



NAMING POLICY FOR COUNTY FACILITIES

I. PURPOSE

Selecting naming rights for County facilities shall be primarily to advance a sense of community, County history, celebrate the natural environment and call attention to points of pride in our community, to people, events and geography that have shaped the County, create the sense of place that makes the Morgan County community unique and to recognize financial contributions to the County to further its purpose and mission.

The County will follow policy procedures when reviewing and acting upon all County or community-initiated requests. This process includes a thorough review of the request, consideration of the potential impact on the community and a formal decision-making process. The naming of County facilities is the responsibility of the Board of County Commissioners ("Board").

Other opportunities for naming rights may be established with any facility project or within any department. Such opportunities may include but are not limited to recognition bricks or plaques at the facility site, temporary signage in or at a facility, program names, and logos on printed materials. Such opportunities shall be established by the Board.

II. DEFINITIONS

- A. Facilities are County-owned buildings or structures located at the Morgan County Fairgrounds.
- B. Naming rights in consideration is recognition for financial contributions, sponsorship or other commercial transactions.
- C. Naming rights in recognition is recognition of a significant contribution to Morgan County that the County wishes to honor.

III. NAMING RIGHTS IN CONSIDERATION

The Board may grant naming rights in consideration to recognize contributions made to the County. The contribution may be a financial contribution, sponsorship or the provision of equipment, materials, land, or services. Whether a contribution qualifies for naming rights in consideration is determined within the sole discretion of the Board.

IV. NAMING RIGHTS IN RECOGNITION

- A. The Board may grant naming rights to recognize contributions to the County that were not given to the County for the purpose of receiving naming rights. Naming rights in recognition are at the discretion of the Board and may be granted in compliance with this policy.
- B. One of the following criteria must be met for granting naming rights in recognition:
 - 1. Recognition of outstanding service to the County or outstanding service to the Morgan County community; or
 - 2. Recognition of a generous financial or other contribution from a donor (be it by way of donation, bequest, sponsorship, etc.), such being voluntary and not rendered in consideration of granting of naming rights.
- C. The person whose name is approved for naming rights in recognition must be deceased.

V. PROCESS FOR GRANTING NAMING RIGHTS

- A. Upon solicitation of naming rights to a County facility, the County will post on its website and any other designated places that naming rights requests are open for submission. The County will also accept unsolicited nominations for naming rights.
- B. Nominations shall be submitted to the Administrative Services Manager on forms supplied by the County.
- C. Naming rights that include a financial contribution, sponsorship, or a provision of services or materials will be reviewed for reasonable valuation by the Board. Naming rights in recognition being considered will be confirmed to meet standards set out in this policy.
- D. Each granting of naming rights to a County facility is subject to a written agreement supplied by the County which shall include, but is not limited to, the following:
 - 1. The duration of naming rights is decided or negotiated on a case-by-case basis.
 - 2. Physical display of the naming rights is decided or negotiated on a case-by-case basis. In the case of buildings, the physical display of the naming rights will take into account the identification of the County and opportunities offered by that building for the County. All displays must conform with zoning and other County or municipal regulations.
 - 3. When “naming rights in recognition” is awarded, plaques may, with the approval of the Board, be installed in buildings.
 - 4. “Naming rights in consideration” may be transferred by mutual agreement

between all parties. "Naming rights in recognition" may not be transferred.

5. Naming rights may be renewed by mutual agreement between all parties.

E. Naming Rights in Recognition Petitions

1. Petitions for naming rights in recognition must include the following information:
 - a. How does the naming inspire future generations to celebrate a historical figure, place, event, or other instance of historical or cultural significance?
 - b. How does the naming involve an individual or individuals whose legacy is well documented in how the actions have shaped Morgan County in the past or present and/or how it will influence Morgan County in the future?
 - c. Does the naming honor a fallen community member in recognition of their life's passion?
 - d. Does the naming formalize a nickname or common use identification?
 - e. Is the naming timeless in that it reflects the tradition, continuity, and values of the community in perpetuity?

F. Petition Review Process

The Board shall consider a petition for naming rights. Public notice shall be made and there shall be an opportunity for public comment on the petition. Prior to making a decision, the Board may request County staff obtain any additional information from the petitioner.

G. Limitation on Naming Rights

1. County Limitations

The County's right to use the name and other brand elements of the named party is permitted by express agreement with the named party.

2. Named Party Limitation

The named party, after whom a facility is named, has no decision-making rights as to the purpose of the facility unless specifically provided for in the written agreement between the parties. The County will not agree to any condition in an agreement that could unnecessarily limit progress toward the County's mission and purpose, statutory obligations, or the local authority of the Board. In turn, the named party has no liability in respect of that facility or space unless provided for in a specific contract between the parties. Any such limits must be included in any naming rights

agreement.

H. Termination of Naming Rights

In addition to any remedies for breach of the written agreement granting naming rights, the parties may terminate a naming rights agreement in advance of the scheduled termination date under the following conditions:

1. Termination by the County


- a. Names may be changed when the specific program or them for which the facility was named changes, when the current name no longer supports the objective of the facility, or due to additions or renovations to an existing facility. Names may be removed at the discretion of the Board.
- b. The Board reserves the right, at its sole discretion, to terminate the naming rights without refund of consideration, should it feel it is necessary to do so to avoid the County being brought into disrepute.
- c. Name changes shall not cause a refund of consideration.

2. Termination by the Named Party

The named party may, without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date, in the event that the County directly brings the named party into disrepute.

ADOPTED BY THE BOARD OF COUNTY COMMISSIONERS ON JULY 15, 2025.


Jon J. Becker, Chair


Tim A. Malone, Commissioner


Kelvin S. Bernhardt, Commissioner