Cary Library Naming Policy for Library Spaces

The Cary Memorial Library (the “Library”) is committed to recognizing the generosity of individuals, businesses, and organizations whose contributions support the Library’s mission to serve the community. This Naming Policy for Library Spaces (the “Policy”) establishes guidelines for naming or renaming Library rooms and spaces in recognition of major philanthropic gifts.

This Policy is intended to provide clarity to donors while preserving the Library's integrity, operational independence, and long-term institutional identity.

This Policy applies to all naming opportunities within the Library, including but not limited to:

- Interior rooms and spaces (e.g., meeting rooms, study rooms, and other defined spaces or architectural features); or
- Exterior spaces (e.g., gardens, plantings, outdoor artwork).

Authority and Governance

The Board of Library Trustees (the “Board”) holds sole authority to approve or decline all naming and renaming decisions. No naming commitment may be made by library staff or Library affiliate organizations (The Cary Library Foundation and The Friends of Cary Library) without formal Board approval.

Proposals initiated by potential donors should be submitted through the Cary Library Foundation, a 501(c)(3) charitable organization established for the purpose of raising funds for the Library. The Cary Library Foundation will work with the Library Director who will evaluate and forward qualifying proposals to the Board.

The Board reserves the right to decline any gift or naming proposal for any reason, including those that do not align with the Library’s mission, values, or community standards. Acceptance of a financial gift does not automatically confer naming rights.

Eligibility for Naming Recognition

Naming opportunities may be granted in recognition of a significant financial contribution to the Library. Donors may choose to name a space in their own name, in the name of a family member, organization, or in memory or honor of a deceased or living individual, subject to Board approval. The Library does not name spaces in honor of current Library employees or Library Board members.

Minimum gift thresholds for naming opportunities will be established by the Board and maintained by the Library Director. Gift thresholds are commensurate with the significance, size, and operating cost of the space. These thresholds are reviewed periodically.

Proposal and Approval Process

Submitting a Proposal

All naming proposals must be submitted in writing to the Cary Library Foundation and the Library Director and should include the following information:

- The specific space, room, or area to be named;
- Proposed gift amount, form, and payment schedule;
- A brief statement describing the honoree's contributions to the Library or the Town of Lexington; and
- Any donor or family preferences regarding plaque wording, recognition events, or other requests.

Due Diligence Review

Prior to approval, the Cary Library Foundation and the Library Director will conduct a due diligence review of each naming proposal. The Board may require a timeline of up to twelve (12) months following the initial request to allow for due diligence review. This review includes:

- Evaluation of whether the proposed recognition reflects positively on the Library and is consistent with the Library's mission and community values;
- Consideration of whether the name is likely to remain a positive reflection on the Library over time;
- Review of any publicly available information relevant to the individual or organization being honored; and
- Assessment of any potential concerns or conflicts of interest.

Approval

The Library Director will present qualifying proposals, along with a due diligence report, to the Library's Executive Board for review. The Executive Board will solicit feedback from the full Library Board. The Executive Board may then approve, modify, or decline any naming proposal, with or without explanation. The Board's decision is final.

Gift Agreements

All naming opportunities tied to financial gifts must be documented in a written gift agreement (the “Gift Agreement”) signed by the donor and an authorized Library representative designated by the Board, generally the Library Director. The Gift Agreement must specify:

- The specific space, room, or area to be named;
- The total gift amount, payment schedule, and any pledge conditions;
- The duration of the naming opportunity;
- Conditions under which the naming may be altered, suspended, or revoked;
- Plaque wording, plans for recognition events; and
- Directions regarding the use of donated funds.

A naming conferred in recognition of a pledge is contingent upon fulfillment of that pledge. If a donor does not fulfill their pledge agreement, the Board may terminate the naming opportunity or substitute a naming opportunity commensurate with the amount received. Unless the Board approves otherwise in writing, a minimum of seventy-five percent (75%) of the total pledge must be received before public recognition of the naming is made.

Gift Agreements related to naming opportunities will be maintained by the Library in accordance with its records retention policy.

Duration of Naming

Library Spaces

Naming of Library rooms and spaces are subject to the useful life of the space being named. Unless otherwise specified in the Gift Agreement, each naming designation is approved for twenty (20) years or the useful life of the space, whichever is shorter.

When a named space is substantially renovated, repurposed, demolished, or relocated, the Board may rename the space to reflect new donors, honorees, or community interests. In such circumstances, the library will make reasonable efforts to acknowledge the original naming in an appropriate manner, such as through a plaque, donor wall, or archival recognition.

Plaques and Recognition

The Library shall determine the design, placement, size, and style of all donor plaques. The style of the plaque will be uniform and consistent with the aesthetic character of the Library and with previous donor plaques. Donors or families are asked to propose the wording for all plaques, subject to final approval by the Board.

In addition to donor plaques, the Library may recognize named donors or honorees through:

- Listings in Library publications, annual reports, and the library website; and
- A dedication ceremony or press release if desired by the donor.

All recognition activities will be carried out in a manner consistent with the Library's values and community standards and with the approval of the donor.

Revocation and Alteration

The Board reserves the right, in its sole discretion, to revoke, alter, or suspend a naming designation under extraordinary circumstances, including but not limited to:

- Evidence that the named individual or organization has engaged in conduct materially inconsistent with the Library's values, mission, or community standards;
- Legal, reputational, or ethical concerns that would reflect negatively on the Library;
- Failure by a donor to fulfill a pledge agreement; or
- Substantial change in the use, function, or physical nature of the named space.

The Library will not relinquish to any donor or honoree any aspect of its right to manage, operate, and control its facilities, staff, collections, programs, services, or assets. No naming agreement conveys governance rights of any kind.

General Provisions

- Except as otherwise approved by the Board, naming opportunities are not available for gifts of real or personal property until such property has been converted to cash, and the net cash proceeds will then be used as the gift value for naming purposes.
- The Library will not enter into naming arrangements that imply commercial endorsement or advertising by any business or corporation, or that could compromise the library's status as a public institution and a department of the Town of Lexington.

- This Policy will be reviewed periodically by the Board and updated as needed to reflect changes in Library operations, community needs, or applicable regulations.
- Naming proposals, supporting documentation, Gift Agreements, and related correspondence are public records and may be subject to disclosure under applicable public records law. The Library cannot guarantee the confidentiality of any submission.

Policy approved by the Library Board of Trustees — October 21, 2026