

CLERK'S OFFICE  
**AMENDED AND APPROVED**  
Date: 9-13-05

Submitted by: Chair of the Assembly at the  
Request of the Mayor  
Prepared by: Economic & Community  
Development  
For Reading: August 23, 2005

ANCHORAGE, ALASKA  
No. AO 2005-114

**AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE SECTION 3.97.060  
PERTAINING TO NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED  
FACILITIES AND PUBLIC PLACES.**

THE ANCHORAGE ASSEMBLY HEREBY ORDAINS:

**Section 1.** Anchorage Municipal Code Section 3.97.060 is amended to read as follows:

**3.97.060            Applicability of chapter.**

This chapter shall not apply to the naming or renaming of facilities which were donated to the municipality contingent upon assignment of a specific name or to any facility constructed or purchased from money or property donated to the municipality for the specific purpose of securing a name for the facility. Further, this chapter does not apply to the naming of streets or roads or to naming rights for municipal buildings, facilities or public places sold pursuant to title 7 which shall be subject to Assembly approval.

[THIS CHAPTER SHALL APPLY TO ALL PROPERTY, FACILITIES AND PLACES UTILIZED BY THE ANCHORAGE TELEPHONE UTILITY.]

(AO No. 87-73; AO No. 91-173(S))

**Section 2.** The ordinance shall become effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this 13<sup>th</sup> day of September, 2005.

Annal. Faucloigh  
Chair

ATTEST:

Beth S. Smart  
Municipal Clerk

**MUNICIPALITY OF ANCHORAGE**  
**Summary of Economic Effects -- General Government**

AO Number: 2005- 114

Title: An Ordinance Amending Anchorage Municipal Code Section 3.97.060  
 Pertaining to Naming of Municipal Buildings, Other Fixed Facilities and Public  
 Places

Sponsor: Chair of the Assembly at the Request of the Mayor

Preparing Agency: Office of Economic & Community Development

Others Impacted: None

**CHANGES IN EXPENDITURES AND REVENUES:**

(In Thousands of Dollars)

	FY05	FY06	FY07	FY08	FY09
<b>Operating Expenditures</b>					
1000 Personal Services					
2000 Non-Labor		SEE BELOW			
3900 Contributions					
4000 Debt Service					
<b>TOTAL DIRECT COSTS:</b>	\$ -	\$ -	\$ -	\$ -	\$ -
Add: 6000 Charges from Others					
Less: 7000 Charges to Others					
<b>FUNCTION COST:</b>	\$ -	\$ -	\$ -	\$ -	\$ -

**REVENUES:**

**CAPITAL:**

**POSITIONS: FT/PT and Temp**

**PUBLIC SECTOR ECONOMIC EFFECTS:**

To be determined. The MOA will receive revenue of \$150,000 or more for five years as a result of awarding naming rights to the successful bidder of the RFP/ITB. The RFP/ITB has a minimum bid requirement of \$150,000 per year.

**PRIVATE SECTOR ECONOMIC EFFECTS:**

Successful bidder will have the sports complex named after their company in exchange for the annual payments to MOA.



**MUNICIPALITY OF ANCHORAGE  
ASSEMBLY MEMORANDUM**

No. AM 604-2005

**Meeting Date:** August 23, 2005

1 **FROM:** Mayor

2  
3 **SUBJECT:** AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE  
4 SECTION 3.97.060 PERTAINING TO NAMING OF MUNICIPAL  
5 BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES.  
6

7 The Office of Economic & Community Development requests an amendment to  
8 Anchorage Municipal Code section 3.97.060, Applicability of Chapter, to allow for sale  
9 of naming rights, through issuance of either an RFP or an ITB, for municipal buildings,  
10 fixed facilities and public places. A minimum bid will be established as part of the RFP  
11 or ITB process, and the proceeds will establish another source of revenue and,  
12 potentially, help offset upgrades at municipal buildings and facilities.  
13

14 The administration anticipates the first sale of naming rights will be advertised to  
15 rename the Chester Creek Sports Complex. The facilities within the complex will retain  
16 their names, but the complex name – now Chester Creek Sports Complex - will be sold  
17 to the highest bidder. The revenue from this sale will be used to help offset proposed  
18 upgrades to the complex.  
19

20  
21 **THE ADMINISTRATION RECOMMENDS APPROVAL OF AN ORDINANCE**  
22 **AMENDING ANCHORAGE MUNICIPAL CODE SECTION 3.97.060 PERTAINING TO**  
23 **NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC**  
24 **PLACES.**

25  
26 Prepared by: Valerie Barkley, Contract Manager, Economic & Community  
27 Development

28 Concur: Mary Jane Michael, Executive Director,  
29 Economic & Community Development

30 Concur: Denis C. LeBlanc, Municipal Manager

31 Respectfully submitted: Mark Begich, Mayor  
32

**Content Information****Content ID :** 003179**Type:** Ordinance - AO

Ordinance Amending AMC Section 3.97.060 Pertaining to

**Title:** Naming of Municipal Buildings, Other Fixed Facilities and Public Places**Author:** barkleyva**Initiating Dept:** ECD**Description:** Ordinance Amending AMC 3.97.060 Pertaining to Naming of Municipal Buildings**Keywords:** Ordinance 3.97.060**Date Prepared:** 8/11/05 3:06 PM**Director Name:** Mary Jane Michael**Assembly Meeting Date MM/DD/YY:** 8/23/05**Public Hearing Date MM/DD/YY:** 9/13/05M.O.A.  
2005 AUG 18 PM 12:19  
CLERKS OFFICE**Workflow History**

<b>Workflow Name</b>	<b>Action Date</b>	<b>Action</b>	<b>User</b>	<b>Security Group</b>	<b>Content ID</b>
AllOrdinanceWorkflow	8/11/05 3:13 PM	Checkin	barkleyva	Public	003179
ECD_SubWorkflow	8/12/05 10:20 AM	Approve	thomasm	Public	003179
AllOrdinanceWorkflow	8/15/05 3:25 PM	Reject	mitsonjl	Public	003179
AllOrdinanceWorkflow	8/15/05 3:54 PM	Checkin	barkleyva	Public	003179
ECD_SubWorkflow	8/15/05 4:10 PM	Approve	thomasm	Public	003179
OMB_SubWorkflow	8/16/05 2:18 PM	Approve	mitsonjl	Public	003179
Legal_SubWorkflow	8/17/05 1:12 PM	Approve	fehlenrl	Public	003179
MuniManager_SubWorkflow	8/18/05 10:27 AM	Approve	abbottmk	Public	003179
MuniMgrCoord_SubWorkflow	8/18/05 10:30 AM	Approve	abbottmk	Public	003179