

Hales Corners Library

Naming Rights - Policy Statement

1. Introduction

It is the policy of the Hales Corners Board of Trustees, hereafter known as the Board, to recognize the generosity of individuals, corporations, foundations, or other donors by choosing to create a specific naming designation for the library, a library collection, or portion of a library facility, hereafter known as the Library, keeping with the nature and mission of the Library. Even though the Board is grateful for and encourages donations, the Board holds the right to decline any gift to the Library or reject any naming proposal.

The Board retains exclusive authority over naming the Library. However, spaces within the Ben Hunt Center building, distinct from the Library, fall outside this jurisdiction. Consequently, the Board may confer with the Hales Corners Library Foundation, the Village of Hales Corners, and the Hales Corners Library Director to determine the appropriate facilitator for the naming rights process.

The following are guidelines to be considered in approving naming rights for the Library:

1. The name of a landmark shall be used if it helps to identify the location of the Library.
2. Whenever a person's name is used, the individual must have made a significant contribution to library service on the local, state or national level. Individuals must have been responsible for a major development in improving the quality of library service either through a personal financial contribution to the Hales Corners Library or through specific, identifiable actions in support of library service over a sustained period of years.
3. Persons of state and national renown must, at the time of the naming, be well-known and immediately recognizable as having made positive contributions to the development of library service or the quality of life for all citizens.
4. In recognition of significant actions, service, or financial contributions on behalf of the Hales Corners Library, rooms or areas within the Library may be

named to honor individuals, corporations, or foundations. The individual, corporation, or foundation must have been responsible for a major development in improving the quality of library service either through a financial contribution to the Hales Corners Library or through specific, identifiable actions in support of library service over a sustained period of years.

5. The Board may establish a timeline, setting a limit as to how long the name of an individual, corporation, or foundation may be used for the Library.
6. When approving the use of a name for the Library, the Board shall also consider the cost of maintaining the designated named area. Being able to afford the ongoing maintenance as well as ensuring the named area is well-maintained is an essential component in the naming process.
7. The use of a name for the Library does not imply an endorsement of any cause or activity associated with the individual, corporation, foundation, partnership, or entity.
8. The Board has the authority to change, or not change, Naming Rights of the Library even if the individual, corporation, foundation, partnership, or entity meet all criteria outlined in this policy.
9. Naming rights will be documented in a Naming Rights Donor Agreement which will grant the Donor specified Naming Rights to a particular space, subject to acceptance of the Donor's gift and approval of such naming by the Board and consistent with this policy.
10. Naming rights carry no power of direction or implied power of direction to the Library on matters of appointment of persons, policies, operational or capital decisions, or any other library processes or activities.
11. The Board reserves the right to terminate or alter a naming designation under unusual circumstances, or if an individual, corporation, foundation, partnership, or entity named comes into disrepute at the Library or in the community at large. Should the Naming Rights Donor Agreement be terminated, the Board, the Library, and Village of Hales Corners shall have no further obligation or liability to the Donor and shall not be required to return any portion of the gift that has already been paid. The Board, at its discretion,

may choose an alternative recognition for the portion of the gift that has been received.

12. Naming rights approvals are subject to a simple voting majority of the Board.
13. Religious entities will not be considered for naming opportunities.
14. A list of naming opportunities shall be compiled by the Hales Corners Foundation and Library Director and submitted to the Board for approval upon request.

2. **Definitions**

- **Naming Rights:** includes meetings spaces, reading areas, study rooms, collections, special use areas, equipment, and any other interior or exterior spaces, in honor or memory of an individual, corporation, foundation, or organization as grateful recognition of the Donor's gift. Naming rights of major projects must be financed by 51% or more of the total cost and paid within three years.
- **Philanthropic Gift:** a voluntary and irrevocable pledge paid to the Hales Corners Library in the form of a one-time contribution, or in multiple contributions over a period of several years.
- **"Significant service to the Library, to the community, or to society at large ":** is to honor a person who has contributed meaningfully over time to the social, academic, scholarly, research, or political life of the Village of Hales Corners or society at large. Those honored with such a naming might be:
 1. Persons who have contributed significantly, in one way or another, to the growth and development of the Library.
 2. A former employee or Board member.
 3. An outstanding statesperson, educator, or scholar who may or may not be connected to the Library or Village of Hales Corners.
 4. Library facilities or spaces cannot bear the name of any living individual, nor can they be named in honor of someone until at least two years have passed since their death.

3. Term Limits

- The term for naming or renaming the Library shall not exceed 25 years.
- All naming rights shall be approved for a specific term, which shall not be longer than the useful life of the Library, as determined by the Board, unless otherwise established in the naming rights agreement between the Library and the Donor. A plaque may remain in the location acknowledging the name and the donation.
- No permanent signage will be put into place until 51% or more of the pledged funds are received by the Library and all donations must be paid within three years from the initial pledge. Failure to complete funding or a pledge may result in the Board having the option of cancelling any naming rights previously granted and retaining any funds already received with no obligation of the Board or any other agency or organization to return or refund any portion of the funds received.
- If the agreed upon funding to constitute a naming opportunity ceases before the agreed time or amount, the Library Board may discontinue the use of the benefactor's name.