

**CITY OF BALTIMORE  
COUNCIL BILL 11-0274R  
(Resolution)**

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Introduced by: President Young, Councilmembers D’Adamo, Curran, Branch, Kraft, Cole,  
Spector, Reisinger, Holton, Stokes, Middleton, Welch, Clarke, Henry, Conaway

Introduced and read first time: April 11, 2011

Assigned to: Judiciary and Legislative Investigations Committee

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REFERRED TO THE FOLLOWING AGENCIES: City Solicitor, Department of Recreation and Parks,  
Greater Baltimore Committee, Baltimore Office of Promotion and the Arts, Department of  
General Services, Enoch Pratt Free Library, Department of Transportation, Department of Real  
Estate, Department of Finance, Baltimore City Public School System, Visit Baltimore,  
Department of the Comptroller

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A RESOLUTION ENTITLED

1 A COUNCIL RESOLUTION concerning

2 **Corporate Sponsorship of City Assets**

3 FOR the purpose of calling for a hearing to explore the City’s current utilization of public/private  
4 partnerships, determine if sponsorship of City assets can legally be sold, and discuss which  
5 assets could best be used to increase corporate sponsorship of City activities.

6 **Recitals**

7 As Baltimore faces a continuing budget deficit it is incumbent on all levels of government to  
8 look for innovative strategies to balance the budget without higher taxes or cuts to vital city  
9 services. No possibility should be left unexplored.

10 Both in the past and more recently as the City wrestles with the current financial difficulties,  
11 private businesses have stepped up to assist Baltimore in maintaining important cultural events  
12 and social services in return for public recognition of their assistance. With interest in these  
13 types of partnerships anticipated to grow on both sides in the near future, it is important to  
14 consider instituting a regular system to create these relationships. Many municipalities have  
15 developed such corporate sponsorship initiatives, including San Francisco, Oakland, St. Paul,  
16 Minneapolis, Charlotte, and Des Moines.

17 Traditionally, public/private partnerships in Baltimore have not been addressed in a  
18 systematic way. Instead, they have been dealt with on a case-by-case basis, often by the  
19 agencies involved rather than any central authority. In order to fully explore the opportunities  
20 offered by partnerships with private industry, the City needs to come to a fuller understanding of  
21 both what types of arrangements have been successful for various agencies and exactly what  
22 current law allows the City to do.

23 Once the current and possible arrangements for partnerships with the private sector are more  
24 fully understood, the first step in creating a systematic approach to corporate sponsorships would  
25 be to audit specific City agencies to identify certain programs, events, and assets that could be  
26 supported by Baltimore’s business community. The audit would include underwriting of health

EXPLANATION: Underlining indicates matter added by amendment.  
~~Strike out~~ indicates matter deleted by amendment.

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1 and fitness or cooking classes, use of facilities for corporate events, product demonstrations,  
2 sponsorship recognition at events, visibility on City vehicles, logo space in City mailings, and  
3 more.

4 Options to expand the City’s legal authority to enter into particularly attractive arrangements  
5 with the business world should also be thoroughly explored.

6 This process of understanding how the City can best optimize the financial returns it could  
7 receive from creative partnerships with the private sector will require input from a broad cross  
8 section of Baltimore society. In particular, leaders from the business community, academia, and  
9 the public sector should work with the Department of Recreation & Parks, the Department of  
10 General Services, the Enoch Pratt Free Library, the Department of Transportation, the Office of  
11 the Comptroller’s Department of Real Estate, the Department of Finance’s Bureau of  
12 Purchasing, the Law Department, the Baltimore City Public School System, and Visit Baltimore  
13 to develop a list of assets that are appropriate for this initiative. Any new partnerships should  
14 only be created after the City works closely and responsibly with affected communities to ensure  
15 that potentially offensive deals are avoided.

16 Input should be solicited from throughout the City, including from:

- 17 • The Greater Baltimore Committee
- 18 • The Maryland Stadium Authority
- 19 • Baltimore Office of Promotion and the Arts
- 20 • Maryland Office of Sports Marketing
- 21 • Representatives from academia
- 22 • Representatives from the Department of Recreation & Parks, the Department of
- 23 General Services, the Enoch Pratt Free Library, the Department of Transportation, the
- 24 Office of the Comptroller’s Department of Real Estate, the Department of Finance’s
- 25 Bureau of Purchasing , the Law Department, the Baltimore City Public School
- 26 System, and Visit Baltimore
- 27 • The Mayor
- 28 • The City Council President; and
- 29 • The Comptroller.

30 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the  
31 Council calls for a hearing to explore the City’s current utilization of public/private partnerships,  
32 determine if sponsorship of City assets can legally be sold, and discuss which assets could best  
33 be used to increase corporate sponsorship of City activities.

34 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the  
35 Comptroller, the Greater Baltimore Committee, BOPA, the Executive Director of the Maryland  
36 Stadium Authority, the Maryland Office of Sports Marketing, the Director of Recreation &  
37 Parks, the Director of Transportation, the CEO of the Enoch Pratt Free Library, the City  
38 Solicitor, the CEO of Baltimore City Public Schools, the President & CEO of Visit Baltimore,  
39 the Director of General Services, the Director of Finance, and the Mayor’s Legislative Liaison to  
40 the City Council.