



TO: Board of Estimates, Office of the Comptroller
FROM: Colin Tarbert, President & CEO
SUBMITTING AGENCY: Baltimore Development Corporation
DATE: August 12, 2022

SUBJECT: Application to Solicit Charitable Donations

CONTRACT/GRANT NUMBER:

ACTION REQUESTED OF B/E:

The Board is requested to approve the City of Baltimore Development Corporation's (BDC) application for Governmental/Charitable Solicitations, as it is required by the City Code, Article 8 Regulation 06.26. BDC's President & CEO, Colin Tarbert and members of the senior staff including: Kimberly Clark, Jeffrey Pillas, Nancy Jordan-Howard, Larysa Salamacha, Susan Yum, and Daniel Taylor may all solicit sponsorships/donations for the purpose of supplementing and enhancing the City's economic development initiatives.

PERIOD OF CONTRACT/AGREEMENT:

September 1, 2022 through August 31, 2023

AMOUNT AND SOURCE OF FUNDS:

No general funds are involved in this transaction. Donations will be solicited from local, state, and federal government agencies, Baltimore-area business and civic leaders, and private foundations.

BACKGROUND/EXPLANATION:

The Baltimore Development Corporation (BDC) would like to solicit sponsorships/ donations for the purpose of supplementing and enhancing the city's economic development activities and initiatives including the implementation of the city's five-year Comprehensive Economic Development Strategic plan from September 1, 2022 through August 31, 2023. Uses of funds will include: funding for service providers to provide hands-on business assistance to entrepreneurs in a variety of tracks; sponsorship dollars for tours of city projects, trade shows, special events, seminars, educational workshops, marketing resources, data tools, research, and expertise in various business sectors such as life sciences, logistics, and manufacturing.

Baltimore Together is a public-private initiative led by the Baltimore Development Corporation (BDC) to support and implement a shared vision of inclusive economic growth, with specific goals, actions, and accountability measures over a 5-year period. This initiative will serve as the Comprehensive Economic Development Strategy (CEDS) for Baltimore City, and as the guiding framework to revive the City's economy post-pandemic. Execution of the plan will benefit all residents by increasing collaboration and efficiency among public, private and nonprofit partners – working together to improve workforce and small business ecosystems; developing retail recovery and reopening plans; and investing in people and places - with the goal of Baltimore

becoming a global model of an urban economy that is based on diversity, inclusion, and resiliency.

A potential donor list will be comprised of individuals and corporate entities that have demonstrated a history of providing financial and in-kind contributions to the small business community and Baltimore's economic revitalization. Criteria for targeting a corporate entity for solicitation will include: commitment to overall community, value to overall community, interest in entrepreneurship, and a history of providing financial and in-kind contributions to growing the business community and Baltimore's economic revitalization.

Most of the corporate entities or private foundations may or may not be controlled donors. However, those potential donors, who are controlled donors with respect to the Baltimore Development Corporation, the City Council, or the Board of Estimates will not be targeted or singled out in any way and will be solicited, if at all, in the same manner as all other potential donors. Solicitations will be made in the context of a scheduled formal meeting, with presentation materials, detailed budgets and follow-up as required. BDC will not provide exclusive access to BDC clients to any sponsors.

Baltimore City Code Article 8, Section 6-26, prohibits solicitation or facilitating the solicitation of a gift. An exception was enacted in 2005 to permit certain solicitations that are for the benefit of an official governmental program or activity, or a City-endorsed charitable function or activity that has been pre-approved by the Ethics Board. Ethic Regulation 96.26B sets out the standards for approval, which include the requirement that the program, function or activity to be benefited and the proposed solicitation campaign must be endorsed by the Board of Estimates or its designee.

MBE/WBE PARTICIPATION: Not applicable.

COUNCIL DISTRICT:

EMPLOY BALTIMORE: Not applicable

LIVING WAGE:

LOCAL HIRING:

1% FOR PUBLIC ART:

The headers below are for use by reviewing departments ONLY. Please leave them as blank spaces for official endorsements and signatures.

FINANCE HAS REVIEWED:

LAW DEPARTMENT HAS REVIEWED:

MWBOO HAS REVIEWED:

AUDITS HAS REVIEWED:

APPROVED BY THE BOARD OF ESTIMATES:



Clerk, Board of Estimates



BALTIMORE CITY ETHICS BOARD

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

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

NAME OF BENEFITTED PROGRAM / CHARITY: City of Baltimore Development Corporation

PART A. SPONSORING AGENCY

Name City of Baltimore Development Corporation (BDC)
Address 36 South Charles Street, Ste 2100, Baltimore, MD 21201
Contact Person / Coordinator Kimberly Clark
Telephone (410) 837-9305 Email kclark@baltimoredevelopment.com

PART B. PURPOSE OF PROPOSED SOLICITATION:

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

BDC wishes to solicit sponsorships/donations for the purpose of supplementing & identifying additional funding for activities related to enhancing the City's economic development initiatives; and to implement the City's five-year Comprehensive Economic Development Strategy which works in tandem w/the city's post-pandemic recovery plan.

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

Uses of the funds/donations will include: data tools, marketing resources, events & expertise in various business sectors such as life sciences, logistics, and manufacturing; payment to service providers for hands on business assistance to entrepreneurs; sponsorship dollars for tours of city projects, trade shows, special events; seminars, educational workshops and related marketing efforts/materials; and research.

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: ___ Board of Estimates ___ Designee of B/E: _____
Date and Manner of Endorsement: _____

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

- I. Proposed starting date of solicitation efforts:** September 1, 2022
- II. Proposed ending date of solicitation efforts:** August 31, 2023

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

Various corporations, businesses, federal, state and local government, businesses dealing with financial services, banking, law, accounting, real estate, construction, foundations, and others as appropriate. Solicitations will be made by BDC's senior staff listed below.

IV. Identify all public servants who will be soliciting contributions

<u>Colin Tarbert, President & CEO</u>	<u>Kimberly Clark, EVP;</u>
<u>Jeffrey Pillas, VP & CFO</u>	<u>Nancy Jordan-Howard, COO;</u>
<u>Larysa Salamacha, Managing Dir. SRA</u>	<u>Susan Yum, Managing Dir. Marketing</u>
<u>Daniel Taylor, Managing Dir. Business & Neighborhood Development</u>	

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*:

Criteria for targeting a corporate entity for solicitation will include: commitment to overall community, value to overall community, interest in entrepreneurship, and a history of providing financial and in-kind contributions to growing the business community and Baltimore's economic revitalization. The corporate entities public or private foundations may or may not be controlled donors. All potential donors, who are donors with respect to BDC, the Council, or the Board of Estimates will not be targeted or singled out in any

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:

BDC will not provide exclusive access to BDC clients. In the event that any contributing developer, business, or other person or entity subsequently makes any proposal to or seeks any assistance from BDC, such contributions shall be disclosed to the BDC Board and, if applicable, to the Board of Estimates, the mayor, or other City agency or official. In such event, the city's ethics rules shall be followed.

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 Baltimore CivicFund

Address One N Charles Street, Ste 1600, Baltimore, MD 21201

Telephone 443-310-8367

Email eddie@baltimorecivcfund.org

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

The Baltimore Civic Fund's Finance Director, Tammy Grinnan, is responsible for fund distribution and accounting, supported by Goldin Group LLC, an outside CPA firm. The Civic Fund's Partnership Manager, Eddie Hawkins, Jr., is responsible for reviewing and approving all disbursements and providing reports and other information about program account use.

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.

Dedicated Account at the Baltimore Civic Fund. The Baltimore Civic Fund holds funds in a co-mingled account wherein every program account is segregated by a unique identifying program account code that is only accessible by the authorized contacts and users. The project funds will be held in a dedicated Program Account number.

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

The Baltimore Civic Fund keeps records of all supporting documentation given for donations, including grants and other individual funding. Grants are assigned transaction codes in our financial system. All disbursements from the accounts are initiated by a payment request form completed by the program and signed by the program's authorized signatory. All payments must align to the stated scope of the program and have the proper back-up documentation to process (e.g. contract or invoice)

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.

At the Civic Fund, donations are input into our financial system with supporting documentation uploaded with the deposit and the deposit associated with the proper program account number. Donations are coded as contributions and grants are assigned grant codes. The Civic Fund sends donors gift acknowledgment letters. The funds remain in the program's account to be used in accordance to the scope of the program unless otherwise directed.

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.

The program will incorporate the following language for potential donors: Donations to the Baltimore Civic Fund will not be considered as a condition for preferential 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: 8/12/2022

FOR: Kimberly Clark
{Type/Print Name of Sponsoring Agency}

BY: 
{Signature}

Baltimore Development Corporation
{Type/Print Name of Sponsoring Agency}

36 S. Charles St, Ste 2100, Baltimore, MD

{Type/Print Office Address}

410-837-9305

{Type/Print Office Telephone Number}

kclark@baltimoredevelopment.com

{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES


Clerk *By Celeste.Amato at 2:09:10 PM, 10/5/2022* Date