

## **NAMING OPPORTUNITIES**

It is the policy of Hartford Public Library (the Library) from time to time to recognize the generosity of an individual(s) and/or corporation(s), foundation and/or other donor(s) by choosing to create a specific naming designation for a collection, facility or portion of a facility. Naming opportunities are also available to honor a person's significant service to the Library or to the society at large.

The Board of Directors (Board) of the Library has the sole right to name or rename collections or facilities. The Library's chief executive officer may recommend naming opportunities to the Board's Development Committee for consideration. The Development Committee will make its recommendation to the full Board. The Board recognizes that naming a collection, facility or portion of a facility is a decision of immense importance; therefore, making these decisions is undertaken with an appreciation for that significance.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals.

- A. Meeting rooms, reading lounges, study rooms, special use areas, equipment, green spaces, walkways, other interior and exterior spaces, and facilities or a portion of a facility may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by square footage cost, actual cost of equipment, on-going operating cost, etc., depending on the specific area or item.
- B. Endowment proposals such as those for a collection may also include naming rights. Collections may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by cost of materials, staff, on-going operating costs, etc. depending on the specific program or collection.
- C. The Board may name or rename library buildings. The Board will review, consider and approve or decline a proposal that a library building bear a designated name only when a prospective donor wishes to make a substantial gift to the Library or when the naming opportunity is to honor a person who has contributed significantly to the social, academic, scholarly, research or political life of the community.
- D. For contributions toward an existing building, a substantial gift is defined as at least 25 percent of the current assessed value of the facility or a number agreed upon by the Board.

- E. For contributions toward new construction or significant renovation of an existing building, a substantial gift is defined as at least 25 percent of the total project cost or a number agreed upon by the Board.
- F. The name of the neighborhood in which the library building resides will be included in a facility's name unless otherwise agreed upon by the Board.
- G. The Board reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.
- H. If a distinctively named library facility is relocated, substantially remodeled, or converted to use other than its original use, the facility may be renamed to reflect the association of new donors or community interests related to the changing facility. In such instances, the original name shall be honored in an appropriate manner.
- I. Naming a collection, facility or portion of a facility to honor individuals who have contributed significantly to the social, academic, scholarly, research or political life of the community rather than a donor is permitted.

Those honored with such a naming might be:

- a. Persons not directly connected with the Library who have contributed significantly to the social, academic, scholarly, research, or political life of the community;
- b. Persons who have contributed significantly, in one way or another, to the growth and development of the Library;
- c. an illustrious former employee, board member or corporator; or
- d. an outstanding states-person, educator, or scholar who may or may not be connected to the Library or the City of Hartford.

**Board Policy:**

**DATE APPROVED:** March 3, 2011

**EFFECTIVE DATE:** March 3, 2011

**DATE REVISED:** December 10, 2020

**REPLACING POLICY EFFECTIVE:** n/a, new