

1 POLICY 6-2.9 NAMING SCHOOL FACILITIES AND DEDICATING AREAS OF SCHOOLS AND
2 FACILITIES OR GROUNDS

3

4 ~~Generally~~

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6 ~~It shall be the responsibility of the~~ The School Board of the City of Richmond ~~to shall~~ select names for all
7 schools ~~facilities~~ and ~~to may~~ authorize the ~~permanent~~ dedication or naming of areas of school facilities
8 or grounds to honor individuals; ~~or entities~~. In fulfilling this responsibility, the School Board shall make
9 every effort to respect the preferences of the community; however, final decisions on the naming of
10 schools ~~facilities~~ and the dedication ~~or naming~~ of areas of school facilities or grounds shall rest entirely
11 with the School Board.

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13 Naming or Renaming Schools ~~Facilities~~

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15 The process for naming or renaming schools shall be open and provide for maximum input from the
16 community. As soon as feasible after the construction of a new school is approved and funded, the
17 School Board shall solicit proposed names for the school from the public. Upon the School Board's
18 decision to name or rename a school, the name shall not be ~~ordinarily~~ changed for thirty (30) years
19 thereafter. ~~If special circumstances require the renaming of a school before thirty (30) years have elapsed,~~
20 ~~the name may be changed upon an affirmative two-thirds (2/3) vote of members present and voting.~~

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22 ~~Naming or Renaming Factors~~¶

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24 Factors to be considered when naming or renaming a school include, but are not limited to:

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- 26 • alignment with RPS mission, values, and equity commitments;
- 27 • historical and cultural significance;
- 28 • the geographic location of the building;
- 29 • the physical features of the community; and
- 30 • the desire to honor particular individuals.

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32 Names of living or deceased individuals who have made an exceptional or outstanding contribution to
33 RPS or Richmond may be proposed, provided that:

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- 35 • The individual is not actively employed by or serving on the School Board;
- 36 • Their contribution was sustained, extraordinary, and well documented;
- 37 • The individual has a substantial connection to RPS or Richmond; and
- 38 • If living, the individual consents in writing.

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40 Process for Receiving Suggested ~~School~~ Names from the Public

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42 Public notice of the School Board's intention to name or rename a school shall be given during a formal
43 meeting of the School Board. Where feasible, letters and other public announcements shall be used to
44 ~~inform~~ ~~advise~~ the public of the School Board's request for suggested names.

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46 The public announcement of the School Board's intention to name or rename a school shall be followed
47 by a public comment period of at least one month. During the public comment period, individuals may
48 submit suggested names to the School Board for consideration.

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50 ~~Names of deceased or retired individuals who have made an exceptional or outstanding contribution to~~
51 ~~Richmond Public Schools may be proposed. Names of persons actively serving the school division shall~~
52 ~~not be considered.~~

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54 All recommendations shall be submitted in writing and must state the reasons for the recommendation.
55 Recommendations that a school be named or renamed for an individual must be accompanied by the
56 ~~individual's resume~~ **biographical documentation and supporting evidence**, and five (5) letters of support
57 from a broad range of community members.

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59 During the public comment period, the School Board shall hold a minimum of two (2) public hearings
60 within the community where the school is or will be located to allow the public to propose names for the
61 school. All names suggested at the public hearing, along with the reasons for the recommendation, shall
62 be reduced to writing and considered by the School Board.

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64 Recommendations received after the close of the public comment period or which do not provide
65 supporting documentation will not be considered by the School Board.

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67 ~~Dedicating Areas~~ **Honorary Naming or Renaming** of School Facilities or Grounds

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69 The School Board acknowledges that the community may want to recognize ~~exceptional or outstanding~~
70 ~~contributions to a school or the school division by providing for the permanent dedication or naming of~~
71 ~~appropriate areas of a school facility.~~ **These facilities include including but are not limited to classrooms,**
72 **media centers/libraries, athletic fields, conference rooms, auditoriums, common areas and gymnasiums,**
73 **etc. in honor of individuals, private entities or corporate entities.** Names of deceased or retired
74 individuals who have made an exceptional or outstanding contribution to Richmond Public Schools may
75 be proposed, **pursuant to the above criteria.**

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77 **Process for Receiving Suggested Names from the Public for School Facilities and Grounds**

78

79 Individuals or groups that wish to initiate a request to name an area of a school facility or grounds for an
80 ~~individual, private or entity, or corporate entity~~ may submit such a request to the School Board. All
81 requests shall be submitted in writing and must state the reasons for the recommendation. Requests to
82 name areas of school facilities or grounds for an individual, ~~private entity, or corporate~~ entity must be
83 accompanied by the individual's ~~or group's entity's~~ resume, four (4) letters of support from a broad range
84 of community members, and one (1) letter of support from the building principal of the affected school.

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86 The School Board shall consider approval of requests submitted in accordance with this policy along with
87 a formal resolution authorizing the requested naming during its formal meeting. Requests to name an
88 area of a school facility or grounds for an individual, ~~private entity~~ **corporate** entity may be submitted,
89 ~~according to the foregoing procedure,~~ at any time. Formal School Board approval must precede any
90 arrangements for dedication ceremonies.

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92 Philanthropic Naming Rights for School Facilities and Grounds

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94 When contributions from individuals or private entities meet a non-funded division need and other
95 minimum donation requirements, the School Board may allow their name, likeness, and/or logo to
96 appear on the specified school facility or grounds, provided it is compatible with the mission and values
97 of Richmond Public Schools. The division's facilities plans, facilities condition assessments, and other
98 resources will be considered in making such decisions. Philanthropic naming rights shall not be granted
99 for an entire school or for the official name of a school.

100 The School Board will consult the community for input, and consider all public comments and requests
101 before any final decisions are made on philanthropic naming agreements.

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103 The final decision of the naming of facilities shall always remain with the School Board. If at any time the
104 School Board determines that the donor does not align with the values of Richmond Public Schools, the
105 name reflects negatively on the reputation of the community, or any other unforeseen or unusual
106 circumstances arise, the School Board has the full power to remove the name from its facilities.

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108 Naming or dedication of a school facility or school grounds to recognize financial contributions does not
109 imply endorsement of the donor by RPS or the School Board.

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111 Valuation

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113 The Superintendent or designee may maintain a list or schedule of sample naming rights opportunities
114 in order to inform discussions with potential donors, which may include:

- 115 • Type and prominence of the space, including public visibility and audience
- 116 • Cost or fair value of potential improvements
- 117 • Useful life of potential improvements
- 118 • Duration of the naming rights
- 119 • Signage and maintenance costs
- 120 • Whether the contribution fulfills an identified, unfunded RPS need

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122 When multiple philanthropic naming proposals concern the same space, consistent evaluation using the
123 above criteria shall be conducted.

124

125 Due Diligence Review

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127 Prior to public presentation or board consideration of a philanthropic naming agreement, a due
128 diligence report shall be prepared by appropriate staff, legal counsel, and the Richmond Ed Fund, to
129 include:

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- 131 • Identity, ownership, and controlling interests of the donor
- 132 • Material criminal, civil, regulatory, or ethical findings
- 133 • Litigation or controversies reasonably related to RPS's mission and values
- 134 • Discrimination, labor, environmental, consumer-protection, and public-safety concerns
- 135 • Conflicts of interest involving Board members or employees

- 136 • Current or anticipated RPS procurement, contracting, or regulatory matters
- 137 • Source of the contribution and any intermediaries
- 138 • Risks associated with subsidiaries, parent organizations, successors, or name changes

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140 Philanthropic Naming Agreement Requirements

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142 Philanthropic naming arrangements shall be structured and reviewed for compliance with applicable
143 federal and state tax requirements. Neither RPS nor the School Board shall guarantee or represent that a
144 contribution is tax-deductible.

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146 Each philanthropic naming agreement must include, at minimum, the following:

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- 148 • Duration: When the naming rights become effective, when they expire, and any conditions for
149 renewal. Naming rights shall not become effective until the full contribution or an established
150 portion of the contribution has been received.
- 151 • Valuation: The value assigned to the naming rights and the amount and form of the required
152 contribution.
- 153 • Morals and Termination Clause: The circumstances under which the School Board may terminate
154 naming privileges, including donor conduct inconsistent with the mission and values of RPS,
155 reputational harm, material misrepresentation, or failure to fulfill the agreement. The agreement
156 shall also state whether the donor is entitled to any refund or repayment following early
157 termination.
- 158 • Signage Plans: The design, location, ownership, installation, maintenance, replacement, and
159 removal of signage, including responsibility for all associated costs. Signage shall not overly
160 commercialize the educational environment and shall be sensitive to applicable design
161 standards, facility aesthetics, and the student and visitor experience.
- 162 • Receipt and Administration of Funds: Whether the School Board or Richmond Ed Fund will
163 receive the contribution, and how installment payments, late payments, and failure to complete
164 a pledge will be handled.
- 165 • Use of Revenue: Whether the contribution is restricted to the named facility, affected school,
166 stated project, or another approved purpose; whether associated costs may be deducted from
167 the contribution; and how unspent funds will be treated if the project changes or cannot be
168 completed.
- 169 • Facility Changes: The effect of renovation, demolition, closure, relocation, replacement, or a
170 change in the use of the named facility or grounds on the naming rights and any remaining
171 funds.
- 172 • Changes to the Donor: The effect of a merger, acquisition, dissolution, rebranding, name
173 change, change in ownership or control, or proposed assignment or transfer of the naming
174 rights.
- 175 • Donor Influence: A statement that the contribution and naming recognition confer no authority
176 or influence over curriculum, instruction, personnel, procurement, student activities, admissions
177 or enrollment, school operations, or access to student information.
- 178 • IRS Restrictions: Applicable federal tax requirements, including restrictions on advertising,
179 substantial return benefits, and other arrangements that could affect the tax treatment of the
180 contribution.

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182 Consideration and Approval of Philanthropic Naming Agreements

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184 The Facilities & Vacant Property Committee shall receive and review due diligence reports and proposed
185 philanthropic naming agreements, and shall make recommendations to the Board regarding the
186 disposition of all proposed philanthropic naming agreements. This shall occur before a full board vote
187 and does not substitute for board approval.

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189 Such agreements shall be approved by the School Board and executed by the donor and authorized
190 representatives of the School Board before any transaction is completed.

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192 Approval of philanthropic naming recognition does not authorize advertising, solicitation, product
193 distribution, exclusive-provider rights, or other commercial activity. Any such activity must be considered
194 separately under other applicable policies and procedures.

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196 LEGAL REFERENCES: Code of Virginia, 1950, as amended, § 22.1-78

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198 Adopted April 11, 2011

199 Revised August 19, 2013

200 Revised