



RECOGNITION AND NAMING POLICY

PURPOSE

Anchorage Public Library (APL) welcomes private support from individuals, families, corporations, foundations, and organizations, and celebrates the extraordinary generosity of private donors with a range of opportunities for naming and recognition. The purpose of this policy is to establish conditions for installation of recognition plaques and signage, and honorary naming of APL programs and collections, in a way that reflects appreciation for donors while also respecting the people of the Municipality of Anchorage who are the owners of our public facilities, and the Dena'ina people who are the traditional stewards of the land our facilities occupy. It is the preferred practice of the Library to give consideration of traditional Dena'ina names when conducting the naming process.

The naming of buildings, fixed facilities and public places is addressed in the Anchorage Municipal Code, Chapter 3.97. This policy augments the Code for issues unique to Anchorage Public Library.

APPLICABILITY

This policy covers the practices of (1) displaying physical recognition, such as a plaque or signage; (2) naming a program or collection to honor a significant donor, volunteer, or community member; and (3) naming a facility, room, area, outdoor space or feature. The policy supersedes any previous APL policy related to naming and recognition.

Support organizations: An organized group whose purpose is to promote and support APL such as the Anchorage Library Foundation, Friends of the Library, or a neighborhood library support group.

POLICY

Authority

Recognition and naming a program or collection are at the discretion of the Library Director, with input from the Library Advisory Board and the support organizations. Naming of a facility or other public space shall be done in accordance with Anchorage Municipal Code 3.97. APL has the right to decline any gift and/or reject naming proposals.

(1) Recognition

APL may create opportunities for recognition of donor and volunteer contributions, such as plaques, signage or art pieces that are displayed near the sponsored area or item. This is generally done as part of a fundraising campaign through the Anchorage Library Foundation or the Friends of the Library volunteer program, where the size and placement of the recognition are determined in advance as part of the campaign. Standard language for plaques which recognize financial contributions will read, "This <XXXX> was <partially> funded by a generous contribution by <NAME(S)>."

Recognition may not obstruct or otherwise inconvenience patrons, staff and normal operations; must conform to all applicable APL, municipal, state or federal rules and regulations; and must be consistent with APL signage standards.

Placement of a plaque or other recognition will be based on the recommendation of support organizations with input from the Library Advisory Board. The Library Director will have final approval and placement responsibility.

(2) Naming – Programs and Collections

Naming of programs and collections, including events, are at the discretion of the Library Director, with input from the Library Advisory Board, and are outside the scope of AMC 3.97.

APL may solicit and accept sponsorships for events, programs and operations, with a benefit being program naming rights, such as the “Acme Corporation Live at the Library Concert Series.” The timing, size and scope of the sponsorship may be negotiated on a case-by-case basis and must conform to this policy.

A collection accepted under APL’s Collection Management Policy may be given name recognition, determined by the size and disposition of the collection. Collections will be maintained as long as they are relevant to the needs of the community.

(3) Naming – Public Locations

Naming of public places are governed by Municipal Code 3.97, which sets a formal process to form a citizen naming panel and solicit community input. APL may recommend naming based on financial or volunteer contributions which is reserved for extraordinary circumstances such as a significant financial contribution (Gottstein Family Children’s Learning Center) or volunteer contribution (Wilda Marston Theatre).

To seek honorary naming of a space, the sponsoring organization may submit a written proposal to the Library Director. The Library Director, with input from the Library Advisory Board, may then submit a request to the Mayor or Anchorage Assembly to initiate a citizen naming panel as described in AMC 3.97.030.

The preferred practice for naming library branches is by location and geographic significance, in order to maintain a sense of community and to easily and appropriately establish location. In instances where a decision is made to recognize an individual(s), APL shall recommend that the geographical name be included in the library name.

The preferred practice for naming other public spaces is to use naming conventions that are based in nature (Beluga Room), physical description (Atrium), or traditional Dena’ina names.

Terms

Donor recognition opportunities do not extend beyond the useful life of the spaces or facilities within which they are located. APL reserves the right to expire recognition plaques or signage, and program or collection names after ten (10) years, or upon closure, redesign or replacement of the item that is named.

APL reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances, including but not limited to cases where the donor’s character does not reflect positively on APL; and/or the donor has engaged in illegal or unethical conduct, as determined by the Library Advisory Board.

The granting of named recognition pursuant to this policy confers no property rights or interest upon the donor, individual or entity, either in law or equity, actual or implied, real or personal, whether past, present or future. Maintenance, restoration, repair and/or security of items will be assumed by the Library. Donors or organizations who wish to assist the Library and ensure that recognition is maintained or secured on a level that is deemed necessary by the donor may include these costs as part of the donation.

This policy shall be shared with all donors and volunteers who have been recognized or named. This policy shall also be posted on APL’s website.

Recommended for approval: Mary Jo Torgeson, Library Director

Approved by: Library Advisory Board, December 16, 2020