



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN

DEPARTMENT OF NATURAL RESOURCES

LANSING



REBECCA A. HUMPHRIES
DIRECTOR

SUBMITTED: December 12, 2007

Memorandum to the Natural Resources Commission

SUBJECT: NRC Policy #26.24-07
FOR INFORMATION ONLY

Authority:

The Natural Resources and Environmental Protection Act, 1994 Public Act No. 451, as amended, authorizes the Department, in consultation with the Commission, to develop criteria for naming Department-managed lands and facilities.

Discussion and Background:

The Natural Resources Commission policy on naming rights has not materially changed since its adoption in October 1978 and subsequent revision in June 1987. The policy, as written, essentially addresses only the naming of Department-managed lands and facilities and endorses the use of names that reflect geographic characteristics, cultural attributes and geographic location as the criteria for naming such lands and facilities. It also prohibits the naming of lands and facilities after individuals, except at the discretion of the Natural Resources Commission.

Much has changed since 1987. Today, the granting of naming rights, if managed carefully, is considered a valid and sometimes sought after method of obtaining financial contributions to help support the mission of the Department. Additionally, contributors, whether they are an individual, foundation or corporation, often can help bring public awareness to the resource. Such awareness helps direct attention to Michigan's natural assets and their importance to our quality of life.

Recommendation:

The Department is recommending the Natural Resources Commission update Policy No. 26.24-07 to allow naming rights within a structural framework governing private-sector

partnerships and donations the Department is concurrently considering. Naming rights in perpetuity would require approval by the Natural Resources Commission and would have to meet the absolute highest standards of value for the privilege of assigning a name to a Department-managed land or facility.

Douglas A. Reeves, Acting Chief
Wildlife

Rodney Stokes, Acting Chief
Law Enforcement

Lynne M. Boyd, Chief
Forest, Mineral and Fire Management

Ronald A. Olson, Chief
Parks and Recreation

David E. Freed, Chief
Land and Facilities

Kelley D. Smith, Chief
Fisheries

Arminda S. Koch
Resource Management Deputy

Dennis Fedewa
Chief Deputy

I have analyzed and discussed these recommendations with staff and concur as to matter over which the Natural Resources Commission has authority.

Rebecca A. Humphries
Director

***** DNR POLICIES & PROCEDURES *****

**26.24-07 - Naming Department Administered Lands and Facilities
(DRAFT: 12/10/2007)**

Supersedes

- 26.24-07 Procedure for Naming Department Administered Lands and Facilities,

Reference

- [Act No. 248, Public Acts of 2006, eff. July 3, 2006](#)

Policy

It is the policy of this Department that any offer by the DNR of any naming rights of any program, product, or property administered by the DNR to any individual, foundation, not-for-profit organization, corporation, or other entity, or whose offer of a donation or partnership stipulates that they be granted naming rights, shall comply with the following.

1. The Director may name or may delegate the naming of programs, products, or properties administered by the DNR, and may authorize the incorporation or attachment of the name of an individual, foundation, nonprofit organization, corporation or other entity to a program, product, or property administered by the DNR for a defined length of time, generally associated with the term of the partnership or written agreement, but not to exceed twenty-five years.
2. The DNR will not enter into a partnership or other agreement, or accept a donation that includes a provision that would name, rename or attach a name to:
 - a. Natural or cultural resources managed by the DNR, including but not limited to streams, rivers, lakes, waterfalls or other geological features; historic sites or structures, or forests;
 - b. Lands with a current name that reflects the resource;
 - c. Lands previously named in recognition of an individual;
 - d. Lands owned by DNR in which there is a legal encumbrance that restricts the DNR in naming or renaming the land to include, but not be limited to, any deed restriction or funding-source requirement.
3. The naming of a land holding or other property administered by the DNR in recognition of an individual, foundation, nonprofit organization, corporation or other entity, for a term greater than twenty-five years or in perpetuity, shall be vested with the Natural Resources Commission.