

CLEVELAND PUBLIC LIBRARY

Board Meeting

March 15, 2022

RESOLUTION ADOPTING PHILANTHROPIC NAMING RECOGNITION POLICY

- WHEREAS, On October 21, 2021, the Board of Library Trustees authorized the Cleveland Public Library Foundation Board of Directors to develop a draft policy on naming insular Library spaces and to present the draft to this Board for review, consideration, and discussion; and
- WHEREAS, The Board of Directors of the Cleveland Public Library Foundation developed the draft Philanthropic Naming Recognition Policy, which is attached to this Resolution as Exhibit "A;" and
- WHEREAS, The policy proposed by the Foundation's Board of Directors sets forth general parameters for naming Library-owned property, such as lobbies, benches, and meeting rooms, in recognition of philanthropic support or in honor of an individual's commitment to the Library's mission and the community that it serves; and
- WHEREAS, Under the proposed policy, the Library would develop a naming recognition opportunity plan for each capital campaign that will establish valuations for namable assets, durations of naming rights, and a review process for all naming opportunities. Naming of all Library property will be subject to final approval by this Board; and
- WHEREAS, The proposed policy also allows this Board the discretion to consider making an exception to its prevailing practice for naming branches when appropriate, which is consistent with the position adopted by this Board by resolution on February 15, 2007; now therefore be it
- RESOLVED, The Board of Trustees of the Cleveland Public Library adopts the attached Philanthropic Naming Recognition Policy effective as of the date of this Resolution and authorizes the Library Administration to develop naming recognition opportunity plans in accordance with the Policy, which plans shall be presented to this Board for approval.

Exhibit "A"

CLEVELAND PUBLIC LIBRARY PHILANTHROPIC NAMING RECOGNITION POLICY

I. SCOPE OF POLICY:

The Cleveland Public Library establishes the following naming recognition policy to provide guidance in approving philanthropic naming recognition for Library owned or controlled property or facilities, recognizing financial and in-kind contributions by any individual or entity. This policy also includes honorary naming recognition.

II. DEFINITIONS:

The following words will have the meaning ascribed to them herein:

A. "civic or charitable group" shall mean a nonprofit entity, family, or group that has made a substantial contribution to the community. For-profit entities of any type shall not be considered a civic or charitable group.

B. "individual" shall mean a person who has made a financial and/or in-kind donation to support a specific Library program or property.

C. "for-profit entity" shall mean any entity that is neither an individual nor a civic or charitable group (i.e. nonprofit).

D. "honorary naming recognition" shall mean the naming of Library property to honor the service, commitment, or other type of participation by an individual, or civic or charitable group.

E. "philanthropic naming recognition" shall mean the naming of Library property due to a charitable donation from an individual, civic or charitable group, or for-profit entity that is intended to enhance the community by financial and/or in-kind support for a specific Library program or property.

F. "Library property" shall mean Library owned or controlled real property and features or attributes of Library facilities such as a lobby, wall, bench, walkway, hallway, room, or other public venue. "Library property" may also include entire Library facilities if so approved by the Board of Trustees of the Cleveland Public Library.

III. PROCESS: The process to establish philanthropic naming recognition for Library property shall be as follows:

The Library Foundation in conjunction with the Library's Executive Director or his/her designee must develop a naming recognition opportunity plan to be implemented as approved by the Library Board of Trustees by resolution. In developing said plans, the below criteria shall apply.

A. Philanthropic naming recognition opportunity plans shall establish an aggregate campaign goal. Factors to be considered in development of the goal shall include, but not be limited to, capital costs, annual operating and maintenance costs, and desirability and marketability of the opportunity.

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Each campaign goal shall be developed on a case-by-case basis.

B. All assets for which naming opportunities will be offered shall be valued as a function of the aggregate campaign goal within the philanthropic naming recognition opportunity plan. Factors to be considered in the valuation of each asset shall include desirability and marketability, exposure associated with the naming of the asset, and relative value as compared with other assets that are part of the campaign.

C. All naming recognition shall be approved for a specific term, which shall not be longer than the useful life of the property or facility, as determined by the Library, unless otherwise established in the naming recognition opportunity plan or in a donor contract approved by the Library and the donor.

D. Naming recognition opportunity plans shall establish a review process either by a standing committee (the composition shall be identified in the plan) or by Library staff. Final naming of Library property, shall be subject to approval of the Library Board of Trustees.

E. The review committee established in the plan shall consider compliance with the established naming recognition policy; whether the donation is from a potentially controversial source (e.g. tobacco, alcohol, etc.); appropriate signage; compliance with the required approval process for accepting donations; whether a donor contract is appropriate, and if so, the terms thereof; citizen input; and any other relevant factors.

F. All naming recognition proceeds shall be allocated to the Library Foundation as unrestricted revenue minus expenses associated with the naming.

G. Honorary naming recognition for a Library property, program, and/or collection is one of the highest honors the Library can bestow. This recognition is a powerful affirmation of the honoree's commitment to the Library's mission and the community it serves. As such, honorees shall have exemplary character, an unqualified reputation for honesty, personal integrity, and the highest standards of personal and professional ethics. Honorary naming will be specific to pre-determined Library properties/sites, programs, and/or collections. A recommendation for honorary naming will be made by a review committee through a review process consisting of the Library Executive Director, two Library Board of Trustees, a member of the Library Foundation Board, and a community representative. Final honorary naming of spaces shall be subject to approval by the Library Board of Trustees.

Every attempt will be made to make an honorary naming opportunity decision within sixty (60) days from submission of the request to the Committee.

In addition, upon notice to the Library Board of Trustees, the Library Executive Director may refuse any financial and/or in-kind donation if it is deemed to not be in the best interests of the Library.