

Ordinance Summary

An Ordinance to amend Chapter 13.28 of the Fresno County Ordinance Code (Leasing or Licensing of Any Real Property Belonging to, Leased by, or Licensed by the County) by amending and renaming Section 13.28.020 (Informal Bidding Procedures) to Section 13.28.020 (Informal Bidding Procedures, Generally), and adding new Section 13.28.021 (Informal bidding procedures, Naming Rights for Eligible County facilities. “Naming rights” means the rights of a successful bidder under a naming rights agreement, between the county and a successful bidder consummated under the procedures in section 13.28.021 by which agreement the successful bidder pledges to pay, and pays, the county an agreed upon aggregate amount, under a fixed time schedule for paying installments of such amount, in exchange for the successful bidder’s right to name an eligible county facility for the term of the naming rights agreement. The County’s grant of a license to the successful bidder is under the procedures in section 13.28.021, and such license is part of the naming rights agreement.