



**MONTGOMERY COUNTY DEPARTMENT OF PARKS**  
THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB Item # \_\_\_\_\_  
Date: September 12, 2019

**MEMORANDUM**

**DATE:** September 5, 2019

**TO:** Montgomery County Planning Board

**VIA:** Michael F. Riley, Director of Parks *MR*  
Miti Figueredo, Deputy Director, Administration *MF*  
John Nissel, Deputy Director, Operations *JN*  
Andy Frank, Division Chief, Park Development Division (PDD) *Andy*

**FROM:** David Tobin, Manager, Public-Private Partnerships, PDD  
Brenda Sandberg, Real Estate Management Supervisor, PDD

**SUBJECT:** Approve the submittal by Maryland Soccer Foundation to change the name (corporate sponsorship) of Discovery Sports Center to Adventist HealthCare Fieldhouse.

---

**STAFF RECOMMENDATION**

Approve the name change for transmittal to the Maryland-National Capital Park and Planning Commission for approval

**Summary**

The Maryland Soccer Foundation (aka SoccerPlex) is one of the Commission's largest and most visible public-private partnerships. As such they have successfully partnered with multiple local businesses and organizations to provide significant recreational opportunities to the County and the region. Perhaps the most visible corporate affiliation is Discovery Communications, after which the main fieldhouse building has been named since its inception. The Foundation has reached an agreement in principle with a new sponsor and name for the fieldhouse. Upon approval by the Commission – a requirement in the lease—the fieldhouse will be renamed the Adventist HealthCare Fieldhouse. Based on the lease requirement (Attachment A) and the 2013 M-NCPPC Corporate Sponsorship Policy (Attachment B), staff recommends approval of the proposed name change of Discovery Sports Center to Adventist HealthCare Fieldhouse and referral to the Commission for approval.

## Background

Pursuant to Section 11 of the Amended and Restated Ground Lease for the Maryland SoccerPlex, the Maryland Soccer Foundation submitted a formal request dated July 25, 2019 (Attachment C) requesting Commission approval of a new naming rights sponsor for the multipurpose facility currently known as the Discovery Sports Center. The Maryland Soccer Foundation has engaged in negotiations and have agreed to terms in principle with Adventist HealthCare for the sponsorship naming rights to the facility. The term of the sponsorships shall be for an initial term of five (5) years with options of three (3) years and two (2) years for a maximum of ten (10) years. The start date for the sponsorship, upon approval would begin on September 1, 2019.

The agreement would require the replacement of all existing Discovery Sports Center (DSC) signage with new signage for Adventist HealthCare Fieldhouse. This work would include the replacement of the existing rooftop sign for the DSC with the new name. This change will also require changes to the directional signage on the roadway within the park. The Maryland Soccer Foundation will work with Montgomery Parks on implementing those signage updates, under a Park Permit, at no costs to the Commission.

In addition to the naming rights, Adventist Healthcare intends to work with the Maryland SoccerPlex to provide community benefits through on campus activations including potential events such as blood drives, health screening, breast cancer screening, and health education classes at no cost to participant

The 2013 Corporate Sponsorship Policy provides guidance to the Department in the development and management of corporate sponsorships. This policy covers naming or renaming of park assets or programs. Park facilities constructed by third parties as part of a public-private partnership are owned by the Commission and therefore included in the inventory of park assets. The Policy provides the following guidance applicable to the submittal.

*Naming Rights, Advertising Rights or Sponsorship Benefits must not include depictions, words or phrases that are reasonably deemed to be harmful or otherwise developmentally inappropriate for the purpose of communication with, or public display to, children under six years of age.*

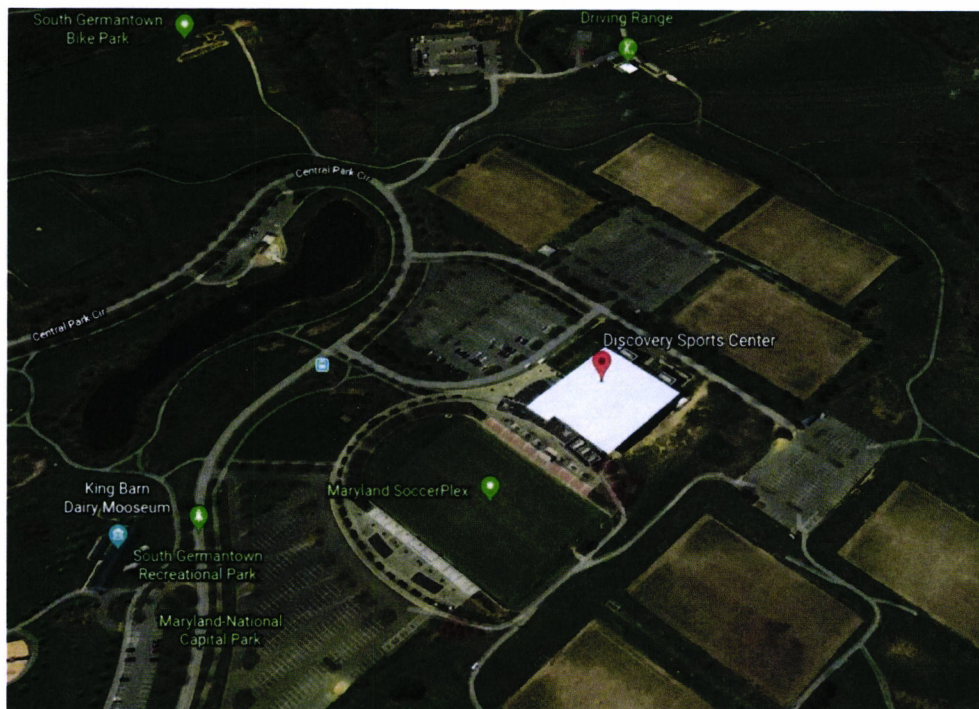
*Examples of depictions, words or phrases that may be rejected under this Policy are those which:*

- *Are sexually suggestive or obscene;*
- *Promote unlawful discrimination on the basis of race, ethnicity, religion, or any other classification protected by law;*
- *Connote inappropriate violence or intimidation;*
- *Relate events, activities or behaviors that are criminal or otherwise violate law (including without limitation, violations or applicable environmental, controlled substance or safety laws); or*
- *Promote activities or products that are reasonably determined to be detrimental to the public health or safety.*



The existing lease between the M-NCPPC and Maryland Soccer Foundation includes the following provision regarding Commission approval of naming of facilities:

*11. Sponsorships and Naming Opportunities. Foundation shall have the right, subject to approval by Commission, which approval shall be in the sole and absolute discretion of the Commission, to name (a) the Championship Field, (b) the other Soccer Fields, (c) the Indoor Multi-Purpose Facility (which is currently known as the Discovery Sports Center), (d) the entire SoccerPlex, and (e) other SoccerPlex Improvements or elements thereof. Foundation shall have the right, without the necessity of approval by Commission, to offer event, activity and program sponsorship opportunities to organizations, companies or individuals, as an inducement to contribute funds to the Foundation for the construction and operation of the SoccerPlex, including for specific events and Tournaments ("Sponsors"); provided, however, the Foundation covenants that it will not permit certain Commission specified categories of sponsorships. In conjunction with such naming and/or sponsorship opportunities, Foundation may give Sponsors signage (subject to the Park Signage Guidelines) in the SoccerPlex, exclusive rights to sell their products at the SoccerPlex and such other rights as Foundation shall deem reasonable.*



## Conclusion

Based on Policy guidelines and Lease requirements, staff recommends approval of the proposed name change of Discovery Sports Center to Adventist HealthCare Fieldhouse and referral to the full Commission for approval.

cc:

Megan Chung, Senior Counsel

Doug Ludwig, Chief, Northern Region


Neal Hollingshead, Park Manager, SGRP

Jim Poore, Chief, Facilities Management

Kristi Williams, Chief, Public Affairs and Community Partnerships

Attachments

- A. Amended-Restated Ground Lease
- B. Adopted Corporate Sponsorship Policy
- C. MNCPPC Sponsorship Approval Request Letter

Signature: 

Email: john.nissel@montgomeryparks.org

Signature: 

Email: miti.figuero@montgomeryparks.org

Signature:

Email: mike.riley@montgomeryparks.org