


<b>FROM</b>	NAME & TITLE	Theodore Atwood, Director	CITY of <b>BALTIMORE</b> <b>MEMO</b>	
	AGENCY NAME & ADDRESS	Department of General Services 800 Abel Wolman Municipal Building		
	SUBJECT	<b>CITY COUNCIL BILL 11-0274R</b>		

DATE: May 13, 2011

**TO**

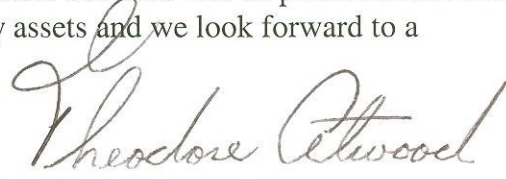
The Honorable President and Members  
of the Baltimore City Council  
c/o Karen Randle  
Room 400 - City Hall

I am herein reporting on City Council Resolution 11-0274R introduced by the Council President and Council Members D'Adamo, Curran, Branch, Kraft, Cole, Spector, Reisinger, Holton, Stokes, Middleton, Welch, Clarke, Henry and Conaway.

The purpose of the Resolution is to call for a hearing to explore the City's current utilization of public/private partnerships, determine if sponsorship of City assets can legally be sold, and discuss which assets could best be used to increase corporate sponsorship of City activities.

Public/private partnerships provide opportunities for the City to combine efforts with private entities to expand informational and educational outreach and to leverage limited public dollars. The Honorable Mayor Stephanie Rawlings-Blake is encouraging agencies to seek non-traditional opportunities to sustain or expand services and programs. The Mayor wants to explore the potential for private sponsorships of facilities, programs, and services as a means for continuing or expanding these efforts at little to no cost to citizens.

City Council Resolution 11-0274R and lead sponsor President Young support the sponsorship concept and the opportunities these public/private partnerships may offer to our citizen services. Representatives of the Department of General Services will be present at the hearing to assist with the exploration of sponsorship of City assets and we look forward to a productive discussion.

  
Theodore Atwood  
Director

TA/MMC:pat

Visit our Website @ [www.baltimorecity.gov](http://www.baltimorecity.gov)

