

HONORARY NAMING RIGHTS POLICY

I. SCOPE OF POLICY:

The Board of County Commissioners establishes the following naming rights policy to provide guidance in approving honorary naming rights for County owned or controlled property or facilities, honoring individuals or civic or charitable groups, as defined herein. This policy shall not apply to:

- corporate naming rights, which are addressed as provided in the Pinellas County Sponsorship Policy; or
- philanthropic naming rights, which are addressed as provided in the Pinellas County Philanthropic Naming Rights Policy; or
- correcting or changing of street names, which are addressed as provided in the Pinellas County, Florida Code of Ordinances Article III, Section 1, Section 154-103

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. “individual” shall mean a person who 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. Such person must have been deceased for a period of at least one (1) year.

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. Philanthropic naming rights are addressed as provided in Pinellas County Philanthropic Naming Rights Policy.

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 naming rights for County property shall be as follows:

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 referred to a naming rights committee established as provided herein, to consider the nomination as follows:

A. 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.

- B. 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.
- C. 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.

- D. 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.
- E. The County Commission shall consider the Committee recommendation. The approval of any honorary naming rights nomination shall be by resolution of the County Commission.
- F. The County Commission reserves the right to waive or modify these requirements on a case-by-case basis, including but not limited to considering a nomination directly without assigning to a committee for review and recommendation. Waiving these requirements can be accomplished through the direction of a consensus of the Commission at a public meeting.

Responsibilities

- 1. The **Board of County Commissioners** is responsible for:
 - a. Considering recommendations made by honorary naming rights committees.
 - b. Approving any honorary naming rights nomination by resolution.
 - c. On a case-by-case basis, waiving the policy to take the matter up directly by the BCC.
- 2. The **County Administrator** is responsible for:
 - a. Reviewing honorary naming rights proposals made by any County Commissioner, citizen, group of citizens, or entity or organization to determine if it complies with applicable County policies (including this policy).
 - b. Referring honorary naming rights proposals that comply with applicable County policies to a naming rights committee.