

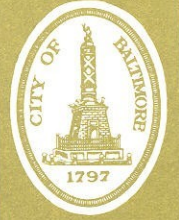
Andrew Klein

Andrew W. Kleine, Budget Chief

Department of Finance
Room 432 City Hall (396-4941)

City Council Bill No. 11-0274r –Corporate Sponsorship

CITY of
BALTIMORE
MEMO



DATE: May 13, 2011

TO

Honorable President and
Members of the City Council
C/O Karen Randle
Room 409, City Hall

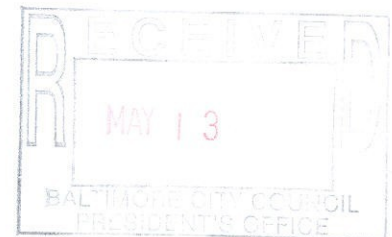
In order to address its structural deficit and reduce the property tax rate, the City must seek alternative ways to generate revenue and deliver services to citizens.

Public-private partnerships, asset sales and naming rights have been underutilized within the City. The Fiscal 2012 Board of Estimates recommended budget assumes \$1 million in new revenue from these and other similar sources, such as advertising. The Administration would like to work cooperatively with the City Council to provide necessary flexibility within local law to take full advantage of these alternative revenue sources.

The Finance Department therefore supports and encourages exploration of alternative revenue sources and forms of service delivery, and looks forward to participating in the hearing on this resolution.

cc: Edward Gallagher
William Voorhees
Angela Gibson

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