Grapevine-Colleyville Independent School District

Board Action Item

Action or Consent:	**Action**
Meeting Date:	November 16, 2026
Subject:	Consider and Act on Updates to Board Policy CW(LOCAL), Naming Facilities
Contact Person:	Paula Barbaroux, Chief Operations Officer
Policy/Code:	CW(LOCAL)
Priority and Performance Objective:	Priority 4: Strong Financial Stewardship and Internal System Efficiency Objective 4.1: Transparent Financial Stewardship Objective 4.2: Effective and Efficient District Operations
Summary:	To pursue revenue opportunities related to facility naming rights, the administration has prepared and recommends updating existing Board Policy CW(LOCAL) for this purpose. Following suggestions from the Revenue Generation Committee, the Policy Review Committee reviewed the policies of several local school districts to consider and craft proposed revisions and additions to the District's policy. The proposed additions establish parameters for the District to pursue and negotiate facility-naming rights contracts, specifically related to major donors and/or corporate partners. The administration presented proposed updates to this policy to the Board at the October 26, 2026, Board meeting. Following the Board's feedback, the proposed policy has been reorganized, has added definitions for clarity, and includes a few other updates. The paragraph that provides the Board with the flexibility to revoke or terminate a facility name was moved to the first page,

	placed second in the policy, and revised as requested. The definitions section was adjusted and moved to the beginning of the policy. In the section on “naming suggestions other than for major donors,” the policy clarifies the difference between naming a portion of a building in honor of an individual and retains the Board policy's original standard for naming facilities, which would not include naming a school for an individual. The policy now also includes a reference to the Walk of Honor Board and those recognitions. The Board’s legal counsel reviewed the policy.
Attachments:	Proposed Board Policy CW(LOCAL)
Recommendation:	The recommendation is for the Board to approve Board Policy CW(LOCAL), as presented.

DISTRICT'S PROPOSED REVISIONS

The Board retains complete authority and responsibility for the permanent naming and renaming of all District facilities.

~~The names for new or existing facilities shall be the responsibility of the Board. A name shall be determined as early as possible during the construction of a building.~~

The Board retains the right to revoke, modify, or terminate any District facility name, with or without cause, whenever it determines in its sole discretion that doing so is in the best interests of the District, including but not limited to instances of reputational harm, operational changes, or community standards. The naming of any District facility or portion of a facility confers no permanent property right or interest. [See CDC]

Each school name should be descriptive of the geographic area in which the facility is located or should reflect a local, state, or national historical event or place. Whenever possible, the name should bear some relationship to the District. A name should not be representative of a single group, individual, or subdivision.

Definitions

For purposes of this policy the following definitions shall apply.

District facility

The term "District facility" shall mean a new or existing facility, or any District-wide complex owned and operated by the District and excludes a school or campus.

Portion of a facility

The term "portion of a facility" shall include a building, structures related to a school building or other facility, athletic fields and their related facilities, and any building or adjacent land area that is property of the District. The term shall also include rooms within a District facility such as a learning commons or library, media center, auditorium, performing arts center, gymnasium, athletic field, or other portion of a District-support complex, driveway, and property owned or operated by the District. A portion of a facility shall not include individual classrooms.

Walk of Honor

The Walk of Honor at Mustang-Panther Stadium, which honors individuals and their contributions to the District or community shall be the responsibility of the Walk of Honor Board. If the Walk of Honor Board ceases to exist, the process and approvals shall revert to the District.

Major Donors

The term "major donor" shall be an individual, business, corporation, foundation, or other organization providing a substantial financial contribution or in-kind gift to the District.

To qualify as a major donation, the term "substantial financial contribution" shall be based on the amount and whether naming a District facility or portion of a facility.

Naming Suggestions

Other Than for Major Donors

Any resident of the District may submit a suggested name for a District school to the Superintendent's office by the established deadline ~~or to members of the District Excellence Committee~~. Naming a new District school should not represent a single group, individual, or subdivision. However, suggestions for a portion of a facility may include a name to honor an individual.

The District Excellence Committee shall review all submitted name proposals for a school or portion of a facility and forward no more than five suggested names to the Board. Consideration of the naming of a ~~new District facility~~ school or portion of a facility shall be included on the Board agenda for two consecutive meetings. At the second meeting, the Board shall select a name from the list of suggestions or request that ~~more~~ additional names be submitted for consideration.

Major Donors

In accordance with the provisions of this policy, consideration of the naming or renaming of a District facility or portion of a facility for a major donor shall be through Board action. Proposed names for a major donor under this provision must embody exemplary qualities that serve as a model of excellence and adhere to the District's core mission, values, and community standards.

The Board shall select a name from those requested by the donor or from a list of suggestions submitted to the District. The Board may also request that additional names be submitted for the Board's consideration. The Board shall not consider petitions.

The naming of a District facility or portion of a facility under this provision may remain in effect for a designated term specified in a formal naming rights agreement or donor recognition agreement approved and executed by the Board. Such agreement shall outline the term; scope of recognition; format and any applicable signage specifications; other conditions; payment schedules; and the agreement's termination, as applicable.

When naming or renaming a District facility or portion of a facility in honor of a major donor, the Board may choose to retain the original name of the facility in some capacity.

Deconstruction, major reconstruction or remodeling, or a change in the use of the facility shall terminate the naming designation unless renewed by Board action.

Naming rights shall not create ownership or other property rights in the named facility or property. The District shall retain full ownership, control, and authority over all District facilities and activities. Naming rights shall not automatically provide advertising, promotional, endorsement, or solicitation rights.

Conflict of Interest

No Board member or District employee shall receive personal or financial benefit or recognition from a naming rights agreement.