

ENROLLED ORDINANCE 180-40

AMEND THE TEXT OF CHAPTER 3, ARTICLE I OF THE WAUKESHA COUNTY CODE
OF ORDINANCES TO UPDATE PROVISIONS REGARDING NAMING RIGHTS
RELATING TO COUNTY BUILDINGS, FACILITIES AND ROOMS

WHEREAS, the County's sponsorship policy was originally adopted in 2001 by Enrolled Ordinance 155-141 and recodified and updated as Section 3-5 of the Waukesha County Code in 2022 by Enrolled Ordinance 176-97; and

WHEREAS, Section 3-5(a) authorizes that naming rights relating to a County property, building, facility or room shall only be granted for a contribution equal to or exceeding one hundred percent (100%) of the value of a proposed property dedication, building, facility, or room construction or remodeling project based upon construction costs; and

WHEREAS, Section 3-5(b) establishes naming rights shall only be granted for a building, facility or room construction or remodeling project that has been approved as an existing capital project in the five-year capital plan as approved by the County Board; and

WHEREAS, Section 3-5(c) authorizes the granting of sponsorships for donations to building, facility or room construction or remodeling projects in an amount less than one hundred percent (100%) of the value of a proposed building, facility or room construction or remodeling project or for donations to a project that falls below the capital project threshold; and

WHEREAS, through the 2025 budget process, the County Board asked for the development of a report by the Department of Parks and Land Use that includes potential naming rights partners, estimated value of the naming rights, and a list of criteria for selection for park facilities; and

WHEREAS, based on analysis of naming rights policies used by other municipal park systems, entertainment venues and higher education facilities, a modification to the contribution threshold of one hundred percent (100%) of the project construction or remodeling cost for capital projects could increase donations; and

WHEREAS, based on the analysis, the Department of Parks and Land Use recommends enabling naming rights agreements to be granted for buildings above the capital project threshold (\$100,000) for a contribution equal to or exceeding ten percent (10%) of the building's projected construction cost for proposed buildings or insured value for an existing building.

WHEREAS, expenditure of donated funds will be approved by the County Board.

THE COUNTY BOARD OF SUPERVISORS OF THE COUNTY OF WAUKESHA ORDAINS that section 3-5, subsections (a), (b) and (c) of the Waukesha County Code is hereby repealed and recreated as follows:

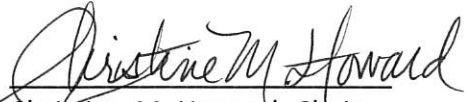
- (a) Naming rights relating to a county building, facility or room may only be granted for a contribution equal to or exceeding ten percent (10%) of the building, facility or room's projected construction cost, or the insured value for an existing building,

facility or room. Final authority to grant naming rights in accordance with this section shall be vested with the County Board.

- (b) Naming rights shall only be granted for a building, facility or room construction or remodeling project that has been approved as an existing capital project in the five-year capital plan established under Sec. 7-16 and approved by the County Board under Sec. 4-216, or to any such capital project added by amendment to the approved five-year capital plan.
- (c) Sponsorships may be granted for donations to a building, facility, or room construction or remodeling project not approved as part of the capital plan established under Sec. 7-16. Sponsorships may also be granted for donations for building, facility or room remodeling projects in an amount less than ten percent (10%) for projects which are approved as part of the capital plan. Placement of sponsorship recognition markers appropriate to the level of the donation toward the project may be authorized.

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TO UPDATE PROVISIONS REGARDING NAMING RIGHTS RELATING TO COUNTY BUILDINGS,
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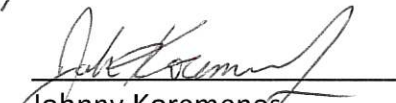
Presented by:
Land Use, Parks, and Environment Committee


Christine M. Howard, Chair


Wayne Euclide


John G. Gscheidmeier


Robert L. Kolb

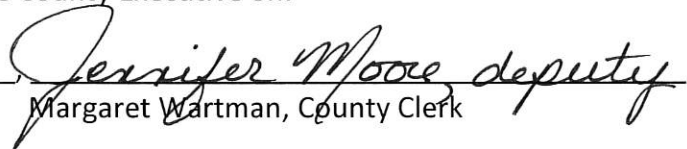

Johnny Koremenos

Absent
Brian Meier


Steve Styza

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, was presented to the County Executive on:

Date: 10-31-2025


Jennifer Moore, deputy
Margaret Wartman, County Clerk

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, is hereby:

Approved: X

Vetoed: _____

Date: 11/3/2025


Paul Farrow, County Executive

VOTE RESULTS

23 AYE

0 NAY

0 ABSTAIN

2 ABSENT

Ordinance 180-O-041: Amend The Text Of Chapter 3, Article I Of The Waukesha County Code Of Ordinances To Update Provisions Regarding Naming Rights Relating To County Buildings, Facilities And Rooms
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Majority Vote of Members Present

 **Passed**

D1 - Styza		AYE	D10 - Thieme		AYE	D19 - Enriquez		AYE
D2 - Euclide	M	AYE	D11 - Howard		AYE	D20 - Schellinger		AYE
D3 - Gscheidmeier		AYE	D12 - Wolff		AYE	D21 - Gaughan		AYE
D4 - Batzko		AYE	D13 - Leisemann		AYE	D22 - Szpara		AYE
D5 - Dondlinger		AYE	D14 - Mommaerts		AYE	D23 - Hammitt		AYE
D6 - Walz		AYE	D15 - Kolb		AYE	D24 - Schroeder		ABSENT
D7 - LaFontain		AYE	D16 - Crowley		AYE	D25 - Johnson	S	AYE
D8 - Koremenos		AYE	D17 - Meier		ABSENT			
D9 - Heinrich		AYE	D18 - Nelson		AYE			

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