

By: Senator(s) Chaney

To: Finance

SENATE BILL NO. 2932

1 AN ACT TO AUTHORIZE AND ENABLE THE VARIOUS PUBLIC ENTITIES TO
2 CONTRACT FOR NAMING RIGHTS OF CIVIC CENTERS; AND FOR RELATED
3 PURPOSES.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

5 SECTION 1. The governing authority of any city, county or
6 any other public entity, whether acting as a state agency or a
7 local agency, is hereby authorized and empowered to enter into
8 contracts for the use of a commercial, corporate, business or
9 private enterprise name on the building, literature, letterhead or
10 other item, as contracted for, of any publicly-owned stadium,
11 coliseum, auditorium, convention center, civic center or other
12 facility whose main purpose is to provide a place for conventions,
13 entertainment, athletic events and events. Such contracts must be
14 for such term as is compliant with law and must be for an amount
15 of income to the public entity which is fair and adequate
16 consideration, in the discretion of the governing authority, in
17 exchange for the benefits, name recognition, advertising,
18 potential returns and publicity to the private enterprise. Such
19 public entities may negotiate and enter into such contract for
20 naming rights, and all incidental rights associated therewith, in
21 the same method as is authorized by law for procuring a contract
22 for professional services. This act is not intended to authorize
23 contracts for naming rights for school buildings or any other type
24 of public building, regardless of whether it is used for public
25 meetings on occasion, but applies only to public buildings which
26 are primarily focused on convention, entertainment, athletic
27 events and other civic events.

28 SECTION 2. This act shall take effect and be in force from
29 and after its passage.