



Planning and Community Development

Ryan Countryman

Council Initiated:

Yes

No

ECAF: 2024-3082

Ordinance: 24-113

Type:

Contract

Board Appt.

Code Amendment

Budget Action

Other

Requested Handling:

Normal

Expedite

Urgent

Fund Source:

General Fund

Other

N/A

Executive Rec:

Approve

Do Not Approve

N/A

Approved as to

Form:

Yes

No

N/A

Subject: Code Amendment – Procedures for Naming Parks and Recreation Facilities.

Scope: Ordinance 24-113 would amend SCC 2.18.070 relating to naming of parks and recreation facilities.

Duration: N/A

Fiscal Impact: Current Year Multi-Year **N/A**

Note: Although this ordinance would have no direct fiscal impact, it would allow for additional revenues from sponsorship agreements. Any such agreements reached would require future County action.

Authority Granted:

Authority for the Department of Conservation and Natural Resources (DCNR) to name a recreation facility pursuant to a sponsorship agreement for a period of five years or less.

Background:

SCC 2.18.070 provides procedures for naming parks and recreation facilities. Subsection (2) describes when DCNR is authorized to name such facilities.¹ Pursuant to SCC 2.16.025 and SCC 2.32.160, the Parks division within DCNR may acquire sponsorships to support its events, services, parks and facilities, and to increase Parks’ ability to deliver enhanced levels of service to the community.

By Ordinance 24-113, DCNR proposes amendments to SCC 2.18.070 to allow authorization for the department to “name a recreation facility pursuant to sponsorship agreement that grants naming rights for a period of five years or less.” The agenda package includes a template for such sponsorship agreement.

Request:

Move Ordinance 24-113 to General Legislative Session on January 8, 2025, to set time and date for a public hearing.

Suggested: Wednesday, January 29, 2025, at 10:30 am.

¹ Subsection (3) provides the County Council with other naming rights.