

March 22, 2001

TO THE MISSISSIPPI STATE SENATE:

GOVERNOR'S VETO MESSAGE FOR SENATE BILL 2932

I am returning Senate Bill Number 2932: "AN ACT TO AUTHORIZE AND ENABLE THE VARIOUS PUBLIC ENTITIES TO CONTRACT FOR NAMING RIGHTS OF CIVIC CENTERS; AND FOR RELATED PURPOSES" without my approval and assign the following reason for my veto.

I have genuine concern that Senate Bill 2932 will put our public stadiums, civic centers and other public entertainment venues up for sale, honoring not the public good but the commercial enterprise that can drive the hardest bargain. In some instances the effect may be benign and the money needed, while in other circumstances the "naming rights" may be bought by groups or individuals whose values may be offensive but whose offer cannot be refused. The unintended and unanticipated consequences of this bill give reason for pause.

The bill contains no provision addressing the sale of "naming rights" or the division of proceeds from such sale where multiple public entities have interests in a facility. There is a need for further study and reflection on whether the sale of "naming rights" is right for Mississippi and, if so, how best it might be implemented.

Respectfully submitted,

RONNIE MUSGROVE
GOVERNOR