

Regular Session, 2014

SENATE RESOLUTION NO. 123

BY SENATOR ADLEY

TOPS. Requests the Senate Committee on Finance to study the feasibility of selling the naming rights for the Taylor Opportunity Program for Students.

1 A RESOLUTION

2 To urge and request the Senate Committee on Finance to study the feasibility of selling the
3 naming rights for the Taylor Opportunity Program for Students.

4 WHEREAS, the selling of naming rights has generated an aggregate value in excess
5 of one billion six hundred million dollars to its authorizing entities nationwide; and

6 WHEREAS, the naming rights to the Louisiana Superdome were recently sold to
7 Mercedes Benz for almost nine million dollars per year; and

8 WHEREAS, the naming rights to the New Orleans Arena were recently sold to
9 Smoothie King for approximately four million dollars per year; and

10 WHEREAS, local governing authorities across the country have begun selling the
11 naming rights of bus and train stations, and other publically owned facilities; and

12 WHEREAS, selling the naming rights of publically owned facilities benefit both the
13 seller through increased revenue, and the purchaser through increased exposure; and

14 WHEREAS, the Taylor Opportunity Program for Students, or TOPS, while not made
15 of brick and mortar, is one of the most visible and well-known programs in Louisiana; and

16 WHEREAS, almost all high school students, their parents and grandparents, high
17 school and college employees, and the general public are aware of TOPS; and

18 WHEREAS, since fiscal year 1998-1999, over six hundred seventy-three thousand

1 TOPS awards have been distributed to Louisiana's students at a cost of nearly one billion
2 nine hundred thousand dollars; and

3 WHEREAS, for the upcoming school year over fifty-two thousand students will
4 qualify for TOPS at a cost to the state of two hundred fifty million dollars, while only two
5 hundred thirty-five million dollars was provided for the program in the governor's budget;
6 and

7 WHEREAS, selling the naming rights to TOPS could create another revenue stream
8 to assist with funding the program and allow state general funds to be used for other
9 purposes.

10 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
11 does hereby request the Senate Committee on Finance to study the feasibility of selling the
12 naming rights for the Taylor Opportunity Program for Students.

13 BE IT FURTHER RESOLVED that the committee make its recommendation to the
14 Senate no later than February 1, 2015.

15 BE IT FURTHER RESOLVED that a copy of this resolution be sent to the chairman
16 of the Senate Committee on Finance, the commissioner of higher education, and the
17 executive director of the Louisiana Office of Student Financial Assistance.

The original instrument and the following digest, which constitutes no part
of the legislative instrument, were prepared by Alan Miller.

DIGEST

Adley

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