

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. Renaming items: Physical parts of the building grounds; wings, rooms, foyer, equipment, gardens, pathways. Programs and services may be included.

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 advocacy of the library and literacy, the donor's understanding 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 outlined in writing and 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, gift-funded, facility/area.
- 3.2.4. Naming of a program or service will require a donation of at least 50% of the annual operating budget for the length of the agreement.

4. Duration of Naming
  - 4.1. Naming does not imply use of name for perpetuity.
    - 4.1.1. Donations of \$60,000 or less 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
5. Termination of Naming Entitlement
  - 5.1. Naming entitlements will end at the expiration of period set out in the written agreement.
  - 5.2. 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.
  - 5.3. 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.
6. The Board has the authority to accept or reject any proposal, gift, or donation pursuant to this policy.