


F R O M	Name & Title	Reginald R. Moore, <i>Executive Director</i> (RM)	CITY OF BALTIMORE	
	Agency Name & Address	Department of Recreation and Parks 3001 East Drive - Druid Hill Park Baltimore, Maryland 21217	MEMO	
	Subject:	Permission for Recreation and Parks to Solicit Sponsorship Funds to Support the AFRAM Festival		

DATE: January 10, 2022

TO: Honorable President and Members of the Board of Estimates

ACTION REQUESTED OF THE BOARD OF ESTIMATES:

The Board is requested to endorse a Governmental/Charitable Solicitation Application for submission to the Board of Ethics of Baltimore City to allow Ramisi Chaka, Chief of Special Events and Permits and Nicole Green, Deputy Director of Administration, to solicit donations to support expenses related to the AFRAM festival beginning with the year 2022. Additionally, the Board is requested to re-authorize sponsorship funds to be deposited directly in to the Baltimore Civic Fund for draw down as needed.

Solicitation shall commence upon approval by the Board of Ethics and shall continue for a two (2) year period.

AMOUNT OF MONEY AND SOURCE OF FUNDS:

Up to \$1,000,000- to be deposited in to the Baltimore Civic Fund for AFRAM Account 1001-000000-1220-146500-607004.

BACKGROUND/EXPLANATION:

The Department of Recreation and Parks is honored to host the AFRAM Festival in Druid Hill Park, the City's most central park. In the past, AFRAM was hosted in Druid Hill Park and the Department looks forward to hosting it in Druid Hill Park for many years to come. Plans are underway for this year's AFRAM to be held over a three (3) day period from June 17-19, 2022. To support the costs for services, equipment rental, talent acquisition, and other expenses related to hosting AFRAM for 2022, 2023 and 2024 the Department is requesting permission to solicit sponsorship funds. The Department is also requesting permission to allow sponsorship funds solicited for AFRAM to be deposited directly in to the Baltimore Civic Fund for draw down as needed. The goal is to raise up to \$1,000,000 over the two-year period to subsidize the overall cost of hosting AFRAM.

APPROVED BY BOARD OF ESTIMATES

MA Amato

By Celeste.Amato at 10:30:05 AM, 1/26/2022

Clerk

Date



BALTIMORE CITY ETHICS BOARD

635 City Hall
100 N. Holliday Street
Baltimore, Maryland 21202
(410) 396-7986
ethics@baltimorecity.gov

**GOVERNMENTAL/CHARITABLE SOLICITATIONS –
APPLICATION FOR APPROVAL**

NAME OF BENEFITTED PROGRAM / CHARITY: Mayor's AFRAM Festival

PART A. SPONSORING AGENCY

Name Baltimore City Recreation and Parks Division of Special Events & Permits

Address 7 E Redwood Street 9th Floor, Baltimore, MD 21202

Contact Person / Coordinator Ramisi Chaka

Telephone 410-396-6128 or 410-804-7280 Email ramisi.chaka@baltimorecity.gov

PART B. PURPOSE OF PROPOSED SOLICITATION:

- I. Identify the specific governmental or charitable program, function, or activity for which solicitations will be made:**

2022 Mayor's AFRAM Festival

- II. Describe the specific purposes to which contributions and other receipts will be applied:**

~~Event expenses for stage production, talent, rental of portable toilets and equipment, activation areas, concessions, giveaways and swag bags, VIP areas and volunteers.~~

III. Select the appropriate range for the aggregate value of the contributions sought:

- \$500,000 or more
- between \$150,000 and \$500,000
- between \$50,000 and \$150,000
- between \$5,000 and \$50,000
- less than \$5,000

PART C. CITY ENDORSEMENT

By: N/A Board of Estimates N/A Designee of B/E: _____

Date and Manner of Endorsement: N/A _____

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

I. Proposed starting date of solicitation efforts: February 2022 _____

II. Proposed ending date of solicitation efforts: June 2024 _____

III. Describe the categories of persons to be solicited and by whom and how those solicitations will be made:

~~Major corporations, businesses and vendors~~ _____

~~Sponsorship package/deck, emails, letters, meetings, phone calls~~ _____

IV. Identify all *public servants* who will be soliciting contributions

~~Ramisi Chaka~~ _____

~~Nicole Green~~ _____

V. Describe measures to be taken to ensure that the solicitation (i) will be directed at a broad range of donors and (ii) will not specially target *controlled donors*:

~~Donations will be solicited from corporations, businesses and donors who have expressed an interest in supporting this community event.~~

VI. Describe measures to be taken to avoid any suggestion that contributors might receive special access or favored treatment from any *agency or public servant of the City*:

~~No favoritism or special treatment will be given to any business or donors solicited. All donors will be informed they will not receive special favors and/or preferential treatment.~~

PART E. Fiscal Sponsor PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS)

Note: This individual may not be employed by the *Sponsoring Agency*.

Name HyeSook Chung, President, Baltimore Civic Fund

Address 7 E Redwood Street 9th Floor, Baltimore, MD 21202

Telephone 443-540-6113 Email _____

I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.

HyeSook Chung

II. Describe how the funds will be held pending distributions, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

~~Funds are to be held in the designated AFRAM account already established at the Baltimore Civic Fund~~

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

~~Invoices should be produced from the sponsoring agency to the distributing entity for proof of payments needed.~~

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

~~As AFRAM is an annual event, any additional funds or unused funds will roll over to utilize for the same event in the following fiscal year.~~
~~The Baltimore Civic Fund will keep track of the deposits and donations.~~

V. Please provide details about the measures that will be taken by the distributing entity to ensure to ensure that controlled donors will not receive preferential treatment.

~~A disclaimer in the form of a written notice will be shared with each donor stating that their contribution does not warrant any favoritism or special treatment.~~

PART F. SIGNATURE AND AFFIRMATION

I affirm under the penalties of perjury that the contents of this Application and of all accompanying attachments are true to the best of my knowledge, information, and belief.

Date: 1/07/22

FOR: Baltimore City Recreation and Parks
{Type/Print Name of Sponsoring Agency}

BY: Ramisi Chaka
{Signature}

Ramisi Chaka, Chief of Special Events & Permits
{Type/Print Name of Sponsoring Agency}

3201 Boston Street, Baltimore, MD 21224

{Type/Print Office Address}

410-396-6128 or 410-802-7280

{Type/Print Office Telephone Number}

ramisi.chaka@baltimorecity.gov

{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

Clerk

Date

MC Amato

By Celeste.Amato at 10:30:21 AM, 1/26/2022