

Library Naming Policy

JPAB Policy #403
Approved: 3/2017
Last Revised: 6/2024
Review Schedule: 6/2029

1. Purpose

This policy establishes the authority and process for philanthropic naming or re-naming of Santa Cruz Public Libraries interior and exterior spaces and features, facilities, major programs, and collections associated with specific branches in the Library Joint Powers Authority Board (the “JPAB”) local jurisdictions (City of Capitola, City of Scotts Valley, City of Santa Cruz, and County of Santa Cruz) (hereinafter collectively referred to as the “JPAB jurisdiction(s)”). Philanthropic naming opportunities provide the Library with funds to meet strategic objectives. The Library determines the distribution of all naming funds.

2. Library Names

The Santa Cruz Public Libraries (the “Library”) name each branch according to their geographic location in the county, in order to identify each branch with either the neighborhood where it is located or the neighborhood that it primarily serves. This practice allows library users to easily determine the general location of a library facility they want to visit. JPAB jurisdictions may determine it appropriate to allow the Library building to be included in a naming policy.

3. Naming Criteria and Process

Library interior and exterior spaces and features, facilities, major programs, and a collection associated with a specific branch, may be named in honor of an individual, family, or entity. Naming or re-naming rights is the purview of each applicable JPAB jurisdiction, subject to review by the JPAB consistent with this policy.

Naming opportunity is provided only to those that, in the sole discretion of the applicable JPAB jurisdiction, exemplify the attributes of integrity, civic leadership, and deep commitment to the Library and community, specifically where:

- a) the proposed honoree reflects the spirit, values, and mission of the Library in support of free and equal access to information for all.
- b) an individual has provided extraordinary service and support to the Library system.
- c) an individual donor has made a significant monetary contribution to the Library.
- d) an entity’s financial sponsorship has allowed the Library to significantly advance the provision of programs, services, or collections.

The JPAB shall review each JPAB jurisdiction’s plans for new naming opportunities to ensure that residents have a unified library experience as they visit branches across jurisdictions, and that the plan is consistent with this policy.

The JPAB shall review each JPAB jurisdiction’s plans for new naming opportunities to ensure it:

- a) is appropriately consistent with other approved naming plans.
- b) does not overly commercialize the library space.
- c) includes clear time limits outlined below.
- d) reserves the right to reject any naming proposal or donation from any individual, family, or entity.

Naming rights shall not extend beyond the standard or useful life of any interior or exterior space, facility, or feature, major program, or collection associated with a specific Library branch (collectively referred to as “Named Facilities”), as determined by the applicable JPAB jurisdiction. In the event of periodic updates or modifications to any Named Facilities, naming rights shall be carried forward in a similar capacity to the extent reasonably feasible, as determined by the Library. The Library retains the right to remove any name and terminate any naming rights if: (a) the applicable Branch Library is closed, deconstructed, destroyed, or severely damaged such that the Branch Library is closed to the public for a period of term in excess of 18 months; or (b) in the event the applicable Branch Library goes through an end-of-life renovation, and the Branch Library is closed to the public for a period of time in excess of 18 months for that renovation, and a donor campaign is needed to fund the renovation; or (c) if the current donor or individual/entity receiving naming rights materially breaches its obligations under any applicable Naming Rights Agreement or other applicable agreement with the Library and, after receiving written notice from the Library identifying such materials breach, fails to cure such material breach within 15 days of such notice. The Library further retains the right to remove any naming rights if in its sole discretion and in good faith, the individual/entity receiving naming rights or the donor’s conduct or naming rights would adversely impact the Library’s reputation, image, mission, or integrity.

All donors or individuals/entities obtaining any naming rights pursuant to this policy shall be required to sign a Naming Rights Agreement, in a form provided by the Library and approved by the JPAB. Such Naming Rights Agreements will be reported to the appropriate JPAB jurisdiction for final approval.

4. Naming Revocation

Any naming opportunity authorized by a JPAB jurisdiction may be revoked at any time by a vote of that body.

If an individual, family, or entity for whom a naming commitment has been made violates the standards defined in section 3 (Naming Criteria and Process) of this policy, the JPAB or the JPAB jurisdiction may recommend the removal of the individual, family, or entity’s name from the naming opportunity, interior or exterior space or feature, facility, major program, or collection associated with a specific branch.

Before taking such action, the JPAB jurisdiction shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the JPAB jurisdiction may expect 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.

Where unforeseen circumstances make it impossible for a donor to complete a monetary donation commitment after associated name placement has occurred, the JPAB jurisdiction may 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 and in the best interests of the Library to remove the donor’s name choice from the naming opportunity.