

## POLICY ON NAMING RIGHTS

The City of Cloquet, the Cloquet Public Library, the Library Board, and The Cloquet Shaw Memorial Library Foundation, Inc. desire to provide naming rights and recognition of contributors to the proposed new addition to the Cloquet Public Library. The cost for naming rights will be (approx. \$30) per square foot associated with that space. Payments can be made over a period of five (5) years with an initial contribution of 50% of the total payments.

If a group of people or businesses come together to name a room, they must propose an appropriate room name for City Council approval. The Council may reject the name and ask for an alternative until a name is agreed upon.

Naming rights are available for the following spaces within the Library:

Area	Square Feet	Cost for Naming Right
Meeting Hall A	1,600	<b><i>\$50,000</i></b>
Meeting Hall B1 (West section)	460	<b><i>\$15,000</i></b>
Meeting Hall B2 (East section)	450	<b><i>\$15,000</i></b>
Total Meeting Hall	2,510	<b><i>\$80,000</i></b> Sold (NWCU)
Conference Room	405	\$10,000
Board/Friends Room	310	\$ 5,000
Teen Library	1,275	\$40,000
Children's Library	1,475	\$45,000
Teaching Kitchen	325	\$10,000
Reading Corners (2 at \$5,000)		\$10,000
Circulation Desk		\$20,000

Display Cases in Hallway:

Case 1 - North End	12	\$ 2,000
Case 2 - Center	13	\$ 2,000
Case 3 - South End	30	\$ 5,000

The room, area or case may be named directly after the benefactor, or it may be given a functional title with the benefactor listed as its sponsor. Proposals for naming facilities should be submitted to the Cloquet Shaw Memorial Library Foundation and the Library Board for review and should contain specific information in support thereof. If endorsed and approved by the Cloquet City Council a naming rights contract will be finalized before final approval for a naming opportunity.

Naming rights will normally not extend beyond the normal life of the room or area and those rights will remain in place for twenty (20) years, although a plaque will remain in the Library in

perpetuity, acknowledging the name and the donation. In the event the flow of funds that was agreed to for the naming opportunity stops before the agreed time, the City Council may discontinue the use of the benefactor's name for the room.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in or adjacent to new, renovated or redeveloped facilities.