

## 2.24 Naming Rights

In order to effectively leverage private resources, to provide the citizens of New Braunfels with the highest quality library services, and to provide citizens and organizations the opportunity to participate actively in the growth of the New Braunfels Public Library, the New Braunfels Library Advisory Board has adopted the following policy concerning the granting of the naming of library facilities and other physical property.

### I. Policy and Priorities

The New Braunfels City Council may receive recommendations as to the naming of facilities (rooms and/or buildings) related to the New Braunfels Public Library from the public, staff and related advisory bodies. The final decision on naming of any City owned property or facility will be made by the City Council.

An evaluation of naming opportunities for a specific project shall be developed by Library and City staff and reviewed and approved by the Library Advisory Board. The not-for-profit library support groups, currently the Friends of the New Braunfels Public Library, Inc. and the New Braunfels Public Library Foundation, shall then evaluate the Naming Opportunities Schedule for funding of project.

### II. Guidelines

1. Library rooms, areas or building(s) owned by the City of New Braunfels may be named for individuals, groups or businesses that have made a significant donation of land, money or facilities to the Library as follows:
  - a. An individual or group (not-for-profit, family, etc.) that donates a significant amount of money as defined below may be eligible for building naming rights.
  - b. An individual or group (not-for-profit, family, corporate, etc.) that donates a significant amount of money as defined below may be eligible for individual room, collection, area or space naming rights.
  - c. When a facility is named in recognition of an honoree, that name will generally be in effect for the useful life of the facility; however, the length of time that a facility is named for a designated individual or group will be determined by the City Council.
  - d. When the proposed facility is in honor of an individual or group, the complete name of the individual or group will be used. The last name of the individual or group so honored may be used in referring informally to the facility.
  - e. Significant amount of money is defined as specified in the applicable City of New Braunfels Naming/Plaque Schedule or the greater of \$10,000 or 51% of the estimated cost of the project.

2. Library rooms or building(s) owned by the City of New Braunfels may be named for individuals who have made exceptional contributions to the community and/or Library by having met the following specific criteria:
  - a. The individual must have made a contribution over the years to the community and/or the Library which resulted in improving the long-term well-being of the people of New Braunfels; and
  - b. The individual's contribution must be of an exceptional quality or significance.

### **III. Renaming**

1. Renaming of a facility may occur when the facility that has been named in honor of a group or an individual has reached the end of its useful life and will be replaced or substantially renovated.
2. The facility, or facilities, may be renamed when it has, or they have, been designated for another use and may be named in recognition of a different honoree.
3. Appropriate recognition of earlier honorees may be included in or adjacent to the newly renovated facilities as well as on any redeveloped property.
4. Renaming may occur if any honoree for which a facility has been named causes dishonor to come to him/herself or to the City. The City Council will make the final decision on any renaming for any reason at any time.

### **IV. Nominations**

1. Nominations for naming of City of New Braunfels owned Library facility or facilities may be submitted to the Library Director in writing, accompanied by a justification for the recommended honoree and a completed Naming Rights agreement, which will specify the dollar amount, payment terms and donor recognition details.
2. All requests will be reviewed by the Library Advisory Board, City Attorney, City Manager and other appropriate staff before being submitted to the City Council.
3. The City Council will make the final decision as to the naming or renaming of a Library facility at a regular meeting within three (3) months of the original nomination.
4. Donations may, at the request of the donor, be refunded if the city denies naming as the donor desired.



Approved by the New Braunfels Public Library Board, Oct. 16, 2017

Revised April 19, 2021

Endorsed Nov. 28, 2022; Nov. 28, 2023

**By:** \_\_\_\_\_  
President, Library Advisory Board

**Attest:** \_\_\_\_\_  
Library Director