



## Library District Naming Opportunities Policy

The following policy outlines the Las Vegas-Clark County Library District's criteria and procedures for naming opportunities associated with library facilities, parts of facilities and/or properties, and endowments.

It replaces the "Naming Libraries Policy" adopted by the District Board of Trustees on February 11, 1992, and the "Guidelines for the Naming Committee" adopted by the District Board of Trustees on April 14, 1992.

### POLICY PURPOSE

The purpose of the policy is to clarify the criteria and processes for naming facilities, parts of facilities and/or properties, and endowments to provide clear, fair, and transparent procedures for the public and donors.

### AUTHORITY FOR NAMING OPPORTUNITIES

The Board of Trustees of the Las Vegas-Clark County Library District shall have sole responsibility for naming or renaming library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

### PROCESS FOR BOARD CONSIDERATION OF NAMING OPPORTUNITIES

Naming Opportunity requests may be initiated by an individual, family, charitable organization, foundation, and/or corporation who submits a Letter of Interest for a naming opportunity to the Library District's Executive Director, who will forward the request to the Development and Planning and General Services departments for review and proposal detail development. No proposals will be accepted from political or religious organizations.

A Naming Committee, exclusively made up of Trustees from the Library Board, will be appointed by the Chair of the Board of Trustees and will consist of at least one officer of the Library Board and two additional Trustees, one of which sits on the Library District Foundation Board of Directors. The Naming Committee will consider all proposals regarding the naming of library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

All Naming proposals will be submitted to the Naming Committee in writing, and each shall contain justification compliant with the criteria, terms, and purposes set forth in this policy.

Adopted March 9, 2017 by the LVCCLD Board of Trustees. It replaces the "Naming Libraries Policy" adopted by the District Board of Trustees on February 11, 1992, and the "Guidelines for the Naming Committee" adopted by the District Board of Trustees on April 14, 1992.

Based on criteria and procedures outlined in this policy, the Naming Committee will make a detailed recommendation to the Library Board for approval, refinement, or rejection of each Naming Committee proposal. Unless further deliberation is needed, the Library Board will vote on the recommendation. If additional deliberation is needed, the vote will be postponed until the next regular Library Board meeting. The Naming Committee will clarify its recommendation before that board meeting and present the recommendation to the Library Board for approval.

A standard legal agreement between the donor and the Library Board containing terms and conditions (including the conditions under which the naming recognition may be rescinded) must be reviewed and signed by both parties. The naming agreement will outline the amount of the gift, period of naming recognition, payment terms, and any other terms pertinent to the naming opportunity.

No publicity on the recommendation for naming shall be given until it is approved by the Library Board.

The Las Vegas-Clark County Library District Foundation may hold fundraising campaigns in conjunction with Library Board-approved construction and renovation projects. In this case, the Library Foundation will work with the Development and Planning and General Services departments to identify fundraising campaign naming opportunities and appropriate donation levels for each naming opportunity. The Naming Committee shall review proposals for Library Foundation fundraising campaigns and shall present the naming opportunity plan to the Library Board for approval. Upon Library Board approval of the fundraising plan, the Library Foundation will be authorized to actively seek donors and offer the naming opportunities identified in the Board-approved plan. Once the Library Board has approved a naming opportunity and the Library Foundation has secured funding, the donation will be transferred to the Library District. The project will be managed and administered through the standard Board and Library District processes.

## NAMING LIBRARY FACILITIES

Generally, library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services shall be named with a preference for geographic or functional designation.

Naming opportunities are available for individual, family, charitable organization, foundation, and corporate donors who make a significant contribution to the project, as follows:

1. When prospective donors are willing to enter into an agreement to contribute at least 51% of the actual or projected costs of the specific project of interest, including costs for land, project design, construction, necessary equipment and/or collections, as determined by library executive staff and project design consultants using metrics such as fair market value property appraisals; construction or renovation costs per square foot; furniture, fixture and equipment quotes; collection cost estimates; signage cost estimates; ongoing maintenance costs; and/or project design and/or construction cost estimates.
2. Geographic and functional names will be included in the naming agreement unless otherwise agreed upon by the Library Board.
3. Donor recognition signage will be consistent with Library District signage standards.

4. The term of the agreement shall take into consideration the estimated life of the building or project area.

#### CONDITIONS FOR RESCINDING A NAMING AGREEMENT

All naming agreements with the Library Board shall include a clause giving the Library Board the power to rescind a naming agreement with any donor - individual, family, charitable organization, or corporation -- whose policies, principles, goals, or values are in conflict with those of the Library District, including but not limited to cases where the donor's character does not reflect positively on the Library District; and/or the donor has engaged in illegal or unethical conduct.

#### MANAGEMENT OF NAMING OPPORTUNITIES

The Library District's Planning and Development department will be responsible for maintaining records and overseeing compliance with the terms of all Naming Agreements entered into with the Library District.