



## **LIBRARY BUILDING PROJECT DONATION & DONOR RECOGNITION POLICY**

### **Background and Purpose**

The City of New Richmond has been enriched by generous donations from members and supporters of the community for many years. The City Council adopted a **Donation, Gift, and Memorials Policy** on Sept. 11, 2023 which covers all donations and gifts to the City of New Richmond, any of its departments, divisions, staff, elected or appointed officials, boards, and commissions. The Policy provides guidelines and procedures for considering and receiving proposed donations.

The new mixed-use library which is currently under construction represents the largest public-private partnership in the City's history. There is great excitement for the project, and many local individuals, organizations, and businesses have expressed an interest in contributing to the project financially or through in-kind services to the project. This **Library Building Project Donation & Donor Recognition Policy** is intended to complement the existing Donation, Gift and Memorials Policy, as it addresses more detailed information specific to the project, and ensures that policymakers and prospective donors have clear and consistent information about donation opportunities and recognition.

### **Name of the Library**

The new public library shall be known as the New Richmond Community Library. The name reflects that the library serves not only city residents but also residents in the surrounding townships and villages, and that the library is an essential part of our social fabric by providing a sense of community and bringing people together. The residences above the library shall have their own name independent of the library.

### **How to Give**

Tax-exempt donations are encouraged to be made to the St. Croix Valley Foundation and designated to the New Richmond Library Building Project Fund. The St. Croix Valley Foundation is affiliated with the New Richmond Area Community Foundation, and their staff has many years of experience managing philanthropic assets with accountability and professionalism.

Donations can also be made payable to the City of New Richmond, however, it should be noted that for tax purposes, the City of New Richmond is not an IRS-qualified 501(c)(3) public charity.

## **Naming of Individual Spaces**

The naming rights of designated spaces within and adjacent to the library are available for a duration of twenty (20) years as follows:

<b>PUBLIC SPACE</b>	<b>FINANCIAL CONTRIBUTION</b>
Large Meeting Room A	\$250,000
Large Meeting Room B	\$250,000
Children's Area	\$250,000
Teen Area	\$250,000
Board Room (109)	\$100,000
Board Room (117)	\$100,000
Board Room (119)	\$100,000
Board Room (120)	\$100,000
Board Room (134)	\$100,000
Multi-Use Maker Space Area	\$100,000
History and Computer Area	\$100,000
Outdoor Play Area	\$100,000
Outdoor Courtyard	\$100,000
Adult Quiet Reading Corner	\$75,000
Fireplace	\$50,000
Breakout Space (122)	\$50,000
Breakout Space (123)	\$50,000
Children's STEM Area	\$25,000

Naming rights do not entitle the donor to any special privileges or exclusive use of a particular public space, nor do they imply any power of direction on City processes, policies, or activities, or endorsement by the City of New Richmond. Following the initial twenty-year period, public spaces that have reached the end of their useful life and which are replaced or substantially renovated may be renamed in recognition of a new donor or group of donors.

## **Recognition**

Consultant ISG will assist with donor recognition signage as part of the interior design process to ensure a consistent, professional, and harmonious appearance which does not detract from the rest of the library.

Naming rights shall be recognized with small signage immediately adjacent to or nearby the corresponding public space. All signage must conform to the signage specifications for the area in size, design, materials, color, and content.

Donations to the building project beginning in 2024 in excess of \$5,000 will be recognized on one sign which will be displayed indoors near the main entrance to the library, with the recognition levels listed below. The ranges below reflect cumulative donations to the project, as some donors might elect to make multiple contributions over time (e.g. a donor who contributes \$7,500 in 2024 and again in 2025 would be recognized as a Supporter). The New Richmond Community Library is committed to honoring and expressing our sincere appreciation for the contributions received over the years. All donors will be recognized on our donor wall, with a

statement that reads, "The New Richmond Community Library gratefully acknowledges the generosity of all donors."

<b>TIER</b>	<b>FINANCIAL CONTRIBUTION</b>
Visionary	\$100,000 and above
Leader	\$50,000 - \$99,999
Advocate	\$25,000 - \$49,999
Supporter	\$10,000 - \$24,999
Friend	\$5,000 - \$9,999

### **Reporting**

Donations will be acknowledged on a quarterly basis under the consent agenda at regular monthly meetings of the Library Board and City Council.