



Where Life is Sweet

Mayor and Members of the City Council
STAFF REPORT
For the Meeting of March 25, 2024

Title/Subject

Discussion of Naming Rights for City Facilities

Summary and Background

A year or two ago, I had started some conversation with individual council members about naming rights for buildings/parks, etc. It kind of got put on the back burner with other projects taking precedence.

It has come to the front of the line due to a conversation I had with the HEROS fundraising committee. They have a potential donor that wants to donate enough for them to complete the lighting system which would be in the neighborhood of \$1 million. In exchange that donor would like their name on the facility.

The draft policy that is attached to this report has taken into consideration the feedback I have received from council and staff.

Tie-In to Council Goals

N/A

Fiscal Information

Could be large amounts of money to assist in the construction of many larger projects. Not possible to estimate very well.

Alternatives and Recommendation

Alternatives

1. Approve policy as written.
2. Make minor adjustments to the policy and approve as amended.
3. Direct staff to make major adjustments and return for further consideration.

Recommended Action/Motion

Motion to approve policy as written.

Submitted By: Byron D. Smith