *Judging and Selection*

Name selection will be conducted by a panel, which will review the names against the considerations mentioned above. This panel will include:

- Town Manager
- Fire Chief
- Police Chief
- Postmaster
- One CBP representative
- One GSA representative
- One Town Council member
- One MaineDOT member

A majority vote will decide.

## **Winner Notification**

The selected street name will be announced in October 2023, with the person or group that submitted the selected name invited to attend the ribbon cutting event in the spring of 2024.

## **Legal Disclaimer**

This will be included on all material related to the contest:

By participating, each contestant grants to GSA, and others acting on behalf of GSA, a perpetual royalty-free non-exclusive worldwide irrevocable license to use, copy for use, and display publicly all parts of the Submission. GSA will have the right to publicize Contestant's name and, as applicable, the names of Contestant's institution or organization following the conclusion of the contest.

GSA will not reimburse contestants for any costs associated with preparing or submitting a contest entry. Participation in the contest is voluntary. This notice/contest and/or the information presented herein will not obligate the Government in any manner. GSA reserves the right to cancel, suspend, and/or modify this contest, or any part of it, for any reason, at the GSA's sole

discretion.



**Name Our Street! Madawaska,, ME Land Port  
Of Entry Street Naming Contest Hard Copy  
Entry Form**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Proposed Street Name: \_\_\_\_\_

Description as to why this is the best name for the street (250 words or less):

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**Hard Copy Entry forms must be postmarked by May 31, 2023  
and mailed to:**

U.S. General Services Administration  
10 Causeway Street  
Boston, MA 02222  
Attn: Office of Strategic Communications - Street Naming Contest