

Dr. Martin Karp, Board Member

**SUBJECT: EXPLORATION OF BOARD POLICY THAT WOULD PERMIT THE NAMING OF SCHOOLS OR SCHOOL DISTRICT PROPERTIES IN THE NAME OF AN INDIVIDUAL OR CORPORATE DONOR**

**COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS**

**LINK TO DISTRICT STRATEGIC PLAN: IMPROVE STAKEHOLDER SATISFACTION**

The precarious financial situation faced by our school district mandates that the School Board explore new fundraising ventures in order to possibly mine previously untouched funding sources. For decades now, private entities have long recognized the advantages of having the capacity to sell or lease naming rights for their venerable properties (stadiums, fields, orchestra halls and opera houses). In recent times, public entities have also come to realize the benefits of these business relationships. Similarly, numerous school districts throughout the nation have or are considering such ventures.

We are at a time when every bit of funding can make a difference in helping to maintain critical and important district programs. As such, this item is presented for the Board to consider expanding its fundraising sources by establishing a policy that would allow private entities or individuals to obtain naming rights to school district properties (stadiums, fields, schools facilities, auditoriums, gymnasiums, classrooms, etc.) for a substantial fee or donation. Such a policy would set forth the parameters of the practice of selling or leasing naming rights and specifically identify any prohibitions.

For example, such a policy would allow individuals who make a substantial monetary contribution to the District the ability to have an existing or new school named in their honor. This policy would also permit corporations to have the corporate name on a school or district facility for an extended period of time in exchange for a substantial monetary contribution to the school district. Any such policy would preserve the School Board's ultimate right to reject any proposed sale or lease of the right to name a school or facility or of a portion thereof, as provided in School Board Rule 6Gx13-7E-1.02 (*Educational Facilities—Naming*).

**ACTION PROPOSED BY**

**DR. MARTIN KARP:** That The School Board of Miami-Dade County, Florida: explore the establishment of a policy, including the amendment of School Board Rule 7E-1.02 (*Educational Facilities—Naming*), that would permit the school district to sell or lease the right to name a school or other district owned facility, or a portion thereof, in the name of a corporate or individual donor.