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BILL NO. 6-17-08-1

SUMMARY – An Ordinance to amend Title 19, by adding Chapter 19.09 of the Clark County Code, providing for Clark County Shooting Park.

ORDINANCE NO. 3668  
(of Clark County, Nevada)

AN ORDINANCE TO AMEND TITLE 19 OF THE CLARK COUNTY CODE, BY ADDING CHAPTER 19.09 TO PROVIDE FOR THE CLARK COUNTY SHOOTING PARK.

THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF CLARK, STATE OF NEVADA, DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Title 19, Chapter 19.09 of the Clark County Code is hereby amended to read as follows:

**19.09.010 Capital Naming Program.**

The Shooting Park is built with public funds. Its name is established as the Clark County Shooting Park, and is not subject to renaming.

The purpose of the Capital Naming Program is to allow for individuals, corporations, or governmental agencies to purchase the naming rights to buildings, improvements, facilities, features, fixtures, sites, activities, events and programs, in accordance with NRS 244.30701(1).

**19.09.0101 Selection of Names**

Buildings, improvements, facilities, features, fixtures, sites, activities, events and programs shall be named in harmony with the mission of the department and the vision of

the Clark County Shooting Park, in accordance with appropriate and acceptable Community standards. Clark County reserves the right to reject any name, text or image at any time. The Department of Parks and Recreation shall determine the appropriate signage standards and reserves the right to use the designated name and logo in all advertisement, marketing, maps and any and all other informational materials. The purchaser of the naming rights may only use such names over which he/she/it has legal control. If there is competition for the naming of buildings, improvements, facilities, features, fixtures, sites, activities, events and/or programs at the Clark County Shooting Park, the application best meeting the selection criteria developed by the Department will be recommended for approval and award of naming rights.

#### **19.09.0102 Prohibitions**

All naming privileges not expressly permitted under this chapter shall be prohibited including, but not limited to a name that:

- a) Is not in harmony with the Mission of Clark County, the Department of Parks and Recreation, or the Clark County Shooting Park;
- b) Is not in harmony with the Vision of Clark County, the Department of Parks and Recreation, or the Clark County Shooting Park;
- c) Is false, misleading or deceptive;
- d) Promotes unlawful or illegal goods, services, or activities;
- e) Promotes or glamorizes hate, violence, or anti-social behavior;
- f) Implies an endorsement by Clark County or any public official of any goods, services, or activities;

- g) Is libelous or defamatory;
- h) Supports endorses or opposes the election or vote for or against any person to political office or ballot proposition;
- i) Contains text or images that are likely to be confused with safety, traffic, or emergency signage; or
- j) Is associated with any convicted felon, or any company or organization convicted of a felony.

**19.09.0103 Duration of Naming Privilege**

Naming privileges for buildings, improvements, facilities, features, fixtures, and sites, on the grounds of the Clark County Shooting Park will not exceed a maximum duration of twenty (20) years. The duration of the naming privileges shall be subject to the fees and charges as approved by the Board. Naming privileges for activities, events and programs will last for the duration of the activities, events and programs or for a one-year term, whichever comes first.

**19.09.0104 Procedure**

Applicants for the Capital Naming Program must complete an application form. Completed applications will be submitted to the Director of Parks and Recreation and presented to the Board of County Commissioners for approval or denial. The completed, signed application will become effective upon approval of the Clark County Board of Commissioners and will serve as the primary contractual document between the applicant and Clark County.

**19.09.0105 Application Fees**

All fees to participate in the capital naming program shall be established by the Board.

SECTION 2. If any section of this ordinance or portion thereof is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such holding shall not invalidate the remaining parts of this ordinance.

SECTION 3. All ordinances, parts of ordinances, chapters, sections, subsections, clauses, phrases or sentences contained in Title 19 of the Clark County Code in conflict herewith are hereby repealed.

SECTION 4. This ordinance shall take effect and be in force from and after its passage and the publication thereof by title only, together with the names of the County Commissioners voting for or against its passage, in a newspaper published in and having a general circulation in Clark County, Nevada, at least once a week for a period of two (2) weeks.

PROPOSED on the 17th day of June, 2008.

PROPOSED BY: Commissioner Rory Reid

PASSED on the 1st day of July 2008.

AYES: Susan Brager

Tom Collins

Rory Reid

Lawrence Weekly

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NAYS: None

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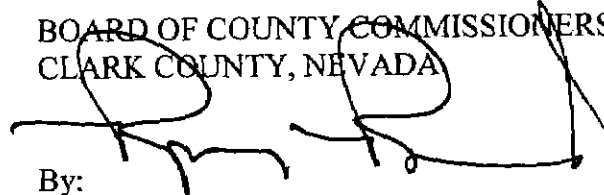
ABSTAINING: None

ABSENT: Chris Giunchigliani

Chip Maxfield

Bruce L. Woodbury

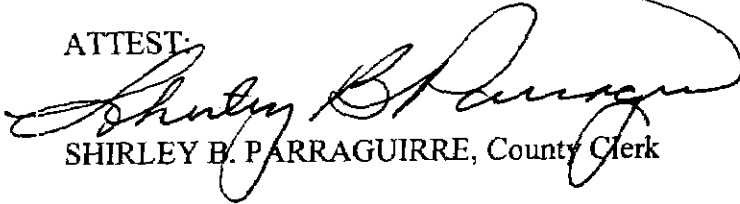
BOARD OF COUNTY COMMISSIONERS  
CLARK COUNTY, NEVADA



By:

Chairman

ATTEST:



SHIRLEY B. PARRAGUIRRE, County Clerk

This ordinance shall be in force and effect from and after  
The 15th day of July 2008.