

NAMING/RENAMING OF FACILITIES

Introduction

The naming or renaming of facilities is a complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and/or renaming of the Rapid City Area School's facilities.

Policy Statement

It is the policy of the board of education to reserve the name or renaming facilities for circumstances that will best serve the interests of the district and ensure a worthy and enduring legacy for the district's facilities.

To this end, the board of education supports consideration of naming requests within the following broad categories:

A. Historic Events, People and Places

The history of a major event, place or person may play an important role in the naming or renaming of a facility as communities often wish to preserve and honor the history of founders and other historical figures, its Native American heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming of facilities.

B. Outstanding Individuals

The district has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the district and the development and management of the district's facilities.

C. Major Gifts

Over the years, the Rapid City Area Schools have benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration being given to requests from wither the donor or another party to acknowledge such a gift by naming.

Definitions

- A. Naming: the permanent name assigned by the board of education.
- B. Facilities: for the purpose of this policy shall be defined as schools, buildings, rooms, gymnasiums, fields, places or any location of particular distinction.
- C. Donations: a donation of property, goods or cash generally with no expectations of return. If the gift is contingent upon a special request, it is made subject to "condition."

Guiding Principles

A. General Principles

In considering proposals for the naming or renaming of a facility, the following general principles will be taken into account either collectively or individually. When naming a new facility, the proposed name will:

1. Engender a strong positive image.
2. Be appropriate having regard to the facility's location and/or history.
3. Have historical, cultural or social significance for future generations.
4. Commemorate places, people or events that are of continued importance to the city, region, state, and/or nation.
5. Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the facility.
6. Have broad public support.
7. Shall not result in the undue commercialization of the facility if it accompanies a corporate gift.

B. Renaming a Facility

Proposals to rename facilities whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

C. Naming/Renaming Facilities for Outstanding Individuals

Naming or renaming a facility for an outstanding individual is encouraged only for those who have been deceased for at least one year and where that person's significance and good reputation have been accepted in the Rapid City Area School's, State's, and/or Nation's history.

In considering the naming/renaming of a facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to either or the following:

- Rapid City Area Schools
- City of Rapid City
- State of South Dakota
- Nation

The naming of a facility after people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event has lessened within the community.

D. Naming/Renaming for Historic Events, People, and Places

When a facility is associated with or located near events, people and places of historic, cultural or social significance, consideration will be given to naming that facility after such events, people, and places. In considering such proposals the relationship of the event, person or place to the facility must be demonstrated through research and documentation.

E. Naming/Renaming for Major Donations

From time to time, a significant donation may be made to the district that will add considerable value to the Rapid City Area Schools. On such occasions, recognition of this donation by naming a facility in honor of or at the request of the donor will be considered.

As a guideline, the threshold for considering the naming of a facility will include one or more of the following:

1. Land for the majority of the facility was deeded to the Rapid City Area Schools.
2. Contributions for a new facility shall be approximately equal to or greater than sixty percent (60%) of capital construction costs. Contributions constituting a significant portion of the value of an existing facility will be considered.
3. Provision of a long term endowment for the continued maintenance and/or programming of the facility.

4. All naming/renaming initiatives shall be submitted to the Facilities Committee for review. The Facilities Committee may, at its sole discretion, recommend any fair and reasonable donation for naming/renaming of facilities to the Board of Education.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the principles that apply to naming a facility for an outstanding person. Exceptions to this will be considered on their own merits. Rapid City Area Schools reserves the right to rename any facility if the person/entity for whom it is named turns out to be disreputable or subsequently has been found to act in a disreputable way.

F. Other Considerations

All signs that indicate the name of a facility shall comply with applicable city standards, codes and/or ordinances.

Adopted 03/20/08
Revised 09/06/12
Reviewed 03/14/16

Legal Reference:

SDCL 13-14-5 - Acceptance of gifts and donations to school districts—Agreements, rules, and regulations.
SDCL 13-20-9 - Employment of superintendent to oversee construction and remodeling contracts—Acceptance and payment deferred until completion.
SDCL 13-20 - School District Purchases and Contracts
SDCL 13-23 - Establishment and Discontinuance of Schools
SDCL 13-24 - School Grounds and Buildings

Cross Reference:

BCEA - Board Liaisons
BDF - Advisory Committee to the Board
BBG - School Attorney
DFCA - Public Gifts to the Schools
DJ - Purchasing
DJG - Vendor Relations
FB - Facilities Planning
FEB - Selection of Architect, Engineer, or Owner's Representative
FEB-P - Architect, Engineer, or Owner's Representative Selection Procedures
FL - Retirement of Facilities
JHA - Student Insurance Program
KG - Use of School Facilities
KH - Public Gifts to the Schools

KI - Public Solicitations in the Schools
KJ - Advertising in the Schools/Sponsorship Program