

## **Lumpkin County Facility Naming Policy**

### **Purpose**

The Lumpkin County Board of Commissioners, recognizing that some public facilities house programs that are dependent, in part, on private funding, encourages those programs to seek the support of friends, corporations, and other private individuals and organizations and does hereby set a policy regarding the naming of facilities and/or rooms.

### **General**

Funds raised from private donations may be used in support of the mission and objectives of the program, including funds for the construction of physical facilities, and gifts and grants for other purposes as may be designated by the donor. However, programs are not authorized to commit any county funds for challenge or matching grants or gifts for the construction of facilities or for other purposes. The Board of Commissioners shall not consider gifts, contributions, or income in determining the allocation of county funds to that program. Private donations shall not be subject to control by the Board of Commissioners or the county administration except as otherwise provided in Board Policy or by the Memoranda of Understanding established between a program and the County. A program may not accept gifts of real property without the prior approval of the Board of Commissioners. A program may otherwise accept gifts, bequests, agreements, or declarations of trust that do not carry obligations to the County that may conflict with state law and that do not impose a financial burden on the program beyond that which can be managed within the program's current budget. If acceptance of the gift or donation would require the program to incur additional cost that cannot be borne within the program's current resources, the program must obtain the approval of the Board of Commissioners before accepting the gift or donation. Each program must maintain a report of all gifts received by the program and its cooperative organizations through private donations and shall provide an annual report of such gifts to the Board of Commissioners. Each program is authorized to execute those documents necessary to provide proper fiscal management of those funds accepted under this authorization and to further delegate the authority to execute such documents to the chief financial officer of the program.

## **Introduction**

The act of naming a facility is the conferral of not only a high honor but also a conspicuous honor. It publicly exhibits the judgment and standards of the County as well as the Board of Commissioners and signifies lasting approval of the actions of the honoree.

The Board of Commissioners considers the naming of county real estate and facilities in honor of an individual, family, corporation, foundation, or organization to be one of the highest distinctions it can bestow. Namings may be authorized for a person who has attained prominence generally recognized throughout the county, for outstanding and distinguished accomplishments, for service, or for philanthropic giving. In light of the importance and magnitude of this honor, the following guidelines and process shall apply to all place naming on all property owned or leased by the County under the auspices of a County program.

The Board of Commissioners may establish an (ad hoc or standing) Advisory Committee to make naming recommendations to the Board. The chairman of the advisory committee is the final arbiter of all decisions related to place naming prior to submittal to the Board of Commissioners for approval in accordance with Board Policy and procedures.

## **Process for place naming**

When the desire for naming is apparent and/or it appears that a contribution (gift) to benefit the program will result in a naming request for a donor or other individual, the County Manager must be notified and provided with a profile of the donor or individual being honored, the area of interest along with any proposed stipulations, and information about how the contribution (gift) will be paid. The program seeking donations in exchange for naming rights should ensure that the proposed naming is consistent with the interest of the Board of Commissioners and is commensurate with the level of prominence, accomplishment, service or philanthropic giving from the person, persons, group, or groups for which the naming will be made. Namings authorized without associated fund raising should be the exception. The Board of Commissioners will authorize external namings to honor a living person only when that person has been disassociated from employment from local, state, or federal

government employment for at least two years prior to seeking the Board of Commissioner's approval.

After review by the County Manager, the information will be forwarded to the Chairman for his consideration. If approved, the Chairman will submit the naming recommendation to the Board of Commissioners for approval in accordance with Board policy and procedures. All naming of facilities, rooms, real estate, facilities, and property owned or leased by the Board of Commissioners, including facilities constructed, donated, or acquired by affiliated organizations of the County, requires prior authorization by the Board of Commissioners.

In order to assure County and program coordination of naming ceremonies, such events typically are planned through the County Manager's office in coordination with the associated program office(s).

### **Signage**

All signage to be affixed on or adjacent to any, building, facility, or interior space shall be approved by the Board of Commissioners (in consultation with the donor). All signage shall be consistent with the County's master plan and design criteria. No signage shall be approved and/or erected that is in contravention of Board of Commissioner's policy. All signage must be ADA compliant.

### **Contribution Guidelines**

When the naming of a facility is based on a monetary contribution, the following guidelines apply:

**BUILDING:** Any person or entity desirous of having a building named shall be able to pursue this end in consideration of a financial contribution so long as the gift amount is at least 10 % of the cost to construct the building or of the estimated value for existing buildings. The gift must be secured at least 4 months prior to the announcement of the naming and may only occur in accordance with the approval of the Board of Commissioners.

**INTERIOR:** Any person or entity desirous of having an interior space such as rooms, hallways, etc., named shall be able to pursue this end in consideration of a financial contribution of at least \$10,000 or \$50 per square foot whichever is greater. The gift must be secured at least 4 months prior to the announcement of the naming and may

only occur with the approval of the board.

At the discretion of the board, there may be reasonable exceptions to the above.

The gift, or a signed pledge for the gift, must have been received by the institution before the naming is completed. Deferred or estate gifts are preferred to be irrevocable and defined in writing. Deferred gifts such as bequests, charitable gift annuities, charitable trusts, and life insurance policies may be appropriate for current naming opportunities. Options should be discussed with donors and appropriate assurances secured by the program.

Any gift, for a place naming shall be paid over a period of no longer than 5 years and outlined in writing in a commitment signed by the donor. All other gifts for interiors must be paid in full once approved by the Board of Commissioners. The gift may be unrestricted or to establish a program endowment or in other ways selected by the donor and is not intended to be restricted to construction and/or facilities related costs.

It is the policy of Lumpkin County to forward the formal naming request to the Board of Commissioners only after at least 20% of the gift has been received by the program. Should the request be denied, funds will be returned to the donor. The Board of Commissioners may also consider in-kind contributions to a project in exchange for naming rights to facilities or rooms.

### **Removal or Modification of Names**

Namings authorized by the Board of Commissioners shall not be modified without approval of the Board.

From time to time, situations may occur which would warrant the removal of a name from a building or room in a facility. When the naming authority lies with the Board of Commissioners, so does the authority and responsibility to remove a name when appropriate.

Circumstances may dictate that the parameters under which a place name was bestowed at the program have changed to the extent that consideration must be given to removing the name. These circumstances may include, but are not limited to the following circumstances:

The honoree does not follow through on a financial commitment;  
The honoree fails to maintain the high standards of the County or Program or the Board of Commissioners; or

The honoree, person or entity, engages in conduct that constitutes an act of moral turpitude; or for other appropriate reasons.

The Board of Commissioners judges each naming removal situation individually based on the facts. No decision will be made without taking into account all of the facts that are relevant to the decision. The board will endeavor to ensure that the removal of a name is consistent with the interests of County, Board of Commissioners, and the program.

The Lumpkin County Board of Commissioners makes no assurances that a naming will remain beyond the useful life of the facility or in perpetuity. If a facility or feature is substantially changed, a named facility or feature may no longer exist and the program director, in his or her discretion, may seek the Board of Commissioner's approval to transfer the name to a new facility or feature.

### **Procedures for the Removal of Names**

When it becomes apparent that there may be a reason to consider the removal of a name from a facility, the County Manager shall be supplied with the original naming history and all salient circumstances surrounding the removal recommendation.

The County Manager will present the naming history to the Board of Commissioners who shall make a determination as to whether a name shall be removed.

The removal of a name from a room or other interior space(s) of a facility must be approved by the Board of Commissioners.

### **Periodic Review of Naming Policy**

The County Manager shall review this guideline on a regular and recurring schedule in order to assure that it continues to be in compliance with the policies of the Board of Commissioners.