

Purpose: To clarify the requirements and procedures to be followed by the Board in order to have specific rooms, areas, or buildings of the Medicine Hat Public Library named for a person or an organization.

1. Definitions

- 1.1. Board: the Medicine Hat Library Board
- 1.2. Leadership Gift: the primary donation toward a renovation or building that the Board deems sufficiently significant.
- 1.3. Nameable items: Physical parts of the building and grounds including wings, rooms, foyer, gardens, pathways, programs and services and tangible capital assets.
- 1.4. Tangible capital assets: Furniture, equipment and other items which are typically categorized as capital assets under standard accounting rules and which are not permanently part of a building.

2. Process for Naming

- 2.1. An application for naming rights may be initiated by either the MHPL or a person/group wishing to buy the naming rights for an activity, structure, event, or other item associated with the MHPL.
- 2.2. MHPL and the person/group who may be granted the naming rights will negotiate a written agreement which will include, at least:
  - 2.2.1. The duration of the naming rights;
  - 2.2.2. The purchase price of the naming rights;
  - 2.2.3. The item to which the naming rights are attached; and
  - 2.2.4. The process for renewal and termination of the naming rights.

3. Naming Criteria

The following naming criteria will be considered: reputation and integrity of donor history of donor's support of the library donor's understanding of and support for the library's mission and mandate.

3.1. Based on Service

- 3.1.1. A proposal is formally made to the Board to name a new or existing area or facility in honour of an individual for service to the library or the community. A detailed justification and explanatory materials must be included with the proposal.

3.2. Based on Financial Gifts and Donations

- 3.2.1. To name a new or renovated area donors are expected to provide the leadership gift toward the total cost of constructing or renovating the area.
- 3.2.2. Naming of rooms, areas, and buildings is for a set term clearly defined in a written agreement negotiated between the board and the donor.
- 3.2.3. An endowment fund may be obtained for the continuing operations and maintenance of any named item. Ongoing revenue from an endowment fund will be considered when the duration of naming is set.

- 3.2.4. Naming of a program or service will require a donation of at least 50% of the on-going operating budget for the length of the agreement.
    - 3.2.5. Naming of tangible capital assets will require a donation of 100% of the cost of the asset.
- 4. Duration of Naming
  - 4.1. Naming does not imply use of name for perpetuity.
    - 4.1.1. Donations of under \$60,000 will attract a maximum naming entitlement of 10 years.
    - 4.1.2. Donations of \$60,000 or more may attract a naming entitlement in excess of 10 years
    - 4.1.3. Naming of tangible capital assets will remain in effect as long as the asset is in use at the library, and expires when the asset is decommissioned.
- 5. Recognition
  - 5.1 Named items will have signage or labeling which acknowledges the naming.
- 6. Termination of Naming Entitlement
  - 6.1. Naming entitlements will end at the expiration of period set out in the written agreement.
  - 6.2. Prior to the expiration of the naming entitlement period, communication will be sent to the donor about termination and the mechanism for renewal, if available.
  - 6.3. The Board retains the discretion to terminate naming entitlements, notwithstanding that an agreed naming duration remains in effect, in the event a named donor acts in a manner or carries out activities that may reflect negatively with the library or in a manner that is in conflict with the Library's mission and mandate.
- 7. The Board has the authority to accept or reject any proposal, gift, or donation pursuant to this policy.