

FOX CHAPEL AREA SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: REVENUE ENHANCEMENT/
GIFTS/FACILITIES NAMING
RIGHTS

ADOPTED: May 10, 2010

REVISED: November 10, 2014

<p>1. Purpose</p> <p>2. Authority SC 216</p> <p>3. Guidelines</p>	<p style="text-align: center;">702. REVENUE ENHANCEMENT/GIFTS/FACILITIES NAMING RIGHTS</p> <p>The Board recognizes that the development of alternative sources of funding for the district’s educational programs and facilities is desirable. Opportunities are available to enhance or supplement traditional sources of school district revenue through the pursuit of fundraising activities, sponsorships, marketing activities, grants, and other similar activities. Naming rights to district facilities and/or portions or components of district facilities may present opportunities for fundraising and revenue enhancement. The Board also recognizes that individuals within the community may wish to contribute additional funds, books, supplies, or equipment to enhance or extend the district’s programs or facilities.</p> <p>It is the objective of this policy to establish parameters for the acceptance of gifts, donations, and grants and for the pursuit of revenue enhancement opportunities, which may include naming rights to district facilities.</p> <p>These revenue enhancement opportunities are subject to certain limitations and restrictions as approved by the Board and all such gifts and revenue enhancement activities must be consistent with the educational mission, vision, and core values of the district and contemporary standards of good taste within the Fox Chapel Area School District community.</p> <p>Gifts to schools and revenues derived from revenue enhancement activities, including facilities naming rights, shall be used to:</p> <ol style="list-style-type: none">1. Enhance student education, achievement and athletics.2. Assist in the development and funding of new educational and athletic programs and facilities.3. Assist in the maintenance of existing educational and athletic programs and facilities.
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	<p><u>Gifts To Schools</u></p> <p>SC 216 The Board has the authority to accept such gifts and donations as may be made to the district or any school within the district. The Board reserves the right to decline to accept any gift which does not contribute toward the achievement of the goals of the district or ownership of which would tend to adversely affect the district.</p> <p>SC 216 Any gift accepted by the district shall become the property of the district, may not be returned without the approval of the Board, and is subject to the same controls and regulations as are other properties of the district. The district shall be responsible for the maintenance of any gift it accepts, unless otherwise stipulated. The district will make every effort to honor the intent of the donor in its use of the gift, but reserves the right to utilize any gift it accepts in the best interest of the educational program of the district. In no case shall acceptance of a gift be considered to be an endorsement by the district of a commercial product or business enterprise or institution of learning.</p> <p>The district accepts monetary contributions designated for specific purposes and donations of equipment or materials if acceptable to the district. As instructional equipment becomes more complicated and diverse, it is imperative that attention be given to technical and curricular compatibility. Before supplies, books, equipment, or other items are purchased or donated, approval must be obtained from the Board or its designee.</p> <p><u>Revenue Enhancement</u></p> <p>The district will consider opportunities for revenue enhancement such as sponsorships, grants, advertising, and fundraising. Any revenue enhancement opportunity pursued by the district must be consistent with the values and educational mission of the district. The Board has the exclusive discretion to determine whether to accept or decline any revenue enhancement opportunity. The factors to be considered by the Board include, but are not limited to:</p> <ol style="list-style-type: none"> 1. The extent to which such revenue enhancement opportunity limits or restrains the district's discretion or its ability to pursue other opportunities. 2. Revenue enhancement opportunities shall be authorized for specified durations. Terms exceeding one (1) year shall be subject to approval of the Board. 3. The extent to which the revenue enhancement opportunity imposes any obligation on the district, either presently or in the future, financial or otherwise, and whether the opportunity is subject to conditions acceptable to the district.
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4. The extent to which the revenue enhancement opportunity constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest.
5. The extent to which the revenue enhancement opportunity interjects advertising or commercialism into the schools or classrooms.

The Board may designate the Superintendent or designee, or authorize the formation of a committee, to investigate, evaluate and/or consider potential revenue enhancement opportunities and to report its findings and recommendations to the Board.

Revenue enhancement opportunities may be posted only at locations approved by the district. All revenue enhancement opportunities must conform to specifications established by the school district.

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Facilities Naming Rights

The district recognizes that the naming rights of buildings and/or portions or components of buildings may present opportunities for revenue enhancement and fundraising. The district's numerous buildings, auditoriums, gymnasiums, fields/playgrounds, classrooms, and similar rooms present potential opportunities for naming rights or plaques acknowledging the source of the funds for the construction or renovation of such facility. Accordingly, it is appropriate for the Superintendent to discuss naming opportunities with prospective benefactors. However, no commitments or promises should be made naming a facility, nor should any formal or informal agreements be made with regard to specific dollar amounts needed for a naming opportunity, except as authorized or approved in advance by the Board.

<p>4. Delegation of Responsibility</p> <p>School Code 216</p>	<p>The naming of any building, room or facility in the district must be approved by the Board. Where naming rights are to be offered or implemented as a component of a fundraising drive for the construction of a new building or facility, or the renovation of an existing building or facility, the Board shall appoint the Superintendent or designee to develop recommendations and parameters for facilities naming rights and the recognition of donations.</p> <p>Special requests to name buildings or other facilities in honor of people who are in good standing with the District and who have contributed to the betterment of the district's education program or alumni who have distinguished themselves will be considered by the Board. Such requests should be made to the Superintendent.</p> <p>The Board reserves the right to decline to accept any donation conditioned on a naming right unacceptable to the district. Facilities will not be named for persons who are currently employed by the district or active in its operations, or those who currently hold any public office.</p> <p>Facilities may be named after major contributors to the district without who new facilities would not have been possible. As a general guideline, new buildings will require a gift commitment of at least fifty percent (50%) of the cost of the building. This may vary with each individual situation. Gifts to name facilities are payable over not more than a period of eight (8) years.</p> <p>Naming of existing facilities will be considered when a donation in excess of \$250,000 or a gift of fifty percent (50%) of the building's current market value is made to the Fox Chapel Area School District.</p> <p>A person contributing large sums of money in exchange for naming rights does not have the authority to dictate any details concerning the composition of the new or existing facility itself.</p> <p>How the name of a contributor is displayed on a building must be agreed to by the approval of the Board of School Directors.</p> <p>It shall be the responsibility of the Superintendent or designee to consult with potential donors and benefactors regarding potential gifts to the district or proposals to enhance revenue, and to report these potential gifts and opportunities to the Board for approval or rejection.</p>
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