



Robert E. Antonacci II, CPA
Comptroller

COUNTY OF ONONDAGA

Office of the
County Comptroller

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NEWS RELEASE

For Immediate Release: May 22, 2012

“Say My Name...”

Not just a song by Destiny’s Child...County-Wide revenue from Naming Rights

Robert E. Antonacci II has released his office’s audit on County-Wide Naming Rights.

Alliance Bank Stadium, SRC Arena, Wegman’s Good Dog Park are just a few examples of taxpayer owned assets named for private companies where consideration was paid.

Future opportunities exist to help defray our high property tax bills-just think Air-1.

Mr. Antonacci stated “it is hoped our audit will bring about a more formal process in evaluating the value of naming rights for taxpayer owned assets. Whether we call the stream of income a donation or a revenue contract, the taxpayers deserve to receive maximum value for the naming right.”

The audit has been forwarded to the Onondaga County Legislature as it considers the Onondaga Community College’s 2012-13 budget. The budget submitted request capital funding for a new baseball/softball complex. “I hope OCC will maximize potential revenue for naming rights by publicly advertising the opportunity to name the field and by conducting due diligence as to the value of naming the complex”, Antonacci added. The audit did not find the use of any valuing analysis for SRC Arena. “It is my opinion the value of naming rights for SRC Arena is greater than what is being received. However, we will never know if a greater amount could have been received because no formal analysis was given to us. In hindsight, I think we can all agree, SRC is receiving tremendous advertising exposure,” Antonacci stated.

As Mr. Antonacci previously advised the Legislature, he recommends the Legislature receive a commitment from OCC as to the use of any naming right revenue for the new baseball/softball complex. “I support the new complex, but any naming rights money should be used to make the complex the best in the northeast!”

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The audit further suggests the County revisit the naming of Crouse-Hinds Theater. Some in County government believed this naming was in perpetuity; however the audit did not find evidence of such an agreement. "Renaming the theater could provide a nice stream of revenue for our beleaguered taxpayers" concluded Antonacci.

Mr. Antonacci acknowledged, with assistance from County Law, there are concerns with the legal landscape of naming rights, however, in closing Antonacci said "whether we call it a donation, gift or revenue contract, we need to assure our taxpayers the process for naming an asset is open, transparent and results in the return of maximum value to the taxpayer."

For further information please contact Robert Antonacci II CPA, at 435-2130.