

Item Title: Stadium Naming Rights Partner

Specific Action Requested:
That the Board of Commissioners:

- 1. Approves the name of Nomaco Park for the stadium jointly owned by Wake County and the Town of Zebulon;**
- 2. Authorizes the County Manager to approve an agreement between Zebulon Stadium, LLC, and Nomaco, for the naming rights of the Stadium, subject to terms and conditions acceptable to the County Attorney; and**
- 3. Accepts and appropriates \$228,543.75 to the Major Facilities Capital Projects Fund as the County's estimated 85% share of net naming rights revenue to be received during the term of the agreement.**

Item Summary:

Purpose: The Board of Commissioners must authorize all multi-year agreements. Further, the Board of Commissioners must approve these actions, per Section 10.1 (Stadium Naming and Other Rights) of the Stadium Lease Agreement, approved by the Board of Commissioners on November 3, 2025.

Background: In 2025, Wake County and the Town of Zebulon, as owners of 52-acre property in eastern Wake County, jointly issued an RFP to solicit a new lessee and partner for the then-named Five County Stadium. In the fall of 2025, the Board of Commissioners, along with the Town of Zebulon Board of Commissioners, awarded the RFP to Capitol Broadcasting Company (CBC), with the County and Town approving a ten-year lease that began on January 1, 2026, and goes through December 31, 2035.

In December 2025, CBC assigned the lease to Zebulon Stadium, LLC. This entity owns and operates the Zebulon Devil Dogz, the Coastal Plain League Team that will play their home games at the Stadium.

Section 10.1 (Stadium Naming and Other Rights) of the lease requires the lessors (the County and Town) to approve any proposed name brought for consideration by the lessee and be party to the execution of any agreement related to Stadium naming rights.

Strategic Plan: This action supports Inclusive Prosperity Goal 3: By 2029, nine out of 10 residents asked will share that they can find and enjoy enriching experiences that support our community's high quality of life.

Fiscal Impact: Per Section 10.1 of the Lease Agreement, the Lessors (the County and Town), will receive 25% of net naming rights revenue for calendar years 2026 through 2028, and 50% of net naming rights revenue for calendar years beginning with 2029. For the proposed naming rights, the County and Town are estimated to receive approximately \$268,875 over the term of this agreement. The County's share of these revenues will be appropriated in the Stadium Maintenance & Capital Repair project of the Major Facilities Capital Fund to be used toward future improvement projects.

Additional Information:

Since the announcement of a new lessee for Five County Stadium, Capitol Broadcasting Company (CBC), the Coastal Plain League (CPL), and the Zebulon Devil Dogz have been working collaboratively with the Town and County on preparing the stadium for operations, which will begin with opening day on May 22, 2026.

As part of the team's preparations and in accordance with Section 10.1 of the Lease Agreement (Stadium Naming and Other Rights), the lessee has been making reasonable efforts to fulfill its obligations to secure a naming rights partner by the beginning of calendar year 2027.

On May 11, it was announced that Nomaco, an industry leader in custom engineered foam products, whose US headquarters has been in Zebulon since the late 1980s, would be the proposed naming rights owner to the Stadium, beginning with the 2026 Coastal Plain League season through the end of calendar year 2031. The specific naming convention is proposed as Nomaco Park.

Nomaco's main product lines include packaging solutions for construction materials, products for packaging home furnishings, and fitness and recreation products. With a presence in the community for almost 40 years, Nomaco is known for being a consistent partner at Town events and having a workplace that supports employee growth and development. This naming rights opportunity will continue to highlight Nomaco products and job opportunities in the community.

Per the financial schedule, the Town and the County will receive revenue annually, 2026 through 2031, as the lessor's share of net naming rights revenue. Net naming rights revenue is equal to the gross revenue less expenses for cost of sales, branded signage and assets, and hospitality to be provided to the naming rights partner. The lessor's share of net naming rights revenue for this agreement is estimated at \$268,875, which will be split between the County and the Town based on percent ownership in the Stadium.

Attachments:

1. Lease Agreement