

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: Recreation and Parks Programming

PART A. SPONSORING AGENCY

Name: Baltimore City Recreation and Parks (BCRP)

Address: 3001 East Drive, Druid Hill Park, Baltimore, Maryland 21217

Contact Person/ Coordinator: Tim Almaguer, Strategic Partnership, Director

Telephone: (410) 396-5916 **Email:** tim.almaguer@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:

BCRP will be soliciting funds for Recreational Programs; Park Land and Building Improvements; and TreeBaltimore:

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

1) supplies, materials, and services to enhance recreational programs; 2) to purchase materials or services required to improve landscaping or building conditions on park property; and 3) for TreeBaltimore to purchase, plant and maintain streetscape trees and trees on developed park lands.

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: X 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: January 1, 2020 or date approved by Board of Ethics and Board of Estimates

II. Proposed ending date of solicitation efforts: December 31, 2020

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

Solicitations will be made by written letter, media outreach and verbally by designated BCRP staff. BCRP expects donations and contributions to be in-kind and monetary contributions. All proceeds will be deposited into a dedicated and reconciled account at the Baltimore City Foundation. BCRP will be soliciting foundations, non-profit organizations, small businesses, local corporations, and sports associated businesses.

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

- Tim Almaguer, Strategic Partnership Director of Baltimore City Recreation and Parks (BCRP)
- Fran Spero, Chief of Community Engagement and Strategic Partnerships, BCRP
- Reginald Moore, Director of Baltimore City Recreation and Parks

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*:

All of the department's solicitation materials will be ubiquitously disseminated without a specific target audience or "controlled" asks. BCRP will reach-out to the community via social media, online presence, on print material and at associated events. This outreach will be broad and generalized in order to reach a larger diverse audience of hopeful 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:

The department will make every effort to clearly explain and establish that contributions do not come with special access of favoritism and that donations given toward these programs and projects are for altruistic reasons only. This will be established both verbally and written.

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

Name: Kenn King, Chief of Fiscal – Baltimore City Recreation and Parks
Address: 3001 East Drive, Druid Hill Park, Baltimore, Maryland 21217

Telephone (410) 396-7604

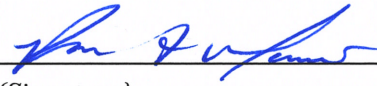
PART F. SIGNATURE AND AFFIRMATION

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: November 27, 2019

FOR: Baltimore City Department of Recreation and Parks

{Type/Print Name of Sponsoring Agency}

BY: 
{Signature}

Reginald Moore, Director

{Type/Print Name and Title}

3001 East Drive, Baltimore, Maryland 21217

{Type/Print Office Address}

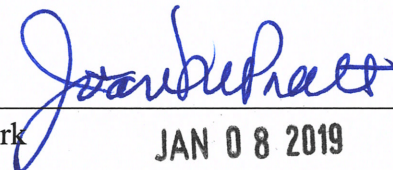
(410) 396-7900

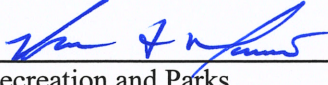
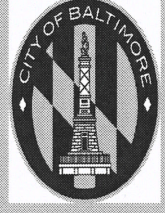
{Type/Print Office Telephone Number}

Reginald.moore@baltimorecity.gov

{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES


Clerk JAN 08 2019 Date

FROM	Name & Title	Reginald R. Moore, Director 	CITY of BALTIMORE MEMO 410-396-7900	
	Agency Name & Address	Baltimore City Recreation and Parks 3001 East Drive, Druid Hill Park Baltimore, MD 21217		
	Subject	SOLICITATION REQUEST APPLICATION FOR APPROVAL – Board of Ethics		

Date: November 26, 2019

TO:

Honorable President and Members of the Board of Estimates

ACTION REQUESTED OF THE BOARD OF ESTIMATES:

The Board is requested to endorse Governmental/Charitable Solicitation applications for submission to the Board of Ethics of Baltimore City for the Department of Recreation and Parks (BCRP) to solicit funds to enhance: Recreational Programs; Park Land and Building Improvements; and TreeBaltimore. The period of the campaign will be effective upon Board approval through 12/31/20. It is estimated that the in-kind and monetary donations for the event would be between \$100,000 and \$200,000.

AMOUNT OF MONEY AND SOURCE:

\$100,000 - \$200,000

Solicitations will be made by written letter, online, media outreach and verbally. BCRP expects donations and contributions to be in-kind and monetary contributions. All proceeds will be deposited into a dedicated and reconciled account at the Baltimore City Foundation. BCRP will be soliciting foundations, non-profit organizations, small businesses, local corporations, and sports associated businesses.

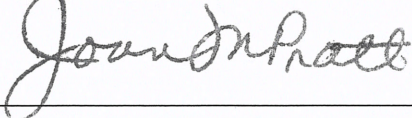
BACKGROUND/ EXPLANATION:

BCRP will be soliciting funds for: 1) supplies, materials, and services to enhance recreational programs; 2) to purchase materials or services required to improve landscaping or building conditions on park property; and 3) for TreeBaltimore to purchase, plant and maintain streetscape trees and trees on developed park lands. Baltimore City Code Article 8, Section 6-26, prohibits solicitation or facilitating the solicitation of a gift. An exception was granted 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. Ethics Regulation 96.26B sets out the standards for approval, which includes 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:

N/A

APPROVED BY THE BOARD OF ESTIMATES:



CLERK **JAN 08 2019**

DATE

