



RAMSEY COUNTY

Ramsey County Board Workshop:

Corporate Naming Rights

Economic Growth and Community Investment

February 5, 2019

Estimated start: 9:45 a.m.

220 Courthouse, Large Conference Room

Agenda

- | | |
|--------------------------|--|
| 1. Introduction | Johanna Berg, Deputy County Manager, Economic Growth and Community Investment Service Team |
| 2. Presentation | Johanna Berg, Deputy County Manager |
| 3. Discussion, Questions | |

Corporate Naming Rights

February 5, 2019
County Board Workshop

Current Facilities Naming Policy

- Resolution 98-417 guides naming of county facilities
 - Buildings, parks, and open space; parts of facilities
 - Should be named for “geographical or natural features”
 - May be named after individuals who have “made an exceptional contribution of time (service) or funding”
- Recommendations of names to Board for approval made by:
 - Citizen advisory board/committee connected to the facility, and
 - Commissioner representing district where facility is located

Comprehensive Review Needed

- This will be a longer-term effort
- Clarify guidelines for acceptable names
- Review proposal/approval processes
- Need full consideration of historical and social considerations

Corporate Naming Rights

- More urgently, we need guidelines for naming rights to assist VHEDC in search for partners
- Current naming policy not applicable
 - Limited to geographic features and individuals
 - Vague criteria for individuals' names
 - Potentially lengthy approval process
 - Names not time-limited
- Need interim, informal guidelines for near-term use

Proposed Parameters for Naming Rights

- Names should be consistent with County's mission, vision, and goals
- Names should be suitable for families and be welcoming and accessible
- No reference to alcohol, tobacco, or sex (per ice arena's advertising policy)
- Corporate name should have some connection or relationship to the theme or use of facility

Proposed Terms and Process of Naming Rights

- County Manager recommends approval to board
- County Board has final authority to approve names
- Naming agreements will be time-limited
- If partner or name comes into disrepute in the community, county may recommend that the name be discontinued; funding will not be returned

Request to County Board

1. Does the County Board agree upon the proposed parameters and terms of the naming rights guidelines for us to move forward with seeking funding for the Vadnais Heights Complex?
2. Does the County Board approve directing county staff to immediately move forward on an open and competitive solicitation process for the naming rights of the Vadnais Heights Complex?