

DISTRICT OF COLUMBIA PUBLIC LIBRARY

Naming Policy for DC Public Library Spaces and Programs

Purpose

The purpose of this policy is to establish the authority and process for naming and renaming DC Public Library (the Library) interior and exterior spaces at neighborhood libraries and the Martin Luther King Jr. Memorial Library and major programs.

Consistent with this policy the specific recognition given to donors may include named spaces, furnishings or fixtures within the Library, placement on a donor wall, and other items that commemorate a gift. Named spaces may include but are not limited to: study rooms, meeting rooms, event spaces, auditoriums, program rooms and gardens.

This policy does not apply to the naming of DC Public Library buildings. The naming policy for DC Public Library buildings can be found in 19 DCMR§ 808.

Authority for Naming Interior/Exterior Spaces and Major Programs

All commemorative naming proposals for spaces within the Martin Luther King Jr. Memorial Library or within a neighborhood library or for an exterior related space and library programs shall be approved by the Library Board of Trustees. Commemorative naming proposals for programs shall be approved by the Library Executive Director. A signed gift agreement detailing the specific terms of each agreement will accompany each naming opportunity.

The Board of Trustees has the right to decline any naming proposals for spaces, programs and/or gifts to the Library.

Criteria for Naming Interior/Exterior Spaces

The Library Executive Director and/or designee will establish a selection process for naming opportunities when appropriate.

Interior/exterior spaces at a library may be named for individuals, families or entities meeting one or more of the following criteria:

- Extraordinary service to the DC Public Library as a staff member;
- Distinguished person who has provided extraordinary service to the Library or who otherwise merits special recognition;
- Donors who have made a significant financial contribution to the Library including donors who have made a significant contribution toward the construction or operational support of a new library or major renovation of a library or Library department, an endowment for maintenance and operating costs of a library, or other program or activity at the DC Public Library.

There shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the Library. Such due diligence shall include the following:

- Evaluation of whether the name is and will continue to be a positive reflection on the Library;
- Review of any possible conflict of interest issues affecting the Library, including conflicts with Library Trustees;
- Evaluation of the impact on future giving by the donor and others;
- Any other factors that could reflect on the Library.

In order to avoid any appearance of commercial influence or conflict of interest, or any other potentially adverse consequence, additional due diligence shall be undertaken before recommending the naming opportunities that includes a commercial enterprise. Naming opportunities may be assigned that include a commercial enterprise only if the proposed name is appropriate in the public setting of the Library and will not detract from the Library's use or the Library's reputation as a public entity.

Uniform design standards for commemorative signage will be followed, with approval for the location of plaques and other signage determined in consultation with the Library Executive Director and the Director of Capital Projects.

The Library Executive Director or designee shall develop a process, design standards and guidelines for naming of spaces and programs.

Duration of Names and Name Changes

Naming rights in honor of an individual or individuals, family or non-commercial entity are generally expected to last for the useful life of the Interior/Exterior space or program, unless otherwise indicated in a signed gift agreement associated with the naming opportunity.

Naming in honor of a commercial enterprise will have a set number of years attached to the naming, which will be determined on a case-by-case basis and included in a signed gift agreement associated with the naming opportunity. The duration of a commercial enterprise name shall normally remain the same notwithstanding future changes in the commercial enterprise name; provided, however, in the event of a name change in the commercial enterprise, the Library Board of Trustees may, in the exercise of its sole discretion, elect to remove the established commercial enterprise name or to change the name, if either such action is determined to be in the best interest of the Library.

If a named area within a library is substantially renovated (providing new useful life equivalent to a new building), or if there is a significant addition to a library, it may be renamed, subject to the terms, conditions or restrictions set forth in any gift agreement related to prior naming action. In such instances, the original name may be honored in an appropriate manner with the discretion of the Library Executive Director and Board of Trustees.

Prior Procedures and Named Spaces

Names of interior/exterior spaces in existence at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to prior naming action.

Removal or Change of Name

Naming recognition is provided to individuals, families and entities that exemplify the attributes of integrity and civic leadership. If an individual, family or entity for whom a naming commitment has been made violates these standards, the Library may elect to remove the individual, family or entity name from the naming opportunity. Before taking such action, the Library shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the Library may have under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name. Any naming authorized by the Library Board of Trustees can only be revoked by a vote of that body.

Alternatively, unforeseen circumstances may make it impossible for a donor to complete a gift commitment after that commitment has been recognized by placing a name on an interior/exterior space or major program. The Library Executive Director and Board of Trustees will make reasonable efforts to work with the donor to create a plan for completion of the commitment; however, in certain circumstances it may be necessary to remove the donor's name from the naming opportunity to protect the interests of DC Public Library.