

8-20-2015 rev. 4-20-2017	POL	K-4
NAMING RIGHTS OF FACILITIES		

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Naming of Buildings:

The naming of all new Library buildings and of all existing Library buildings undergoing significant renovation and expansion is the responsibility of the Library Board, guided by the following criteria.

New library facilities shall be named and existing library facilities shall be renamed

- when the Library Board chooses to honor an individual for significant, outstanding contribution in keeping with the nature and mission of the Library (in which case the name should be generally recognized within the community and be able to stand the test of time), or
- when the Board chooses to accept the gift of a donor (or donors) who requests naming rights and who contributes a significant dollar amount toward the total project costs, including construction, equipment, furnishings and collections for the building.

Further,

- The Library Director, in consultation with the Library design team, Library Facilities Committee, and the Brown County Library Foundation's Campaign Committee for that facility, will be responsible for determining the manner in which the name is recognized (e.g. signage.)
- No naming opportunities will be considered for political or religious entities.
- The term for the naming of the new facility shall be 25 years, after which the building could be renamed, based on the above criteria.
- A list of the naming opportunities and costs for each facility under construction will be submitted to the Library Board for approval.

When considering proposals for naming or renaming a library facility, the following general principles should be taken into consideration:

- Will the name engender a strong positive image?
- Will the name be appropriate considering the facility's location and history?
- Will the name have historical, cultural, symbolic, or social significance for future generations?
- Will the name commemorate places, people, or events that are of continuing importance to the area?
- Will the name enhance the character and identity of the facility?
- Will the name have broad public support?
- Will the name result in the undue commercialization of the facility if it accompanies a corporate gift?
- Does the proposed name duplicate, is it closely related to, or pronounced similarly to the name of any other existing facility such that it might cause confusion?

Naming of Interior Spaces:

Other naming opportunities are available within the new building or existing buildings undergoing significant renovation and/or expansion. These opportunities are identified by the Library Director in consultation with the Library's design team, Library Facilities Committee, and the Brown County Library

Foundation's Campaign Committee for that facility, and could include such areas as meeting rooms, auditoriums, reading lounges, special use areas, collections, equipment, gardens or other interior and exterior spaces.

- Naming opportunities are available for individuals, families, foundations and corporations making a significant contribution to the project, as determined by the square footage costs of the specific area of interest, plus the cost of new equipment or collections for that area.
- The Library Director, in consultation with the Library design team, Library Facilities Committee, and the Brown County Library Foundation's Campaign Committee for that facility, will be responsible for determining the manner in which the name is recognized (e.g.signage.)
- A list of the interior naming opportunities and costs for each facility under construction will be submitted to the Library Board for approval.
- The term for the naming of interior spaces shall be 25 years, after which the space could be renamed, based on the above criteria.

The Library reserves the right to determine hours of operation or closures of any of its buildings as it sees fit due to operational circumstances.

If moral or ethical issues come to light involving a person or organization that a building is named after, in whole or in part, the Library reserves the right to revoke and remove the name. In such instances the library will not refund the money donated for naming rights.