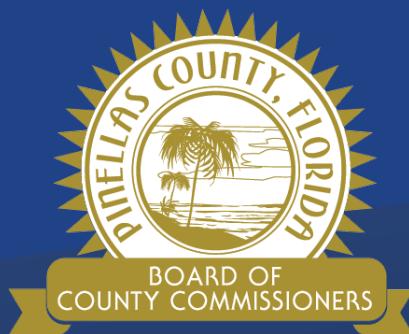


Honorary Naming Rights Policy Review



Our Vision: To Be the Standard for Public Service in America



Context and Purpose

- At the March 26, 2024, Work Session, the Board of County Commissioners (BCC) discussed a proposal to rename the Bayside Bridge.
 - It was discussed again at the February 6, 2025, BCC Strategic Planning session.
- The BCC requested a review of the current honorary naming policy and benchmarking against peer counties.
- This presentation summarizes key findings and recommendations from that review to inform potential policy revisions.

Overview of Current Policy

Pinellas County Administrative Directive 9-5 (Adopted via Resolution 06-27 in 2006)



- Policy allows County Commissioners, citizens, or organizations to nominate individuals, civic groups, or entities for honorary naming of County property.
- Requirements: Nominee must be deceased for at least five years.
- Process includes:
 - Written nomination reviewed by the County Administrator or designee
 - Naming Rights Committee review with at least one public meeting
 - Final recommendation requires majority plus one vote from committee
 - County Commission approval via formal resolution
- There is a separate Pinellas County Philanthropic Naming Rights Policy governing those instances.

Past Local Examples

Honorary naming requests and adoptions in Pinellas County include:

- In 2018, Joe's Creek Greenway Park was renamed Raymond H. Neri Community Park.
- In 2020, the EMS and Fire Administration Building was renamed for past Commissioner John Morroni.
- In 2024, the West Bay Overpass on the Pinellas Trail was named in honor of Albert "Bert" Valery.

Peer County Comparisons

Nine Jurisdictions Analyzed (6 benchmark + 3 Additional)

- **50% of peer counties do not have a formal honorary naming policy.**
- **Common themes across those with policies:**
 - Historical/community significance
 - Exclusions for current elected officials
 - Layered review and approval process
 - Public input components (e.g., Broward County requires municipal feedback)
- **Unique Approaches from Peers**
 - St. Lucie County: Allows Board to waive or modify requirements.
 - Broward County: Permits naming after native flora/fauna.
 - Some counties include renaming procedures post-reconstruction or relocation.

Recommendations for Update

- Define naming criteria and clear exclusions/restrictions.
- Streamline the nomination and committee review process.