

**CITY OF BALTIMORE
COUNCIL BILL 11-0001R
(Resolution)**

Introduced by: Councilmember Holton, President Young, Councilmembers Henry, Clarke,
Curran, Branch, Scott, Reisinger, Spector, Welch, Middleton, Cole, Kraft, Mosby, Stokes
Introduced and read first time: December 8, 2011
Assigned to: Labor Committee
Committee Report: Favorable
Adopted: April 16, 2012

A COUNCIL RESOLUTION CONCERNING

Hire One Baltimore

1
2 FOR the purpose of requesting the Director of the Mayor’s Office of Employment Development
3 to develop and coordinate the *Hire One Baltimore* campaign to encourage all Baltimore area
4 employers to hire at least one new employee in 2012; to engage the Greater Baltimore
5 Committee, the Baltimore City Chamber of Commerce, the Greater Baltimore Black
6 Chamber of Commerce, the Baltimore Urban League, the Maryland Minority Contractors
7 Association, Inc., the Metropolitan Council of AFL- CIO Unions, Inc., and the United Way
8 of Central Maryland to stimulate maximum participation of their membership, and; to work
9 with the Baltimore Development Corporation, the Baltimore City One-Stop Job Center, and
10 other Workforce Development entities to ensure that Baltimore City jobless residents benefit
11 from the *Hire One Baltimore* campaign.

12 In March 2011, the new initiative – Hire One Atlanta – was launched. Hire One Atlanta is a
13 public-private campaign aimed at challenging employers to hire at least one new employee this
14 year. Atlanta’s Mayor said if each of the region’s 150,000 employers hires just one person,
15 150,000 jobs will be created, and the economy will be stimulated by companies hiring the
16 unemployed.

17 The initiative is a metrowide partnership that includes the Atlanta Business League, the
18 Atlanta Regional Commission, the Metro Atlanta Chamber, the Society for Human Resources
19 (SHRM)-Atlanta and the United Way of Metropolitan Atlanta, Inc. All of these organizations
20 have agreed to work with their members, their constituencies, and other organizations to
21 encourage maximum participation.

22 The Impact of Hiring One website reads: “ONE=\$100K – Hire one new employee and you’ll
23 start a chain of events that can positively impact individuals and our entire economy. According
24 to one analyst, a single new hire can (on average) increase U.S. GDP by about \$100,000. The
25 momentum created by the influx of new jobs leads to an increase in consumer and investor
26 confidence. With that comes a new cycle of spending, thus reinvigorating Atlanta’s economy and
27 allowing businesses to expand. Now just think of the cumulative effect if a small number of
28 those businesses hired, 2, 3, 5 or even 20 new people.”

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

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1 The Mayor’s Office of Employment Development (MOED) provides Baltimore-area
2 businesses with a pipeline of qualified, skilled job candidates, supports businesses in retaining
3 and developing their employees, and offers customized workforce solutions. As MOED works
4 closely with other local, state, and federal agencies to promote the link between the city’s
5 workforce and economic development initiatives, agency personnel are uniquely qualified to
6 develop and coordinate the city’s *Hire One Baltimore* campaign to employ Baltimore’s
7 unemployed.

8 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the
9 Director of the Mayor’s Office of Employment Development is requested to develop and
10 coordinate the *Hire One Baltimore* campaign to encourage all Baltimore area employers to hire at
11 least one new employee in 2012; to engage the Greater Baltimore Committee, the Baltimore City
12 Chamber of Commerce, the Greater Baltimore Black Chamber of Commerce, the Baltimore
13 Urban League, the Maryland Minority Contractors Association, Inc., the Metropolitan Council of
14 AFL- CIO Unions, Inc., and the United Way of Central Maryland to stimulate maximum
15 participation of their membership, and; to work with the Baltimore Development Corporation,
16 the Baltimore City One-Stop Job Center, and other Workforce Development entities to ensure
17 that Baltimore City jobless residents benefit from the *Hire One Baltimore* campaign.

18 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
19 Governor, the Honorable Members of the Baltimore City Congressional Delegation, the
20 Honorable Members of Baltimore City Senate and House Delegations to the Maryland General
21 Assembly, the Director, Mayor’s Office of Employment Development, the President, Greater
22 Baltimore Committee, the President, Baltimore City Chamber of Commerce, the President,
23 Greater Baltimore Black Chamber of Commerce, the President, Baltimore Urban League, the
24 President, Maryland Minority Contractors Association, Inc., the Metropolitan Council of AFL-
25 CIO Unions, Inc., the Chair, United Way of Central Maryland, the Executive Director, Baltimore
26 Development Corporation, the Director, One-Stop Job Center, and the Mayor’s Legislative
27 Liaison to the City Council.