

Section 4000 – Business Management

4900-R Naming/Renaming of Building and Facilities

4900

Grand Rapids Public Schools (“GRPS”) periodically considers naming one or more of its buildings or facilities in recognition of a person having significance to GRPS or for other considerations. The District will also accept financial contributions for the naming of certain facilities or portions of facilities if it meets the criteria set forth in the policy and these rules.

I. Definitions

- a. Bidder” means a person or entity competing in the advertising process in Section IV.
- b. “Facilities” are GRPS-owned buildings and real property, including but not limited to:
 - Outdoor fields and areas
 - Auditoriums/Theaters
 - Gymnasiums
 - Libraries
 - Gardens/Walks
 - Athletic Fields/Facilities
 - Concessions/Locker Rooms
 - Classrooms
 - Other areas later identified by the Board or Superintendent not specifically mentioned above.
- c. “Naming for Consideration” recognizes contributions made to GRPS and the purpose of any gift.
- d. “Naming in Recognition” recognizes an individual’s contributions to GRPS and must include one of the following criteria:
 1. Recognition of outstanding service to GRPS while serving in an academic, activities, administrative, or support capacity
 2. Recognition of the achievements of distinguished alumni
 3. Outstanding service to the Grand Rapids’ community or to the nation.
 4. Other considerations as recommended by the Superintendent

II. Factors for Consideration

- A. The Superintendent shall consider the following factors in the naming/renaming of school buildings or facilities:
 1. Historical significance of the new name;

2. Cultural significance of the new name;
 3. Financial costs associated with the naming;
 4. Accuracy of the name in reflecting the intent and location of the facility or portion of the facility;
 5. Person's contribution to education, to the community, or to the nation; and
 6. Any other factors deemed important, e.g., financial contributions, the purpose of the gift, the ease or difficulty of maintenance.
- B. Any agreement made regarding the naming of a Facility shall at a minimum address the following:
- Payment terms and Use of Gift Proceeds
 - Use of the Gift proceeds
 - Specific description of naming rights and how donor/recognized party wishes names to be displayed (i.e., full names, business name, etc.)
 - Duration of Naming Rights
 - Maintenance Responsibility
 - Physical Display of Naming Rights
 - Renewability, if applicable
 - Assignment, if applicable
- C. GRPS reserves the right to rename its Facilities in the event of unusual or compelling circumstances. GRPS, in the sole and absolute discretion of its Board, may exercise this option if, in its judgment, a designated name should bring substantial discredit or ridicule upon GRPS or becomes inconsistent with the District's vision, mission, or goals. In the event of such renaming, GRPS shall have no financial responsibility to the donor or recognized person.

III. Duration

Naming is generally granted for the useful life of the Facility unless otherwise specified in the gift agreement. Whenever possible, naming shall be granted for a predetermined fixed term. At the end of the term, the name of the facility or program shall expire, but may be renewed with the same or a new name.

For named Facilities without specified duration provisions, GRPS may deem that the naming period has concluded if the Facility's purpose is no longer practicable, its scope is significantly altered, or if a physical entity is replaced, significantly renovated or no longer habitable.

When the donor's naming period has concluded, the Facility may be renamed in recognition of either new gifts or through the process of advertising the vacancy. In such circumstances, the original name will be removed, subject to any specific terms and conditions set forth in the original naming agreement. GRPS may consult with the donor if possible, or the donor's immediate heirs, if practicable, to determine an appropriate way to recognize the original naming gift.

IV. Advertising and Bidding

For Facilities without a name or when the donor's naming period has concluded for a named Facility, the Superintendent may advertise the vacancy and accept bids for the naming rights. The Superintendent may consider the factors set forth in Section II, above. Additionally, the Superintendent shall consider the following factors:

- Whether the Bidder is willing to improve the facility;
- If naming the facility after a person, whether the person is living;
- Whether the Bidder has any connection to a Board Member or District Employee; and
- Whether the Bidder wants to use a mark in addition to a name.

During the advertising and bidding process, all state and federal laws and regulations will be followed. No advertising shall be construed to be the endorsement by the Board or the District, and the Board reserves the right to reject any and all advertising and bids for advertising.

V. Physical Display of Name

Any physical display or signage in connection with the naming of the Facility shall be decided on a case-by-case basis along with agreed upon reference to the named Facility in all GRPS communications, social media, printed material, and the like.

VI. Renewability

Naming rights may be renewed by mutual agreement between all parties.

VII. Assignment

Successors to the donor may be specified in any original naming agreement, such as family members or other representatives, who can exercise the necessary consent rights in the event that the donor is deceased or otherwise unable to consent.

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