

Section 1300

LIBRARY PHILANTHROPIC NAMING OPPORTUNITIES

1. Naming opportunities provide resources to meet strategic library objectives. It shall be County policy to establish philanthropic naming opportunities associated with County owned and leased library buildings utilizing the following policies and procedures:

A. The Santa Cruz Public Libraries Joint Powers Authority Board has adopted Library Naming Policy #403 for philanthropic naming or re-naming of Santa Cruz Public Library buildings, interior and exterior spaces and features. Philanthropic naming opportunities for County of Santa Cruz Library Branches shall be implemented consistent with this policy including: library names, naming criteria, naming process, and naming revocation.

B. This policy establishes the following list of philanthropic naming opportunities associated with County owned and leased library buildings:

Buildings and Spaces

Live Oak Library Annex (this naming opportunity is subject to prior Board approval)

Children's Room/Area

Community Meeting/Programming Room

Teen Room

Group Study Room

Fireplace Area

Computer/Technology Room or Area

Reading Rooms/Open Seating Areas

Media Wall

Patio(s)

Deck(s)

Amphitheater

Garden Area(s)

Entry Plaza

C. Friends of the Santa Cruz Public Libraries and associated branch chapters shall coordinate fundraising campaigns and donor recognition efforts.

D. Naming rights contracts shall be prepared and shall be reviewed and approved by the Board of Supervisors.

2. Other donor recognition. This policy is intended to address philanthropic naming opportunities for major building and site elements and is not intended to preclude other donor recognition opportunities such as donor walls, donor pavers, or dedication plaques on outdoor site furniture such as benches and tables.