

REVISED
(Attachment 2 only)

Item No. 11.1.4
Halifax Regional Council
August 14, 2012

TO: Mayor Kelly and Members of Halifax Regional Council

Original Signed

SUBMITTED BY: _____
Judith Hare, CEO, Halifax Public Libraries

DATE: July 31, 2012

SUBJECT: Halifax Central Library Naming and Recognition Signage Policy

ORIGIN

March 30, 2010 motion of Halifax Regional Council to:

1. Approve the Central Library Funding Strategy
2. Approve the Central Library Reserve Business Case

RECOMMENDATION

It is recommended that Halifax Regional Council approve the Halifax Central Library Naming and Recognition Signage Policy, attached as Appendix 2.

BACKGROUND

The Halifax Regional Library Board received its fundraising mandate from Halifax Regional Council March 30, 2010. The Central Library Funding Strategy states: “It is recommended that the campaign establish a target of \$1,700,000 for capital construction and that further fundraising continue for the expansion of collections since collection costs are not eligible for cost sharing under the Build Canada Fund.” An RFP (11-095, Consulting Services Central Library Capital Campaign) issued through the HRM procurement process was awarded to RBR Development Associates Ltd. November 15, 2011. Phase II of the RFP for additional consulting counsel was awarded on May 29, 2012.

The Halifax Regional Library Board appointed Dr. Paul Bennett, Vice-Chair of the Board, to Chair, Capital Campaign Steering Committee. Throughout 2011-12, the primary task was recruitment of business and community leaders to head the Capital Campaign.

The Capital Campaign Steering Committee members are:

Paul W. Bennett (Chair)
Vice-Chair, Halifax Public Library Board
Director, Schoolhouse Consulting

Danny Chedrawe
President, Westwood Developments

John Copp
President, Creative Curve Media Group Inc.

Liz Crocker
Owner, P’lovers – The Environmental Store

Peter Doig
Assistant General Counsel, Emera Inc.

J.D. (Don) Gardiner
President, Gardiner Atlantic Consulting Group

Don Kitzi
The Provincial Realty Company, Limited

Fred MacNeil
President, The Steele Auto Group

Islay McGlynn
Senior VP and Small Business Head, Scotiabank

Patrick Murphy
United Gulf Developments

Gordon Stevens
President, The Uncommon Group

Candace Thomas
Partner, Stewart McKelvey

Ex-Officio Members

Judith Hare
CEO, Halifax Public Libraries

Philip Moscovitch
Chair, Halifax Regional Library Board

The Central Library Capital Campaign, currently in the “quiet phase” of the campaign, has prepared the framework for a public launch.

Campaign Goals

1. To solicit major gifts, to successfully complete Library design, and meet public expectations.
2. To manage a community campaign to raise funds, maintain momentum and continue to provide opportunity for community participation in the Halifax Central Library; and
3. To fulfill the commitment to Council to raise a minimum of \$1.7 million for construction.

Capital Campaign Committee Achievements

1. Prospect Identification - Donor profiles have been compiled for over 60 potential donors, in preparation for contact, discussion and gift options.
2. The Case for Support (why giving to the Halifax Central Library is a worthy cause) has been developed.
3. Supporting promotional materials to inspire significant gifts have been prepared and include:
 - Halifax Central Library: A Community Space. A Collaborative Vision (brochure)
 - Halifax Central Library Case for Support
 - Fly-through video of Halifax Central Library (in final production by schmidt hammer lassen architects)
 - Halifax Central Library website created and updated regularly (www.halifaxcentrallibrary.ca)
4. Naming and Recognition Signage Policy approved by the Halifax Regional Library Board and the Capital Campaign Steering Committee.
5. Financial management and accounting procedures for recording donations developed in consultation with KPMG and HRM Finance.

The Central Library is now in construction and is scheduled for completion in early 2014. The Halifax Regional Library Board has fulfilled its responsibility to transfer \$1,700,000 in operating funds to the Central Library Reserve Fund for construction and is now actively engaged in preparation for the launch of a Capital Campaign.

DISCUSSION

Before embarking on a Capital Campaign, it is essential that a Naming and Recognition Signage Policy be determined and approved. This policy establishes the ground rules for discussion with donors of major gifts.

The Halifax Regional Library Board and the Central Library Capital Campaign Steering Committee are in agreement that the Halifax Central Library should not be named. As a prominent municipal facility in a high-visibility, high-traffic downtown location, and as a facility that is accessible to all without any commercial affiliation or fees for service, the Central Library should remain unnamed. Naming opportunities abound within the facility along with opportunities for donor recognition and dedication.

Naming should not be viewed exclusively as a marketing or commercial enterprise, but complement the mission, vision and values of the institution.

RBR Development Associates Ltd. prepared Naming and Dedication information, capturing best practices of philanthropy, for consideration (Appendix 1). The Halifax Central Library Naming and Recognition Signage Policy developed from this base was approved by the Central Library Capital Campaign Steering Committee and by the Halifax Regional Library Board on March 19, 2012 (Appendix 2). It is submitted to Halifax Regional Council for final approval and implementation in the campaign.

BUDGET IMPLICATIONS

There are no budget implications arising from this report.

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

The Halifax Regional Library Board provided an extensive public consultation program throughout the library design phase. An unprecedented amount of input, ideas and comments were received through formal consultation meetings, focus groups and via the website. The Central Library Vision was created through this process and translated by the architects into the building design. A final consultation is planned for Fall 2012 to unveil final interior designs and layouts and show the fly-through video.

An art wall inviting community comment is currently installed on the construction fence at the building site.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications.

ALTERNATIVES

There are no alternatives.

ATTACHMENTS

- Appendix 1 Naming and Dedication Information
 RBR Development Associates, March 5, 2012
- Appendix 2 Halifax Central Library Naming and Recognition Signage Policy
 Halifax Public Libraries, March 19, 2012

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Judith Hare, CEO, Halifax Public Libraries, 490-5868

Report Approved by: Original Signed
 Philip Moscovitch, Chair, Halifax Regional Library Board, 490-5744

NAMING AND DEDICATION INFORMATION

MARCH 5 2012

The Halifax Central Library

Naming and Recognition

A Standard of Fund Development Practice

PREAMBLE:

Successful fundraising programs have plans and procedures for promptly acknowledging gifts with the appropriate measure of gratitude. These acknowledgments range from a letter of thanks to an elaborate ceremony where a building, wing, room, program or award is named in recognition of a donor. Regardless of the size of the gift, it is important that appreciation is expressed in a sincere and personal manner. This not only is a form of saying thank you, but also serves as an important form of cultivation.

It is particularly important that major gift donors receive personal acknowledgment from the senior staff of the organization and, in many cases, a senior volunteer as well. Major donors should also have the opportunity to “see” the results of their gifts when possible, and donors should be recognized in some form of honour roll or stewardship report.

For a percentage of pacesetting gift donors, it is important that they are recognized in a more concrete manner, often through the dedication of room, wing, program or award. Many corporations see this manner of donor recognition to be appropriate, as they want their customers, clients, employees and shareholders to realize they are contributing to communities and societal needs from corporate profits. In summary they wish to publically seen as doing good work for the community at large i.e. they are a caring company and wish to be recognized as such.

The ultimate recognition is Naming - a building, wing, chair of study, etc. as a form of meaningful recognition to recognize a person or company. When buildings are named the opportunity is often limited to a period of time i.e. 10 years as the gift amounts are considerable as is the cost of construction for the building. When the agreed upon term is complete, then there is second opportunity for a transformational gift to the organization.

All of the above are a standard of practice in the Fund Development field, inclusive of Libraries.



Photograph from the Renal Care Centre, Children's Hospital, Birmingham Alabama

PREFACE:

It is a long-standing and honorable custom for not-for-profit institutions to name or apply recognition signage to existing and proposed tangible and non-tangible assets in honour of benefactors and others who have made exceptional contributions to the institution and its mission or to the broader local, national or international community.

Naming or recognition signage provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration for future generations of the institution's community. Further, by recognizing exceptional contribution to the institution or the mission of the institution, the association with such extraordinary individuals strengthens the institution and its sense of heritage and connection to the community it serves. The ceremonies held to mark such recognition represent significant events in an institution's history.

The naming of an institution's asset is of considerable significance to an institution for several reasons:

- a) The choice of persons selected for such recognition reflects how an institution perceives itself, its mission and its values
- b) The institutional assets available for naming or recognition signage are limited while the number of individuals who could potentially be honored is much greater – the limited number of naming or recognition signing opportunities must therefore be used judiciously
- c) Names are usually attached to a particular asset in perpetuity or for the life of the asset, while recognition signage is usually affixed for an agreed upon length of time.
- d) Care must be taken to ensure consistency in the tribute paid by the Hospital to its benefactors and other meritorious persons.

A Naming and Recognition Signage Policy should be drafted as a means of ensuring that the above reasons, and the process and principles that guide the naming of Library assets and application of recognition signage are clearly articulated, understood and uniformly applied by all those involved.



Bronze Relief honouring Margaret and Charles Juravinski, at the Juranvinski Cancer Centre in the Hamilton Health Science Centre

Named Gift – Atlantic Canada and Library Samples

Named gifts are tangible, lasting reminders to future generations of the remarkable and generous contributions of donors, families and partners—people and organizations deserving of recognition or commemoration.

As can be seen below, individuals as well as businesses have an interest in naming opportunities.

Area	Facility	Name	Naming Gift
School Theatre	Citadel High	Spatz Theatre	\$350,000
School Theatre	Halifax West High	Bella Rose Theatre	\$300,000
School Gym	Citadel High	Wilson's Gym	\$250,000
Community Gym	Citadel High	Bob Douglas Gym	\$200,000
School Library	Citadel High	Halifax Kinsmen Library	\$150,000
Atrium	Saint Mary's	Ron Joyce	\$1.5 million



Scotiabank Theatre, Richmond Street Toronto, Toronto International Film Festival

Facility	Name	Naming Gift
Dalhousie	Ken Rowe Building	\$2 million
Halifax Regional Municipality	Keshan Goodman Library	\$4 million
Saint Mary's University	Homburg Centre for Health & Wellness	\$5 million
City of Summerside	Credit Union Place	\$1 million
Berwick, NS	Kings Mutual Century Centre	\$1 million
Hamilton Health Sciences	Juravinski Hospital and Cancer Centre	\$15,000,000
BC Children's Hospital	Overwaitea Food Group - (Child Health BC Program)	\$20,000,000
London Health Sciences Centre's University	Lindros Legacy Research Building	\$5,000,000
Richmond Hospital	The Milan & Mauren Ilich Diagnostic Imaging Centre	\$1,000,000 to MRI + 2 decades of support of the Hospital



Credit Union Place, Summerside PEI

Sample Named Gift Opportunity Lists

BC Children's Hospital - Buildings	Acute Care Hospital Building	\$25,000,000
	Ambulatory Care Building	\$20,000,000
	Child and Family Research Institute	\$20,000,000
	Centre for Molecular Medicine and Therapeutics	\$20,000,000
	Mental Health Building	\$10,000,000
BC Children's Hospital – Programs and Centres	Centre of International Child Health	\$10,000,000
	Laboratories in Research Institute	\$3 - \$5 Million
	Genetics and Research Lab	\$5,000,000
	Diabetes Lab	\$5,000,000
	Mental Health Lab	\$3,000,000
University Of Waterloo – Library Campaign	Engineering, Mathematic and Science Library	\$3,000,000
	Information Commons (Davis Centre Library)	\$1,000,000
	Information Commons (Dana Porter Library)	\$1,000,000
	E-Learning Lab	\$ 750,000



Entrance to the Peter and Betty Sims Reading Room, Dana Porter Library, University of Waterloo

Halifax Central Library Naming and Recognition Signage Policy

Section	Administration	File No.	2000-00-02A
Board Approval	March 19, 2012	Distribution	
Implementation	August 14, 2012	Coverage	
Policy Revised		Date of last review	
		Date Issued	2 October 2012
Related Policies	Naming of Branches Policy (2000-00-02)		
Related Forms			
Contact	Chief Executive Officer		

Preface

It is a long-standing and honorable custom for not-for-profit institutions to name or apply recognition signage to existing and proposed tangible and non-tangible assets in honour of benefactors and others who have made exceptional contributions to the institution and its mission or to the broader local, national or international community.

Naming or recognition signage provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration for future generations of the institution's community. Further, by recognizing exceptional contributions to the institution, or the mission of the institution, the association with such extraordinary individuals strengthens the institution and its sense of heritage and connection to the community it serves. The ceremonies held to mark such recognition represent significant events in an institution's history.

The naming of an institution's assets is of considerable significance to an institution for several reasons:

- a) The choice of persons selected for such recognition reflects how an institution perceives itself, its mission and its values;
- b) The institutional assets available for naming or recognition signage are limited while the number of individuals/corporations who could potentially be honored is much greater – the limited number of naming or recognition signing opportunities must therefore be used judiciously;

- c) Names are usually attached to a particular asset in perpetuity or for the life of the asset, while recognition signage is usually affixed for an agreed upon length of time; and,
- d) Care must be taken to ensure consistency in the tribute paid by the Library to its benefactors and other meritorious persons.

This Policy has been drafted as a means of ensuring that the above reasons, and the process and principles that guide the naming of the Halifax Central Library's assets and application of recognition signage are clearly articulated, understood and uniformly applied by all those involved.

Purpose

The purpose of this policy is to provide guidelines for *Naming* opportunities and *Recognition Signage* for the physical recognition of gifts to support the Halifax Public Libraries and affiliated programs. These guidelines are intended to provide structure and baseline definitions for the Library, which in turn will help ensure equitable, consistent opportunities and a standard of stewardship of significant transformational gifts received from generous donors. Private donations enable the Halifax Public Libraries to enhance the level, extend the range and improve the quality of our collections and services to the community. Halifax Public Libraries strives to offer donors equitable and consistent opportunities to be recognized and acknowledged for their support of the mission of the Library. These guiding principles should allow us to achieve this goal.

Definition of Gift, Naming, and Recognition Signage

- 1.1 *Gift* refers to a donation including a pledge payable over a number of years, but for the purposes of *Naming* and *Recognition Signage* does not include revocable gifts.
- 1.2 *Naming* refers to the recognition a donor receives for a gift of (\$500,000) or more. *Naming* may apply to a room, centre, or area included in the building itself. *Naming* recognition will be directly reflected in all references to the room, centre, or area funded by the donor through signage, directional tools, and other materials such as press releases, publications, and internal and external communication, as appropriate.
- 1.3 In negotiating with donors, the Library Senior Management Team and Library Board members need to ensure that donors understand that even when a physical space or fund will be named for them, they do not control the details of the administration and application of gift details including construction, furnishings etc.

- 1.4 *Recognition or Dedication Signage* refers to a plaque or identifier that acknowledges a donor's contribution to the Library. *Recognition Signage* does not imply *Naming*.

The physical area where *Dedication Signage* resides will preferably have a direct connection with the area funded by the donor. While this is optimal, it is recognized that instances may occur when this option is not viable. In those instances, the Institution staff will work with the donor to find a suitable space for *Recognition Signage*.

Approval

- 2.1 All property under the umbrella of the Halifax Central Library will have the opportunity to be *Named*. *Naming* opportunities will be offered to donors by the Library in accordance with this policy.
- 2.2 It is the responsibility of individuals negotiating on behalf of the Library with potential benefactors that the acceptance of any philanthropic donation involving a proposal to name is conditional upon final approval of the naming by Halifax Regional Library Board.
- 2.3 Final approval for *Naming* a room, centre or area within the building will be the responsibility of the Halifax Regional Library Senior Management and the Halifax Regional Library Board.
- 2.4 Final approval for *Naming* an endowed program will be the responsibility of the Halifax Regional Library Senior Management and the Halifax Regional Library Board.
- 2.5 Final approval for *Recognition Signage* will be authorized by the Halifax Regional Library Senior Management in accordance with any such protocols and policies that the Institution may have in place. Such signage will be consistent with Halifax Regional Library signage standards.

Naming Opportunities and Donations

- 3.1 Opportunities to *Name* rooms, centres, or areas will be presented to individuals, foundations, community groups and/or corporations identified by the Library.
- 3.2 The standard for *Naming* a specific room, centre, or area will take into consideration other naming opportunities in the Canadian market and be concurrent with the objectives of the Library. Each *Naming* opportunity is unique and the desirability, visibility, prominence, and traffic flow of the specific room, centre, or area will guide the

donation level that is suitable for a *Naming* opportunity. Likewise, the *Naming* of a specific room, centre or area does not mean that the programs or physical spaces within an area are included in that *Naming* opportunity.

- 3.3 The donation amount for a *Naming* opportunity for each room, centre or area, will be determined and approved by the Halifax Regional Library Senior Management and Halifax Regional Library Board as the plans for each area are prepared. In general, the gift level required for *Naming* each room, centre or area should reflect at least 50% of the construction cost but also take into consideration the elements in clause 3.2 above.

Recognition Signage and Donations

- 4.1 *Recognition Signage* will be offered to any donor for gifts that range from \$100,000 – \$500,000. The *Recognition Signage* will be in the form of a standardized plaque with wording approved by the Library’s Senior Management. This will include those donors who collaborate together to contribute a significant amount to the Library; however, signs will be consistent with other recognition signage in size and placement. Plaques will contain the name of the honoree(s) and the date of dedication or, as appropriate, the date on which the project was substantially completed.
- 4.2 Donors who wish to remain anonymous or decline a *Naming* opportunity or *Recognition Signage* may be offered a recognition piece for their home or office, if so desired.

Time/Duration

- 5.1 Where a room, centre, or area has been *Named*, the Library will continue to utilize the *Name* as long as the room, centre, or area remains in use to serve its original function.
- 5.2 When the use of the room, centre, or area is changed or altered such that it must be demolished, substantially renovated, or rebuilt, it is within the discretion of the Halifax Regional Library to retain the use of the *Name*, *Name* another comparable area, or discontinue the use of the *Name*. When it is proposed that the use of the *Name* not be maintained, approval of the Halifax Regional Library Board will be required. Historic replacement of *Naming* will occur on-site at a designated area.
- 5.3 *Recognition Signage* will be displayed for a period of 10 years. If the area where the signage resides is demolished, substantially renovated, or rebuilt within the 10-year period, the *Recognition Signage* will continue to be displayed in an appropriate location. After the 10-year period is complete, the *Recognition Signage* may be relocated for display or acknowledgement.

Naming and Recognition Signage “In Memory”

- 6.1 Halifax Public Libraries recognizes that *Naming* and *Recognition Signage* In Memory of a loved one is a wonderful way to honour a life. Suggested wording will be provided and approved by the Halifax Regional Library Senior Management Team.

Gifts of Art

- 7.1 Gifts of Art may have a small plaque to indicate that the art is a donation to the Library. The type of plaque and wording will be consistent with the standards created for such purposes.

Non-Fulfillment of Pledges

- 8.1 With the approval of the Halifax Regional Library Board of Directors, Halifax Public Libraries reserves the right to withdraw *Naming* opportunities if a donor defaults on a pledge payment or payments.

Change or Modification of Name

- 9.1 Where a donor has been recognized with *Naming* or *Recognition Signage* and the donor changes or alters their name, replacing or changing the existing signage will be at the expense of the donor.

Gift Agreements

- 10.1 Whenever a gift requiring naming or recognition signage is negotiated a gift agreement must be created and signed by the donor and the Halifax Regional Library Board.

Pre-Existing Naming Agreements

- 11.1 This policy does not apply to any arrangements that are in existence at the date the policy is adopted.

Exceptions and Revisions

- 12.1 Exceptions and/or revisions to this policy will be approved by the Halifax Regional Municipality and Halifax Regional Library Board.

Policy Review

- 13.1 This policy will be reviewed by the Halifax Regional Library Senior Management every 3 calendar years to ensure that the policy is reflective of the direction and philosophy of the Institution. Any changes to this policy must be approved by the Halifax Regional Library Senior Management, Halifax Regional Library Board and Halifax Regional Municipality, if necessary.