



APPLETON PUBLIC LIBRARY

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TO: Appleton Public Library Board of Trustees

From: Colleen Rortvedt, Library Director

Date: May 11, 2022

RE: Request approval for approach and authority to negotiate naming rights opportunities as described below

In April the Naming Rights Policy for the building project capital campaign was approved. This month I am asking for your support in the following approach and request approval of the action item below.

Approach: The capital campaign will involve naming opportunities at various giving levels with larger and/or more prominent spaces associated with larger gifts.

- All gifts to the capital campaign are impactful and appreciated and will be recognized appropriately, unless the donor wishes to remain anonymous.
- Gifts of \$25,000 and above are available for naming opportunities of a room, area, collection, space, equipment, artwork, technology or other interior or exterior space in honor or memory of living or deceased individual, corporation, foundation or organization as grateful recognition of the Donor's gift.
- Gifts of \$5,000 and above are available for recognition via the donor recognition wall as part of an installation that is part of the building design.
- Naming opportunities will not reflect the exact cost of any item, rather the level of recognition commensurate with the size of the gift.
- No goods or services of substantial value will be provided in exchange for any gift.
- The Appleton Public Library Board of Trustees retains absolute decision-making power over the library on operational or capital decisions, or in any other library process or activity.
- The Friends of Appleton Public Library Capital Campaign Committee, the Library Director and the fundraising consultants will work with donors to match their interests and giving levels to naming rights opportunities.
- Alternative naming opportunities for spaces, building features, artwork, or furniture may be considered as the campaign fundraising committee learns about interest areas from donors.

Naming Rights Menu: Spaces that will be offered for naming opportunities may include, but are not limited to, the following list. They are grouped in categories that represent the general value of the gifts anticipated to be associated with naming rights.

Premiere spaces

The Children's Area
The Community Pavilion
The Children's Learning Stairs
The Flex Box Pavilion
The Children's Garden

Major Spaces

Garden Commons and Grand Staircase
Secondary staircase from main level to lower level
Reading staircase from main level to upper level
Overlook Room
Coworking Space
Teen Area and Teen Studio
Garden Lounge
Upper Commons
Appleton Collection Area
Early Childhood Area (birth - 5)
Early Elementary Area (Grades K-3)
Children's Discovery Room
Tween Space (Grades 4-6)
Children's Storytime Room

Signature Spaces

Children's Program Room
Slide in learning stairs
Accessible ramp in learning stairs
Children's Discovery Room
Creation Studios
Unconference Rooms
Children's Nooks on North Wall
Children's Sensory Room

Cozy Spaces

Small Conference Rooms
Study Rooms
Comfort Room
Fixed seating
Gallery areas
Windows to the community

I request approval of the following:

- 1. Please approve the approach described above.**
- 2. In addition, I ask that you authorize the Library Director to work in consultation with the Friends of Appleton Public Library, their fundraising consultants, the City, and donors, to negotiate the gift levels associated for each space. Ultimately, the Library Board retains sole authority to approve naming opportunities of a room, area, collection, space, equipment, artwork, technology or other interior or exterior space. Each aforementioned naming opportunity will be memorialized in a gift agreement which will be presented to the Board for approval.**

Thank you for your consideration. I am happy to address questions.