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BCC 2-07-06  
9:36 A.M. Penhale/Kennare/SMITKE

#31 Resolution No. 06-27 adopted establishing Honorary and Philanthropic Naming Rights Policies (Management and Budget).

Motion	-	Commissioner Latvala
Second	-	Commissioner Morrioni
Vote	-	4 – 1 (Commissioner Stewart dissenting)



**BOARD OF COUNTY COMMISSIONERS**

**DATE:** February 7, 2006

**AGENDA ITEM NO.** 31.

**Consent Agenda**

**Regular Agenda**

**Public Hearing**

**County Administrator's Signature:** *[Handwritten Signature]*

**Subject:**

Pinellas County Honorary and Philanthropic Naming Rights Policies

**Department:**

Office of Management & Budget / Culture, Education  
& Leisure

**Staff Member Responsible:**

Jerry Herron / Liz Warren

**Recommended Action:**

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS ADOPT THE ATTACHED RESOLUTION ESTABLISHING HONORARY AND PHILANTHROPIC NAMING RIGHTS POLICIES.

**Summary Explanation/Background:**

The Board requested that staff develop a policy to provide guidance and procedures for the naming of County assets. On August 2, 2005, the Board adopted a resolution establishing an Honorary and Philanthropic Naming Rights Policy. On September 20, 2005, the Board, while considering an honorary naming proposal pursuant to the policy, chose to suspend the policy and requested that staff further research the policies of other entities and report back on potential revisions to the newly adopted County policy.

On January 17, 2006, the Board was presented with the results of staff research and subsequently provided policy guidance on changes to the policy. Based on that guidance, the policy has been amended to create separate and distinct policies for Honorary Naming Rights and Philanthropic Naming Rights. Aside from separating the previously adopted policy into two (2) policies, the only changes relate to honorary naming rights. They are:

1. The removal of the initial approval step by the Board prior to consideration by an ad hoc honorary naming rights committee assigned by the County Administrator.
2. For Individuals, the addition of a restriction to limit naming to individuals that have been deceased for a period of at least five (5) years.

**Fiscal Impact/Cost/Revenue Summary:**

The proposed actions have no direct fiscal impacts, but will allow the County to proceed with solicitation of philanthropic contributions related to naming rights and to address requests for honorary naming of whole assets or venues.

**Exhibits/Attachments Attached:**

Resolution - Honorary and Philanthropic Naming Rights Policies

RESOLUTION NO. 06- 27

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF  
PINELLAS COUNTY ESTABLISHING HONORARY AND PHILANTHROPIC  
NAMING RIGHTS POLICIES; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the naming or renaming of County-owned property and facilities is a legislative function of the Board of County Commissioners ("Board"), and the Board desires to provide a process and establish standards and criteria for presentation of naming rights proposals for consideration by the Board; and

WHEREAS, in reaching a determination as to the appropriate name for County property and facilities, consideration should be given to individuals, civic and charitable organizations, and other entities that have made substantial contributions to either the community, or to historical events relevant to the site of the property or facility, or to the geographical location of the property or facility, through either civic involvement or monetary contributions; and

WHEREAS, the Board of County Commissioners has previously approved a work plan to establish commercial naming rights policies, and hereby establishes honorary and philanthropic naming rights policies to provide a procedure for and criteria governing naming County property and facilities, including consideration of appropriate citizen input, as provided herein.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PINELLAS COUNTY at a duly assembled meeting held on this 7th day of February, 2006, as follows:

1. Section 1. The Philanthropic Naming Rights Policy attached hereto as Exhibit A is hereby approved and adopted, and all proposed philanthropic naming rights recognizing either individuals, civic or charitable groups, or other entities shall be considered and approved in accordance with the policy. Any existing philanthropic naming rights plans for County property or facilities shall be revised to comply with the policy, and said plans shall be submitted to the Board of County Commissioners for approval as provided in this policy before nominations for naming rights pursuant to said plan shall be considered by the Board.

2. Section 2. The Honorary Naming Rights Policy attached hereto as Exhibit B is hereby approved and adopted, and all proposed honorary naming rights recognizing either individuals, civic or charitable groups, or other entities shall be considered and approved in accordance with the policy. Any existing honorary naming rights plans for County property or facilities shall be revised to comply with the policy, and said plans shall be submitted to the Board of County Commissioners for approval as provided in this policy before nominations for naming rights pursuant to said plan shall be considered by the Board.

3. Section 3. This Resolution shall take effect upon its adoption.

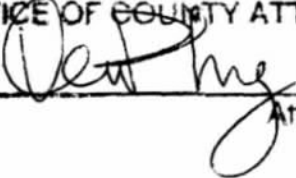
Commissioner Latvala offered the foregoing Resolution and moved its adoption, which was seconded by Commissioner Morrone, and upon roll call the vote was:

AYES Welch, Harris, Latvala, and Morrone.

NAYS Stewart.

Absent and not Voting Duncan and Seel.

APPROVED AS TO FORM  
OFFICE OF COUNTY ATTORNEY

By   
Attorney

# Exhibit A

## PHILANTHROPIC NAMING RIGHTS POLICY

### **I. SCOPE OF POLICY:**

The Board of County Commissioners establishes the following naming rights policy to provide guidance in approving philanthropic naming rights for County owned or controlled property or facilities, 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, or honorary naming rights, which are addressed as provided in the Pinellas County Honorary Naming Rights 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. "individual" shall mean a person who 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. Honorary naming rights are addressed as provided in the Pinellas County Honorary Naming Rights Policy.

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 philanthropic naming rights for County property shall be as follows:

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:

- A. 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.
- B. 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.
- C. 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.
- D. 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.
- E. 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.
- F. The review committee established in the plan 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.



# Exhibit B

## 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.

### **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 five (5) years or more.

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.