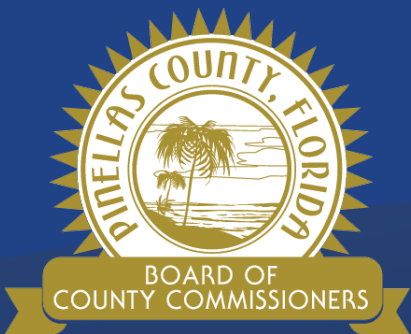


# Honorary Naming Rights Policy Review



**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.