What’s in a Name?
Tips for Naming Your Neighborhood Group

Things to consider when selecting a name for your neighborhood organization:

Check with the City
Call the Office of Neighborhoods to make sure that 1) there is no neighborhood organization already in place covering your area and 2) no other group has the name you might wish to pick.

Inclusive
- Pick a name that is inclusive of your entire target area.
- If you are trying to organize both Maple Street and Oak Avenue, don’t call the group Oak Avenue Neighborhood Association. The Maple Street residents will feel left out.
- Involve all of your neighbors in brainstorming and selecting the name. This is critical to the success of your organization.

Unique
It should be something that sets you apart from other neighborhoods.

Descriptive, Recognizable
Edgewood Park Neighborhood Association
Old North Knoxville

May not be recognizable at first but can be over time
The well-known Fourth & Gill Neighborhood Organization is named after the corner where the neighborhood center is located, even though it is outside of and across I-40 from the main body of the neighborhood. But it caught on and has been branded over time.

Manageable
Short enough for a sign or a newsletter
Can be spelled
Can be pronounced

Acceptance…Will you and others use it?
People already accept it…long history…well known neighborhood
Oakwood Lincoln Park
New or Long-forgotten or not generally recognized
Cold Springs Neighborhood Watch
May not be your first choice, but can you live with it and use it?

Pride
Does it reflect the pride you have in your neighborhood?
Can it generate pride?