

Naming of Library Buildings & Interior Spaces (Library Policy) (M-02)

Note: This MPLF policy coincides with MPL policy and must be jointly updated/approved.

Section	Date Approved	Supersedes Policy Dated
Miscellaneous	4/7/21	3/3/04

Naming of Buildings

The naming of all new Library buildings and of all existing Library buildings undergoing significant renovation and expansion is the responsibility of the Library Board, guided by the following criteria.

New library facilities shall be named and existing library facilities shall be renamed

- With a preference for geographic or functional designation, or
- When the Board chooses to honor an individual for significant, outstanding contribution in keeping with the nature and mission of the library (in which case the name should be generally recognized within the community and be able to stand the test of time), or
- When the Board chooses to accept the gift of a donor (or donors) who requests naming rights and who contributes a minimum of 51% of the total project costs, including construction, equipment, furnishings and collections for the building.

Further,

- The Library Director, in consultation with the Library design team and the Madison Public Library Foundation's Board and/or Campaign Committee for that facility, will be responsible for determining the manner in which the name is recognized (e.g. signage).
- No naming opportunities will be considered for corporations or religious entities.
- ~~The term for the naming of the new facility shall be 25 years, after which the building could be renamed, based on the above criteria.~~ The term of the naming rights of any facility shall be limited to 25 years; provided, however, that such 25 year term may be terminated earlier if, in the opinion of the Madison Public Library Foundation's Board the donor fails to conduct [himself/herself/themselves] without due regard to public morals and decency in a manner that materially and adversely affects the reputation or business of the Madison Public Library or the Madison Public Library Foundation. Upon expiration of the term hereunder, the facility may be renamed in accordance with the then current policy governing naming of library buildings.
- The naming rights of any facility shall be documented in writing with the donor and shall specifically include the provisions contained in this policy relating to the term of the naming rights.
 - Recommendations for removal of names from new or existing library buildings and interior rooms shall be submitted to the MPL Board for approval

Naming of Interior Spaces

Other naming opportunities are available within the new building or existing buildings undergoing significant renovation and expansion. These opportunities are identified by the Library Director in consultation with the Library's design team and the Madison Public Library Foundation's Board and/or

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Campaign committee for that facility and could include such areas as meeting rooms, auditoriums, reading lounges, special use areas, collections, equipment, gardens or other interior and exterior spaces.

- Naming opportunities are available for individuals, families, and foundations and corporations making a significant contribution to the project and are determined by the square foot — age costs of the specific area of interest, plus the cost of new equipment or collections for that area based on demand and desirability for spaces.
- The Library director, in consultation with the Library design team and the Madison Public Library Foundation's Board and/or Campaign Committee for that facility, will be responsible for determining the manner in which the name is recognized (e.g. signage).
- A list of the interior naming opportunities will be submitted to the Library Board for Approval.
- The term of the naming rights of any interior space shall be limited to 25 years; provided, however, that such 25 year term may be terminated earlier if, in the opinion of the Madison Public Library Foundation's Board the donor fails to conduct [himself/herself/themself] without due regard to public morals and decency in a manner that materially and adversely affects the reputation or business of the Madison Public Library or the Madison Public Library Foundation. Upon expiration of the term hereunder, the interior space may be renamed in accordance with the then current policy governing naming of library interior spaces.
- The naming rights of any interior space shall be documented in writing with the donor and shall specifically include the provisions contained in this policy relating to the term of the naming rights.