



## **AP 6620 NAMING OF BUILDINGS, FACILITIES, GROUNDS, AND PROGRAMS IN APPRECIATION AND RECOGNITION FOR CONTRIBUTIONS MADE**

### **References:**

No specific references

The Foundation for Santa Barbara City College may make donors aware of giving and naming opportunities and solicit for the naming of buildings, facilities, grounds, or programs. The amount of the donation required shall be based on type, size, prominence, maintenance, and/or replacement cost of the facility, grounds or program, and will be set and reviewed annually by the Foundation and the Superintendent/President. Each proposed naming opportunity shall be reviewed by the Superintendent/President and Chief Business Officer or designee on a case-by-case basis for approval, design, and location.

### **Acceptable Forms of Donations**

In recognition and appreciation of an individual, family, organization, non-profit foundation, or corporation for significant financial or service contributions, the District may name buildings, facilities, grounds, or programs according to the following guidelines:

1. Acceptable forms of gifts to result in a naming include: cash, appreciated securities, real property, and under special circumstances, life income gifts (charitable remainder trusts), gifts through estate planning, and gift-in-kind. Naming opportunities shall be available for a deferred gift if the gift is irrevocable and the Foundation Office is provided with a copy of the duly signed and executed estate planning document designating the gift as irrevocable. In most cases, gifts may be made through legally binding pledges fulfilled within no more than five years.
2. In instances when private funds are needed to pay for immediate remodeling, renovation and/or construction, donations made through irrevocable deferred gift techniques shall not be accepted. A naming opportunity may, however, be accepted for an existing, unnamed facility not requiring major remodeling or renovation as long as the irrevocable deferred gift technique has been analyzed and approved by an actuarial study and depreciated over the life expectancy of the donor.
3. The Board shall take into consideration the significance and amount of the proposed gift or gifts or service as either or both relate to the realization, completion, or enhancement of a facility or property.



### **Replacement of a Name**

In the event that a name must be removed during the remodeling of a facility or if a facility is destroyed in a natural disaster and is rebuilt for its original purpose, recognition shall be replaced according to the original naming resolution.

In the event a building or facility is completely replaced with new construction, not due to a natural disaster, or its purpose is drastically altered through remodeling, the Board reserves the right to add to, or alter, the naming opportunities of the new facility. In such a case, the original naming recognition shall be suitably commemorated in the new facility, e.g. by a plaque placed in a prominent location.

When a facility or portion of a facility is proposed for renaming, the District shall make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

Only in extraordinary circumstances would the name of a facility which ceases to exist be moved to another facility, and then only by vote of the Board of Trustees.

### **Removal of a Name**

If at any time following the approval of a naming, circumstances change substantially so that the continued use of the name may compromise the public trust, the Board of Trustees reserves the right to remove a name from any and all named facilities, grounds or programs. The Superintendent/President shall convene an ad hoc committee to discuss the circumstances surrounding the issue and make a recommendation to the Board of Trustees as to whether the name should be retained or removed. Circumstances that may lead to the removal of a name include, but are not limited to:

- The commission of a heinous crime or involvement in an egregious action by an individual whose name appears on a naming opportunity.
- Donor failure to full gift commitments as specified in the gift agreement.

### **Written Agreement Required**

An agreement between the District and a gift donor shall be prepared in writing by the Foundation to memorialize the conditions associated with a donation, or donations over time, that result in the naming of a building, facility, grounds, or program.

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**Date Approved:** October 20, 2015  
*(Replaces current SBCC AP 6620)*