

Hastings Public Library

Policy for Naming Facilities

Naming Categories:

Hastings Public Library will consider the following two general categories for naming opportunities:

1. Honorary Naming – Hastings Public Library considers the naming of a building, part of a building or other property in honor of an individual to be one of the highest recognitions that the Library can bestow. Only in extraordinary circumstances will property be named to memorialize/honor individuals who have made extraordinary contribution to the Hastings Public Library. Persons considered for naming honors shall have been dedicated to the purpose, nature and mission of the Library, and have achieved outstanding distinction through civic, intellectual, or literary contribution to the development of the Library, community, state, or nation. All honorary naming must be approved by the Hastings Public Library Board of Trustees.
2. Philanthropic Naming – Consideration for naming of a Hastings Public Library building, part of building or other property may be given in recognition of substantial financial gifts to the Library. The Library will seek financial contributions commensurate with the honor sought and compatible with the mission of the Hastings Public Library. When naming opportunities are available through a capital campaign, all naming opportunities will be approved by the Hastings Public Library Board of Trustees. During the campaign, the Hastings Public Library Foundation will be responsible for working with donors to secure gifts appropriate with the naming opportunities approved.

Considerations:

1. All naming recognition must be consistent with the Hastings Public Library's mission and role as a community gathering place. In this regard, due attention shall be given to both long-term and short-term appropriateness of naming.
2. The credentials, character, and reputation of each individual for whom the naming of significant property is being considered shall be appropriately scrutinized.

Criteria for Naming:

1. Hastings Public Library Foundation will recommend the following values/levels as guidelines for naming opportunities to the Library Director and Board of Trustees for approval:
 - a. To name a space or unit: 50% of the fundraising goal.
 - b. To name a building: a significant percentage of the fundraising goal as determined by the Foundation Board, Library Director, and Board of Trustees.
2. Facilities will not be named for long-term pledges exceeding the term of the campaign.
3. Facilities will not be named in return for testamentary gifts.
4. Facilities will not be named for persons making gifts of property (real or personal) until converted to cash.

Special Considerations:

1. Duration: If a previously named facility or property must be replaced or substantially renovated, the name will remain as set forth in any gift agreements related to the prior naming action.
2. Change of use: When a change in the use of a previously named facility occurs because a program moves/ends or space is reassigned or demolished, some form of continuing recognition may be appropriate, such as creating an alternative memorial.
3. Form of Naming Display: The official name of a building, in honor of an individual or recognition of an appropriate donation, shall be recommended by the Foundation Board to the Library Board of Trustees

and Director in cooperation with the donor. In addition, a suitable plaque can be located in the appropriate interior location, giving the full name and a brief biography of the person.

4. Hastings Public Library reserves the right to change the building's name or to remove the naming right should a significant change in the circumstances of the donor occur.

Donor Recognition versus Property Naming:

Donations received for sponsorship of a room, or for equipment, or work space, that do not include the cost of the building or renovating the space, can be given recognition through an appropriate plaque or alternative means within or adjacent to the space. This shall not constitute the "naming" of the space and thus does not fall under the jurisdiction of the Naming Process. If a donor-sponsored room is scheduled for renovation, the donor or the donor's family will be notified and given first preference for renaming the renovated room or space. When equipment or furnishings become outdated or dysfunctional, the recognition will be withdrawn.

Naming Property Agreement:

The Hastings Public Library Board of Trustees will consider for approval the naming of buildings, substantial areas or significant landscape features per the guidelines set forth in the naming guidelines. The Naming Property Agreement will be signed following approval by the Board of Trustees and the Director of the Library and kept on file at the Library.

Approved September 2010

Reviewed September 2014

Reviewed November 2018