

1 [Prohibition on the Sale of Naming Rights.]

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3 **Resolution urging the Recreation and Park Commission to adopt a policy prohibiting**
4 **the sale or lease of naming rights of any publicly-owned facility or open space and**
5 **declaring that such policy is in the public interest and shall be adopted by the City and**
6 **County of San Francisco and applied to all publicly-owned property.**

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8 WHEREAS, San Francisco taxpayers pay for the public services, buildings and open
9 spaces which are provided by the City and County of San Francisco; and,

10 WHEREAS, Increasingly, private corporations have sought to purchase the right to put
11 their names on publicly-owned buildings and open spaces, as a promotional vehicle; and,

12 WHEREAS, Corporations seeking naming rights to publicly-owned spaces have
13 capitalized on the difficult fiscal realities of municipalities to pressure them into naming rights
14 agreements; and,

15 WHEREAS, During the last two years, naming rights agreements have been proposed
16 or executed in many cities around the country, including New York City, Boston, San Diego,
17 Milwaukee, Northern Virginia and Washington, DC; and,

18 WHEREAS, In New York City, Mayor Micheal Bloomberg has proposed the sale of
19 naming rights to city parks, or portions of them, as well as four East River bridges; and,

20 WHEREAS, In Milwaukee, Mayor John Norquist has proposed selling naming rights to
21 various local landmarks, including streets, city buildings and bridges; and,

22 WHEREAS, In Washington, DC, the Smithsonian Institution has announced the
23 creation of the "General Motors Hall of Transportation" in the National Museum of American
24 History, and has renamed Langley Theater in the National Air & Space Museum the
25 "Lockheed Martin Imax Theater;" and,

1 WHEREAS, In San Diego, a city councilman has proposed selling naming rights to the
2 city's 26-block downtown neighborhood adjoining the San Diego Padres baseball stadium to
3 the highest bidder; and,

4 WHEREAS, in Boston, a top Massachusetts transportation official has proposed selling
5 naming rights to four Boston subway stations; and,

6 WHEREAS, Halfway, Oregon sold the naming rights to the entire town for six months
7 to Half.com, an Internet start-up firm; and,

8 WHEREAS, Business groups in Northern Virginia have proposed selling naming rights
9 to local roads and subway stations; and,

10 WHEREAS, In San Francisco, between 1996 and 2001, the City and County of San
11 Francisco held an agreement with the San Francisco Forty Niners, Ltd. for the naming rights
12 of Candlestick Park which resulted in the name "3 Com Park"; and,

13 WHEREAS, The Recreation and Park Department has proposed a new agreement
14 which, if approved, would allow the San Francisco Forty Niners, Ltd. to again sell the naming
15 rights to Candlestick Park; and,

16 WHEREAS, Agreements such as this could result in the naming of San Francisco
17 buildings and public spaces as "Chevron Park", "Bechtel Field" or "Monsanto Stadium"; and,

18 WHEREAS, Other cities have been saddled with embarrassing stadium names, such
19 as Enron Field in Houston, PSINet Stadium in Baltimore and CMGI Field in Foxborough, MA;
20 and,

21 WHEREAS, It is not the proper role of the City of San Francisco to prop up tarnished
22 corporate identities, or to act as an agent of public relations firms, and that such activities are
23 properly carried out by the private sector; and,

1 WHEREAS, The City of San Francisco's public buildings and spaces present a rare
2 opportunity to honor our city's diverse cultural wealth and the individuals who have worked to
3 make it a great city; now, therefore, be it

4 RESOLVED, That the San Francisco Board of Supervisors urges the Recreation and
5 Park Commission to adopt a policy prohibiting the sale or lease of naming rights of any
6 publicly-owned facility or space; and, be it

7 FURTHER RESOLVED, That it shall be the policy of the City and County of San
8 Francisco to prohibit the sale or lease of naming rights of any publicly-owned facility or space;
9 and, be it

10 FURTHER RESOLVED, That adoption of this resolution does not prohibit the naming
11 of publicly-owned facilities or open space after prominent citizens, cultural groups or historic
12 events related to San Francisco civic life.