

**SOUTH DAKOTA BOARD OF REGENTS**

**Academic and Student Affairs**

**AGENDA ITEM: 6 – D (1)**

**DATE: March 30 – April 1, 2016**

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**SUBJECT: USD Naming Request – First Bank & Trust Soccer Complex**

The University of South Dakota requests authorization to name the new soccer complex the “First Bank & Trust Soccer Complex,” in recognition of First Bank & Trust’s gift to the project. The gift of \$500,000 is approximately one quarter of the construction cost. The gift agreement between USD and First Bank & Trust specifies that the name would be good for a term of twenty (20) years, commencing at the date of occupancy or no later than July 1, 2016, and ending no later than June 30, 2035. The agreement does not preclude additional naming within the facility.

Board Policy No. 1:27 states the pertinent standards:

- 2. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the institution, consideration shall be given to the following factors:
  - A. the significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
    - i. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the institution may be considered when the gift represents a substantial component of the projects' total cost.
    - ...
    - v. Before recommending a name in honor of an individual, corporate, or commercial entity, institutions must avoid any appearance of commercial influence or conflict of interest by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.

(Continued)

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**RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR**

I move to approve The University of South Dakota’s request to name the outdoor amphitheater the “First Bank & Trust Soccer Complex.”

- a. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express institutional appreciation should be modest in size and appropriate to the public university or school setting.
  - B. the urgency or need for the project or program, or continuing support for the program,
  - C. the standing of the individual, family, or entity in the community or profession,
  - D. the nature and duration of the relationship of the proposed honoree to the university.
3. Prior to recommending to the Board the naming of a facility or programmatic unit for a person, family or organization, the president or superintendent shall have a reasonable assurance that:
  - A. the proposed name will bring additional honor and distinction to the institution,
  - B. the recognition implied by the naming is appropriate for the behavior exhibited by the individual, family, or organization, and
  - C. any philanthropic commitments connected with the naming can be realized.

USD recommends approval of the proposed name under the guidelines above without hesitation or reserve. First Bank & Trust is held in high regard throughout the region as a leading financial services institution, and it has a long-standing relationship with USD, School of Business and Fine Arts programs. The First Bank & Trust sponsorship and naming agreement provides the core element in the Sports Performance Enhancement Facility project funding and, as such, facilitated additional fundraising that will permit the construction of the facility without the necessity of public funding by taxpayers or students.



## South Dakota Board of Regents

### Naming Request Form

*Request for Naming of Campus Facilities,  
Programmatic Units, or Funded Academic Honors*

Please send this completed form to [BORSEC@sdbor.edu](mailto:BORSEC@sdbor.edu).

Date Request Submitted: February 8, 2016

Name of Institution: University of South Dakota

Current Name: New Construction

Proposed Name: First Bank & Trust Soccer Complex

Effective Date and Duration of Proposed Name: Effective immediately, duration 20 years

Location on Campus: Corner of Highway 50 and University Drive

Purpose of Facility, Space, or Program to be Named: Outdoor soccer fields used for competition and training for USD Soccer program

Rationale for Proposed Name (Include in the space below, or attach documentation):

University of South Dakota requests to exercise the naming rights detailed in the gift agreement with First Bank & Trust to name the new outdoor soccer complex the First Bank & Trust Soccer Complex in recognition of the \$500,000 gift to the project. The anticipated payments amount to approximately one quarter of the construction cost. The name would be good for a term of twenty years, ending not later than June, 2035, and it would not preclude additional naming within the facility.

USD recommends approval of the proposed names under the guidelines below without hesitation or reserve. First Bank & Trust is held in high regard throughout the region as a leading financial services institution, and it has a long-standing relationship with USD, School of Business and Fine Arts programs. The First Bank & Trust sponsorship and naming agreement provides the core element in the Sports Performance Enhancement Facility project funding and, as such, facilitated additional fundraising that will permit the construction of the facility without the necessity of public funding by taxpayers or students.

The naming commitment is for a 20-year term, commencing at the date of occupancy or no later than July 1, 2016. This request is to name the complex with other naming opportunities within the facility.

**Authorization for Use of Name**

I, the undersigned, authorize the use of my name for the proposed naming request specified above.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

**Campus Authorization of Naming Request**

I, the undersigned President/Superintendent, have a reasonable assurance that the proposed name will bring additional honor and distinction to the institution, the recognition implied by naming is appropriate for the behavior exhibited by the individual, family, or organization, and any philanthropic commitments connected with the naming can be realized. I certify that this naming request meets the criteria required by Board of Regents Policy 1:27, which key requirements are stated below:

1. When naming a facility or programmatic unity for a person, family, or organization where there is no gift, the proposed honoree shall have achieved distinction in one or more of the following ways:
  - a. Serving the university in an academic or administrative capacity with high distinction, or
  - b. By contributing in other exceptional ways to the welfare and reputation of the university, to education, or the community in general.

OR

2. When naming a facility or programmatic unit for a person, family, or organization where there is a gift to the institution, consideration has been given to the following factors:
  - a. The significance of the gift to the likely realization or success of a facility project or programmatic unit, based on the following guidelines:
    - i. A name proposed for a new facility or a facility to be renovated so as to recognize a gift to the institution may be considered when the gift represents a substantial component of the projects' total cost.
    - ii. A name proposed for an existing but presently untitled facility so as to recognize a gift to the institution may be considered when the gift represents a significant proportion of the value of the facility.
    - iii. A name may be proposed for a programmatic unit to recognize an endowed gift to the institution if the gift is similar to donations received for comparable naming at peer institutions, provided that any associated endowment will be sufficient to sustain the program or a substantial portion of it, since the naming shall be in effect for the life of the program.
    - iv. If a fund raising drive or a contractual agreement may involving naming that is subject to Board approval, the Board must be apprised of such initiatives in advance.
    - v. Before recommending a name in honor of an individual, corporate, or commercial entity, institutions must avoid any appearance of commercial influence or conflict of interest by taking additional due diligence. The naming for an individual associated with a corporation should be handled as any naming for an individual.
      - a. Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express institutional appreciation should be modest in size and appropriate to the public university or school setting.
  - b. the urgency or need for the project or program, or continuing support for the program,
  - c. the standing of the individual, family, or entity in the community or profession,
  - d. the nature and duration of the relationship of the proposed honoree to the university.

*James M. Abbott*

\_\_\_\_\_  
President/Superintendent Signature

3/9/16

\_\_\_\_\_  
Date



February 22, 2016

University of South Dakota  
David Herbster, Director of Athletics  
Vermillion, SD 57069

RE: First Bank & Trust Soccer Complex

Dear David,

Please accept this letter as notification that through our pledge of funds towards the Coyote Complex Outdoor Current Fund, outlined in the Gift Pledge dated July 24, 2014, it is agreed that through our pledge to the facility and subsequent naming rights granted therein, that the facility will be named the **First Bank & Trust Soccer Complex**.

If you have any questions regarding this notification, please contact me accordingly.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin D. Tetzlaff'.

Kevin D. Tetzlaff  
President  
First Bank & Trust