

A. D. No. 9-5
Effective Date: _____
Reviewed Date: _____
County Administrator
Approved: _____

**PINELLAS COUNTY
ADMINISTRATIVE DIRECTIVE**

Honorary Naming Rights Policy

SUMMARY:

Any County Commissioner, citizen, group of citizens, or entity or organization may submit an honorary naming rights proposal to name County property after an individual, civic or charitable group, or other entity or organization. Except for nominations proposed by a County Commissioner, the naming rights proposal shall be in writing and shall be reviewed by the County Administrator for compliance with the County's honorary naming rights policy and then scheduled for County Commission consideration.

If a majority of the County Commission approves the nomination for consideration, the nomination shall be referred to a naming rights committee to consider. The committee will make a recommendation during a public hearing on the aptness of the proposed name to the County Commission for their decision.

DOCUMENTS:

[Honorary and Philanthropic Naming Rights Policy](#)

[Resolution 05-167](#), Approved 8-2-05

Issued by
Office of Management and Budget

HONORARY AND PHILANTHROPIC NAMING RIGHTS POLICY

I. SCOPE OF POLICY:

The Board of County Commissioners establishes the following naming rights policy to provide guidance in approving honorary or philanthropic naming rights for County owned or controlled property or facilities, either honoring individuals or civic or charitable groups, as defined herein, or recognizing financial contributions by any individual or entity. This policy shall not apply to corporate naming rights, which are addressed as provided in the Pinellas County Sponsorship Policy.

II. DEFINITIONS:

The following words will have the meaning ascribed to them herein:

- A. “civic or charitable group” shall mean a nonprofit entity, family, or group that has made a substantial contribution to the community, either through civic involvement, involvement in historic events relevant to specific County property, or to the geographical location of specific County property; or made a financial and/or in-kind donation to support a specific public service or County property. For-profit entities of any type shall not be considered a civic or charitable group.
- B. For honorary naming rights as defined in this policy, “individual” shall mean a person that has made a substantial contribution to the community, either through civic involvement, involvement in historical events relevant to the specific County property, or to the geographical location of specific County property. For philanthropic naming rights as defined in this policy, “individual” shall mean a person that has made a financial and/or in-kind donation to support a specific public service or County property.
- C. “honorary naming rights” shall mean the naming of County property to honor the service, commitment, or other type of participation by an individual, or civic or charitable group.
- D. “philanthropic naming rights” shall mean the naming of County property due to a charitable donation from an individual, civic or charitable group, or other entity or organization that is intended to enhance the community by financial and/or in-kind support for a specific public service or County property.
- E. “corporate naming rights” shall mean a mutually beneficial business arrangement between the County and an external entity (individual, for-profit, or not-for-profit organization), wherein the external entity provides goods, services, or financial support to the County in return for access to the commercial and/or marketing potential associated with the public display of the external entity’s name on Pinellas County

property. Corporate naming rights are addressed as provided in the Pinellas County Sponsorship Policy.

- F. "County property" shall mean County owned or controlled real property, public facilities such as buildings or parks, features or attributes of a facility such as a bench, tree, bridge, walkway, hallway or room, or other public venue.

III. PROCESS:

The process to establish honorary or philanthropic naming rights for County property shall be as follows:

- A. PHILANTHROPIC NAMING RIGHTS: County departments, boards or agencies may develop philanthropic naming rights opportunity plans, in conjunction with the County Administrator or his/her designee, to be implemented as approved by the County Commission by resolution. For philanthropic naming rights not covered by an approved naming rights opportunity plan, a philanthropic naming rights plan shall be developed. In developing said plans, or in reviewing nominations for philanthropic naming rights as provided herein, the following criteria shall be complied with:

- 1) Philanthropic naming rights opportunity plans shall establish an aggregate campaign goal. Factors to be considered in development of the goal shall include, but not be limited to, capital costs, annual operating and maintenance costs, and desirability and marketability of the opportunity. Each campaign goal shall be developed on a case-by-case basis.
- 2) All assets for which naming opportunities will be offered shall be valued as a function of the aggregate campaign goal within the philanthropic naming rights opportunity plan. Factors to be considered in the valuation of each asset shall include desirability and marketability, exposure associated with the naming of the asset, and relative value as compared with other assets that are part of the campaign.
- 3) In-kind donations of real property shall be valued at the fair market value of the real property. In-kind donations of personal property shall be valued at 50% of the retail cost of the personal property; provided, however, if the property donated was budgeted for acquisition by the County, the personal property shall be valued at the County's cost to acquire the personal property.
- 4) All naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property or facility, as determined by the County, unless otherwise established in the naming rights opportunity plan or in a donor contract approved by the County and the donor.

- 5) Naming rights opportunity plans shall establish a review process either by a standing committee (the composition shall be identified in the plan) or by department employee(s) and shall be approved by the Board of County Commissioners by resolution before implementation of the plan.
- 6) Either the review committee established in the plan, or the ad hoc committee established in Section B. shall consider compliance with the established naming rights policy; whether the donation is from a potentially controversial source (e.g. tobacco, alcohol, etc.); appropriate signage; compliance with the required approval process for accepting donations; whether a donor contract is appropriate, and if so, the terms thereof; citizen input; and any other relevant factors. In addition, upon notice to the County Commission, the County Administrator may refuse any financial and/or in-kind donation if it is deemed to not be in the best interests of the County.

B. HONORARY NAMING RIGHTS: Any nomination for honorary naming rights shall be considered as provided in this subsection. Any County Commissioner, citizen, group of citizens, or entity or organization may submit an honorary naming rights proposal to name County property after an individual, civic or charitable group, or other entity or organization. The naming rights proposal shall be in writing and shall be reviewed by the County Administrator or his/her designee, and if found to be in compliance with applicable County policies, shall be scheduled for County Commission consideration. If a majority of the County Commission approves the nomination for consideration, the nomination shall be referred to a naming rights committee established as provided herein, to consider the nomination as follows:

- 1) Upon approval of further consideration of the nomination by the County Commission, the County Administrator shall establish an ad hoc honorary naming rights committee ("Committee"), including designating the chair, to review and make a recommendation on the nomination. Existing boards or committees shall be designated whenever possible, i.e., the Parks and Recreation Advisory Board for nominations involving park facilities. If an existing board or committee is not appropriate, the membership of the Committee shall be comprised of representatives from departments, advisory groups, or friends, foundations, or recognized support groups with an interest in the property or facility to be named. The Committee chair shall convene meetings as necessary. The Committee shall complete its review process within 90 days of its establishment and report its recommendation to the County Commission and disband when Commission action is taken to accept or reject the recommendation of the Committee.

- 2) The Committee shall hold at least one (1) advertised public meeting in the vicinity of the County property or facility to secure public input on the nomination. A Notice of Intent to Consider Honorary Naming of County Property shall be published in a newspaper of general circulation for the noticed public meeting posting. The notice shall indicate the location of the property or facility, any historical significance of the property or facility, and inform the public of the time, date and place of the noticed public meeting.
- 3) Prior to making a final recommendation, the Committee shall fully investigate the nomination, and shall consider compliance with this policy and any other factor the Committee deems relevant to the nomination.
- 4) The final recommendation of the Committee shall be for either approval or denial of the nomination. The Committee may also recommend conditions, including the specific term, for the naming rights. A recommendation for approval shall require an affirmative vote of a majority plus one of the total Committee membership.
- 5) The County Commission shall consider the Committee recommendation. The approval of any honorary or philanthropic naming rights nomination shall be by resolution of the County Commission.