

**CITY OF PACIFIC GROVE, CALIFORNIA
COUNCIL POLICY**

SUBJECT	POLICY NO.	EFF. DATE	PAGE
Naming Guidelines for the Pacific Grove Museum of Natural History	100-9	September 7, 2011	1 of 2

Purpose. This document outlines guidelines to be used as referenced in Section 5.12 of the Pacific Grove Museum of Natural History (“Museum”) Public/Private Operating Agreement and Lease (the “Operating Agreement”) between the City of Pacific Grove (the "City") and the Museum Foundation of Pacific Grove, Inc. (the “Foundation”).

Naming opportunities are integral to the fundraising process and an important form of donor recognition. As specified in the Operating Agreement, this document defines conditions and procedures for naming of Museum properties, facilities, permanent exhibits, galleries, and other items in honor of persons who or entities that have made important and/or significant contributions to the Museum. Guidelines for sponsorship recognition are managed by the Foundation – defined as support that is received to underwrite all or part of costs associated with, for example, temporary exhibitions, events, programs, publications, or other ongoing operating costs.

What Can Be Named. Significant gifts to the Museum provide an ideal opportunity to link a donor with the traditions and future of the Museum through major capital gifts and/or the establishment of named endowment funds.

The name of the Museum itself, the *Pacific Grove Museum of Natural History*, cannot be altered. Any tangible property can be named including, but not limited to: building wings, rooms, galleries, and exhibit halls, architectural features and structures, circumscribed outdoor areas, natural features, trees, collections, benches, murals, books, and permanent exhibits and displays.

Guidelines for Naming

1. To name an area within a building or an outdoor area, or a new structure, the size of the gift shall generally be at least one-half of its construction/renovation cost.
2. To name permanent exhibits, natural features, collections, trees, benches, or other facility enhancements, the entire cost shall generally be covered by the gift. The entire cost includes the maintenance costs when the City is responsible for major maintenance of the item acquired by the gift.
3. To name existing galleries and spaces, the Foundation will establish an appropriate amount based on the perceived value of the public recognition afforded by that space, but in no case less than the pro-rated operating and maintenance costs necessary to support activities in that space.

Gift Requirements. In order for a building, facility, program, center, or space to be named based upon a contribution, the gift shall comply with the following guidelines:

1. As general practice, the naming opportunity gift shall be in an irrevocable form to be paid over a period of no longer than five years, based upon a signed pledge commitment.
2. All gifts given as a naming opportunity for the construction, enhancement, or renovation of a facility, structure, or space shall be used for that particular facility, structure, or space. Any excess funds shall be placed in the Foundation's unrestricted endowment for general Museum support.
3. All gifts given as a naming opportunity for a facility, structure, or space that is already constructed or that needs no enhancement or renovation shall be placed in the Foundation's unrestricted endowment for general Museum support.
4. Named gifts to endowments may be made through irrevocable deferred gift vehicles including but not limited to: a charitable remainder trust, pooled income fund, charitable gift annuity, deferred pledge agreement, or flexible endowment agreement.

Understanding on Length of Time, or Term, of Naming. A specific time or a more general statement such as, "for the useful life of the building or gallery" shall be detailed in the gift agreement and signed by the donor and a Foundation representative (if the item is not owned by the City) and by a City representative (if the structure is owned by the City). The "useful life" of an asset is the number of years that the asset is designed to be serviceable, before needed a major renovation or replacement.

Guidelines for Renaming, Changing, and Removing Names. A name may be removed from a facility or space if:

- 1) the useful life of the facility or other property has been reached;
- 2) a donor has not fulfilled the philanthropic pledge within the time designated in the donor pledge document or a reasonable period of time; or
- 3) the Foundation determines either that the actions or deeds of the individual or corporation are not in keeping with the mission or standards of the Museum, or that these actions would negatively reflect on the reputation of the Museum, the Foundation, or the City.

If a previously named building, room, gallery, exhibit hall, or other area needs to be substantially renovated or serve a re-designated purpose, it may be named for a new donor. When a change occurs, some form of continuing recognition for the original honoree shall be established. This may include a prominent plaque installed giving the earlier name(s), the date the structure was built, a very brief statement about whom the structure was named for and why, and the starting and ending dates to which the past name(s) applied.

Adopted: September 7, 2011 by minute action