


Memorandum

To: Honorable President and Members of the Board of Estimates

From: Colin Tarbert, President & CEO 

Date: July 10, 2019

Subject: Application to Solicit Charitable Donations

ACTION REQUESTED OF BOARD OF ESTIMATES:

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, William Beckford, Susan Yum, Daniel Taylor, Kristin Dawson and Stephanie Hsu, may all solicit sponsorships/donations for the purpose of supplementing and enhancing the City's economic development initiatives.

Amount OF Money 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 from July 1, 2019 through June 30, 2021. 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 material, and research.

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:

Not applicable.

EMPLOY BALTIMORE (EB):

EB applicable: _____ yes; X no

If not, why: _____ professional service contract
_____ emergency contract
_____ contract under \$49,999.99
 X N/A

EB Certification Statement completed and returned to Agency:
_____ yes; X no

Solicit Charitable Donations
Baltimore Development Corporation
July 10, 2019

APPROVED BY THE BOARD OF ESTIMATES:

Joan M. Prater, CPA

Clerk
Date

JUL 31 2019

Attachment: Governmental/ Charitable Solicitations Application

Board of Estimates Summary Sheet

(No More Than Two Pages)

From (Agency Head):	Colin Tarbert, President & CEO		
From (Agency):	Baltimore Development Corporation		
From (Agency Contact):	Beverly Lanier		
From (Contact Phone #):	410-779-3898		
From (Contact Email):	blanier@baltimoredevelopment.com		
Date:	July 10, 2019		
Action Requested:	Other		
If "Other", describe action:			
Subject/Brief Summary: Briefly describe the project(s), program(s), improvements(s), or contract(s) funded through this transfer. (Note if the information is an update from an earlier version)	The Baltimore Development Corporation is requesting approval to request and receive sponsorships and donations to help fund various programs, events, and training. Some of the funds will go towards events and programs that support small businesses throughout the City, and community organizations that support efforts towards creating a healthier Baltimore City. BDC is always looking for opportunities to meet the needs of the businesses, large and small, that exist in our City. Whether the need is a forum, a training session, or a networking event, BDC wants to offer the tools and resources necessary for our business community to thrive.		
Cost/Value of Action (\$):	\$150,000 - \$500,000		
Desired BOE Hearing Date:	7/24/2019		
Past Renewals and Amounts:	<ul style="list-style-type: none"> • ___/___/___ for \$X • ___/___/___ for \$X • ___/___/___ for \$X • ___/___/___ for \$X 	Explanation for renewal vs. new bid:	
Potential Issues/Concerns: (List known concerns of City Council President, Comptroller, or others who might publicly object or raise questions about the action. If there are no issues or concerns, write "none." <u>If the City is selling property and not receiving appraised value, provide justification.</u>)	None.		
Community Support: (If applicable, describe any formal or informal community position on the action.)	N/A		
MBE/WBE Goals and Compliance: (If this action is for a contract award, list the goal(s) for the contract. Then, specify if the awardee is in compliance. If this action is an expenditure authorization, list the goals for the overall contract and whether the contractor is currently in compliance.)	MBE goal: In Compliance: <input type="checkbox"/> Yes <input type="checkbox"/> No	WBE goal: In Compliance: <input type="checkbox"/> Yes <input type="checkbox"/> No	DBE goal: In Compliance: <input type="checkbox"/> Yes <input type="checkbox"/> No
If no MBE/WBE Goals <u>OR</u> noncompliant, explain:			
Planning Department Funds Transfer Information (If applicable, include information needed for Planning Commission approval of funds transfer.)			
Briefings (Indicate what elected officials have been briefed and the date of briefing.)	Comptroller Pratt and Council President Scott will both be offered briefings prior to BOE submittal.		
SDAT Verified Prime: Yes (Attach) Sub: Choose an item. (Attach) N/A: <input type="checkbox"/> (Must be able to explain) Date: 6/10/2019 Verified by: Beverly Lanier	Employ Baltimore (EB) is applicable: No If not, why: Contract Less than or equal to \$50,000 EB Certification Statement completed and returned to Agency: No Local Hiring (LH) is applicable: No If not, why: Contract Less than or Equal to \$300,000		

BALTIMORE CITY ETHICS BOARD
626 City Hall
Baltimore, Maryland 21202
Phone: 410-396-4730 Fax: 410-396-8483
<http://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 S. Charles Street, Suite 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:

City of Baltimore Development Corporation (BDC) would like to solicit sponsorships/donations for the purpose of supplementing and identifying additional funding for activities related to enhancing the City's economic development activities and initiatives.

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

Uses of the funds will include: payment to 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, and related marketing efforts and 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: Solicitation will begin upon approval or July 1, 2019

II. Proposed ending date of solicitation efforts: June 30, 2021

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

Corporations, businesses dealing with financial services, banking, law, accounting, real estate, construction, foundations; and others as appropriate. Solicitations will be made personally by the President & CEO of BDC, members of the senior staff, including Jeffrey Pillas, VP & CFO; Kimberly Clark, Executive VP, and other staff members as appointed. BDC will also solicit the assistance of its Board of Directors who may make introductions. Solicitations will be done in the context of a scheduled formal meeting with presentation materials, detailed budgets, and follow-up as required.

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

Colin Tarbert, President & CEO; Jeffrey Pillas, VP & CFO; Kimberly Clark, Executive Vice President; Nancy Jordan-Howard, Chief Operating Officer; Larisa Salamacha, Managing Director of Strategic Research & Analytics; William Beckford, VP of Business & Neighborhood Development; Susan Yum, Managing Director of Marketing and External Relations; Daniel Taylor, Managing Director of Business & Neighborhood Development; Kristin Dawson, Director of Business Development; and Stephanie Hsu, Equity Manager

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 way and will be solicited, if at all, in the same manner as all other potential donors.

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. PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS

Name Jeffrey Pillas, Vice President & CFO, City of Baltimore Development Corporation

Address 36 S. Charles Street, Suite 2100, Baltimore, MD 21201

Telephone (410) 837-9305 

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: July 10, 2019

FOR: City of Baltimore Development Corporation

{Type/Print Name of Sponsoring Agency}

BY: 
{Signature}

Kimberly Clark, Executive Vice President

{Type/Print Name and Title}

36 S. Charles Street, Suite 2100, Baltimore, MD 21201

{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

Date

JUL 31 2019