

GRAND PRAIRIE FRIENDS NAMING POLICY

Section 1: Purpose

Grand Prairie Friends (GPF) is the steward of land in east-central Illinois. The manmade and natural environment found at each site are diverse and possess unique significance, and naming of such assets will follow the guidelines outlined below for determining and assigning names to property, facilities, and events owned or managed by GPF.

The purpose of this policy is to:

- a. Ensure consistent guidelines and practices for naming Grand Prairie Friends properties, facilities, and events.
- b. Outline policies for working with individuals or organizations who are interested in attaching a desired name to those assets.
- c. Promote transparency, fairness, and consistency in the naming of assets.

Section 2: General Principles

Grand Prairie Friends will approach naming in the following manner. A specific site (or an assemblage of sites), facility, or event may be named:

1. For a significant natural, geographic, or cultural resources located or found historically on the property.
2. For historical events that occurred on or in the vicinity of the site.
3. Using a traditional, local, or previous name commonly associated with the property prior to GPF ownership or management.
4. In honor of an individual of historic significance who had a connection or influence regarding the property or GPF in general (see Honorary Naming below).
5. In recognition of a donation or contribution to GPF, including for example a monetary donation, bargain sale, or non-monetary contribution (See Donor Naming below).

Chosen names must be compatible with community standards and Grand Prairie Friends' reputation.

Changing names of names of sites, facilities, or events that would cause confusion for the public should be avoided where practical.

In the event that outside legal counsel is necessary, all legal costs are the responsibility of Grand Prairie Friends.

By delegation of the board, the Executive Director shall be responsible for the administration of this policy and bringing naming recommendations to the board for approval where indicated below. Proposals may be submitted at any time to the Executive Director for consideration. The Executive Director may seek input from an appropriate committee (e.g. the Land Acquisition Committee or other) prior to bringing the matter to the Board.

Section 3: Donor Naming

Grand Prairie Friends regularly receives voluntary contributions from individuals and organizations. As a means of recognizing these contributions, Grand Prairie Friends may name properties, natural features, facilities, and amenities in accordance with a donor's wishes.

The naming process should be transparent with a potential donor, recognizing that there will be a negotiation process involved.

Grand Prairie Friends will consider naming of property, buildings, and major amenities in recognition of donations for:

1. Conservation Property: donation of at least 51% of the total cost/value of the property, including the land cost or value, the initial costs of ownership, and the estimated cost of long-term ownership and perpetual stewardship of the property.
2. Buildings or rooms: donation of at least 80% of the cost of the building, room, or major renovation thereof (including land, if applicable, construction, and furnishing).
3. Other Significant Enhancements (Amenities): donation of 100% of the cost of the amenity, with a minimum donation of \$10,000. Amenities might include a trail, parking lot, storage shed, or bridge, and the like.

Other guidelines include:

1. Names will be applied as soon as practical for maps, publicity, and the like. Names for donated land will typically be permanent, unless Section 8 (below) is exercised. Other names will remain in place for 10 years, with extensions approved by the Board of Directors.
2. A multi-year pledge, up to 5 years, will be considered eligible for naming in recognition of a donation. If the donation is a multi-year pledge, the name will be applied after 20% of the pledge has been received, but may be dropped if the pledge is not fulfilled as agreed.
3. The donor is free to suggest a name, but some restrictions may be imposed. For instance, for property near Warbler Ridge, the Board may require the name to be Warbler *Donor*.
4. A Naming Agreement will be drawn up and signed by both parties, specifying the proposed name, donation amount and timing, signage and publicity relating to the name, duration of the name, modification and revocation parameters, etc.
5. If the donor wishes to change the name in the future, they will bear the costs of such a change, including, but not limited to, replacing signage, reprinting maps and brochures, and re-registering the name wherever necessary.
6. The Board of Directors must approve all naming in recognition of donations.

Section 4: Honorary Naming

Grand Prairie Friends will consider naming any asset, or portion thereof, after a person or organization whose achievement are deemed worthy.

1. Honorary names will generally be considered for a natural feature (eg. Barry Hunt Overlook or John Lennon Pollinator Patch) but could be for any asset.
2. In general, honorary names will remain in effect for 10 years, with extensions approved by the Board of Directors.

3. Honorary names may not necessarily be included in maps and brochures.
4. The Board of Directors must approve all honorary names, and will use an official resolution to do so.

Section 5: Event Names

In exchange for a donation (e.g. large sponsorship or donation for an event), Grand Prairie Friends may choose to name an event after a person or organization.

1. A Naming Agreement will be drawn up and signed by both parties, specifying the proposed name, donation amount, timeframe, publicity, and any other reasonable criteria.
2. Most such naming will be in effect for 1 year, unless otherwise agreed to in the Naming Agreement.
3. The Executive Director may approve the name without first bringing it to the Board.

Section 6: Purchase of Naming

Purchase of naming rights by an organization, corporation, or other entity for a particular site, building, or amenity is possible. Proposals should be submitted to the Executive Director. The Board of Directors must approve such naming.

Section 7: Endowment and Fund Naming

In keeping with our mission of preserving natural areas, we want to make a “light” footprint on the land, and any fundraising efforts should be planned with that in mind.

Naming of an endowment or fund by a donor, or in honor of someone, is possible; proposals should be submitted to the Executive Director. The Board of Directors must approve such naming.

1. The minimum gift amount to establish a named endowed Fund is \$100,000.
2. The minimum gift amount to establish a named current-use Fund is \$10,000.

The Board may grant exceptions to this minimum gift amount on occasion upon their discretion.

Section 8: Removal of Naming Approval or Conferral

Grand Prairie Friends reserves the right, on reasonable grounds, to remove and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the donor or benefactor. The Board must approve all removals prior to removal. Reasonable grounds to remove and terminate a naming include but are not limited to the following: If the donor’s, honoree’s, or benefactor’s reputation, actions, or behavior no longer align with the Grand Prairie Friends’ mission and values.