



TO: Board of Estimates, Office of Comptroller
FROM: AGC6300 - Recreation and Parks
DATE: 05/26/2023
SUBJECT: Permission for Recreation and Parks to Solicit Sponsorship Funds to Support the Charm City Live Festival

ACTION REQUESTED OF BOARD OF ESTIMATES:

The Board is requested to endorse a Governmental/Charitable Solicitation Application for submission to the Board of Ethics of Baltimore City to allow Linzy Jackson, Director of External Affairs, Ashley Bush, Chief of Special Events and Permits and Nicole Green, Deputy Director of Administration, to solicit donations to support expenses related to the Charm City Live festival beginning with the year 2023. Additionally, the Board is requested to re-authorize sponsorship funds to be deposited directly in to the Baltimore Civic Fund for draw down as needed. Solicitation shall commence upon approval by the Board of Ethics and shall continue for a two (2) year period.

PERIOD OF CONTRACT/AGREEMENT:

AMOUNT AND SOURCE OF FUNDS:

Transaction Amount: \$ 0.00

Project Fund	Amount
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BACKGROUND/EXPLANATION:

Charm City Live is a music and arts cultural festival in Baltimore, MD, often referred to as Charm City. The family-friendly festival, was founded by Baltimore City Mayor Brandon M. Scott and sponsored by the City of Baltimore. Residents of all ages from all corners of life are invited to celebrate the beginning of fall season and the melting pot of vibrant cultures that makes Charm City so special. Beyond the music from national and local artists in an array of genres, the festival features art, entertainment and eclectic tastes from local vendors. This event is free and open to the public with something for everyone.

EMPLOY BALTIMORE:	LIVING WAGE:	LOCAL HIRING:
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N/A	N/A	N/A
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1% FOR PUBLIC ART:	N/A.
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ENDORSEMENTS:

Law has reviewed and approved for form and legal sufficiency

McAnato
Clerk, Board of Estimates

6/7/2023



BALTIMORE CITY ETHICS BOARD

635 City Hall
100 N. Holliday Street
Baltimore, Maryland 21202
(410) 396-7986
ethics@baltimorecity.gov

**GOVERNMENTAL/CHARITABLE SOLICITATIONS –
APPLICATION FOR APPROVAL**

NAME OF BENEFITTED PROGRAM / CHARITY: Charm City Live

PART A. SPONSORING AGENCY

Name Baltimore City Recreation and Parks

Address One North Charles Street
Baltimore, MD 21201

Contact Person / Coordinator Nicole Green

Telephone 410-545-0911 Email nicole.green4@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:

Funds will be raised for Charm City Live, a music and arts cultural festival. The family-friendly festival was founded by Mayor Brandon M. Scott and sponsored by the City of Baltimore. Residents of all ages from all corners of life are invited to celebrate the melting pot of vibrant cultures that make Charm City so special. This is a free event.

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

Contributions will cover talent, production, food for volunteers and staff, tents and other logistical needs.

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: ____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: July 1, 2023

II. Proposed ending date of solicitation efforts: August 20, 2025

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

Businesses and Vendors
Sponsorship decks, emails, letters, meetings and phone calls

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

Nicole Green
Linzy Jackson
Ashley Bush

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*:

Donations will be solicited from businesses/companies who have expressed an interest in supporting this community event

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:

No favoritism or special treatment will be given to any businesses or donors solicited. All donors will be informed they will not receive any special favors and/or preferential treatment

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

Note: This individual may not be employed by the *Sponsoring Agency*.

Name HyeSook Chung, Baltimore Civic Fund

Address One North Charles Street
Baltimore, MD 21201

Telephone _____ Email _____

I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.

The Baltimore Civic Fund's Chief Operations Officer is responsible for fund distribution and accounting, supported by the Civic Fund finance team and an outside CPA firm. The Civic Fund maintains a web-based accounting system which is accessible by the President, the COO, the finance team, and the CPA firm. The Partnership Managers are able to view the information, but not make edits. The Civic Fund's Partnership Managers are responsible for reviewing and approving all disbursements and providing reports and

II. Describe how the funds will be held pending distributions, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

The Baltimore Civic Fund monitors incoming deposits daily and assigns individual funding codes to each source upon receipt. All funding is held in a general operating account but differentiated by funding code. A master list of funding codes matched to program accounts is held and updated by the COO and the Director of Partnerships.

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

The Baltimore Civic Fund keeps records of all supporting documentation related to a program's scope of work and funding sources. All disbursements are initiated by a payment request form completed by City agency staff and signed by the agency ' s authorized signatory (Agency Director or designated staff). Partnership Managers review payment requests to ensure the request fits within the scope of work for the program as well as within any fiduciary restrictions. Requests are denied if they do not align with the program purpose or if relevant restrictions exist on the funding source. Agencies have an opportunity to amend the request if applicable.

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

Donations are collected (1) by a web-based donation site and directly deposited into the general account; (2) by check received by mail and deposited into the general account; or (3) by ACH in the general account. All supporting documentation is uploaded into the web-based accounting system and saved with program files. Donors who use the web-based donation site receive an automated acknowledgement email. Donations by other means may be acknowledged by a gift letter from Civic Fund. Donations receive a

V. Please provide details about the measures that will be taken by the distributing entity to ensure to ensure that controlled donors will not receive preferential treatment.

All disbursements require approval by the City agency's authorized signatory, as well as the Civic Fund's Partnership Managers, financial team, COO, and outside accounting firm. Sufficient supporting documentation and alignment with the program's scope of work and donation's restrictions are required. All disbursements are made in accordance with the IRS guidelines for nonprofits.

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.

May 9, 2023
Date: _____

Baltimore City Recreation and Parks
FOR: _____
{Type/Print Name of Sponsoring Agency}

Nicole R Green
BY: _____
{Signature}

3001 East Drive, Baltimore, MD 21217

{Type/Print Office Address}

410-545-0911

{Type/Print Office Telephone Number}

nicole.green4@baltimorecity.gov

{Type/Print Email Address}

Baltimore City Recreation and Parks

{Type/Print Name of Sponsoring Agency}

APPROVED BY THE BOARD OF ESTIMATES

Clerk Date



BALTIMORE CITY ETHICS BOARD
635 City Hall, Baltimore, Maryland 21202
Phone: 410-396-7986
Email: ethics@baltimorecity.gov

Amended application received 8/10/2023 MER
Date Received:

GOVERNMENTAL/CHARITABLE GIFT SOLICITATION WAIVER – APPLICATION FOR APPROVAL

Name of Benefitted Program/Charity:

Charm City Live

PART A. SPONSORING AGENCY.

Agency Name: Baltimore City Recreation and Parks

Contact Person/Coordinator: Nicole Green

Address: 3001 East Drive
Baltimore, MD 21217

Phone: 410-545-0911

Email: nicole.green4@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.

Funds will be raised for Charm City Live, a music and arts cultural festival. The family-friendly festival was founded by Mayor Brandon M. Scott and sponsored by the City of Baltimore. Residents of all ages from all corners of life are invited to celebrate the melting pot of vibrant cultures that make Charm City so special. This is a free event.

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

Contributions will cover talent, production, food for volunteers and staff, tents and other logistical needs. Any unused funds will be held in trust for the following year's Charm City Live festival.

III. Select the appropriate range for the aggregate value of the contributions sought:

- Input boxes for selecting contribution ranges: \$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. WHEN AND HOW SOLICITATION TO BE CONDUCTED.

I. Proposed starting date of solicitation efforts: August 10, 2023

II. Proposed ending date of solicitation efforts: August 10, 2025

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

Businesses and Vendors
Sponsorship decks, emails, letters, meetings and phone calls

IV. Identify all *public servants* and other individuals at the request of the *sponsoring agency* who will solicit contributions.

Nicole Green
Linzy Jackson
Ashley Bush

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*.

Donations will be solicited from businesses/companies who have expressed an interest in supporting this community event.

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.

No favoritism or special treatment will be given to any businesses or donors solicited. All donors will be informed they will not received any favors and/or preferential treatment

PART D. FISCAL SPONSOR (PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS)**NOTE: The *fiscal sponsor* may not be an individual employed by the *sponsoring agency*.****Entity Name:** Baltimore Civic Fund**Contact Person:** HyeSook Chung**Address:** One North Charles Street
Baltimore, MD 21202**Phone:** 443-540-6113**Email:** hyesook@baltimorecivicfund.org**I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.**

The Baltimore Civic Fund's Chief Operations Officer is responsible for fund distribution and accounting, supported by the Civic Fund Finance team and an outside CPA Firm. The Civic Fund maintains a web-based accounting system which is accessible by the President, the COO, the finance team and the CPA firm. The Partnership Managers are responsible for reviewing and approving all disbursements and providing reports other information about account use.

II. Describe how the funds will be held pending distributions, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

The Baltimore Civic Fund monitors incoming deposits daily and assigns individual funding codes to each source upon receipt. All funding is held in a general operating account but differentiated by funding code. A master list of funding codes matched to program accounts is held and updated by the COO and the Director of Partnerships. Funding codes apply to all funding types: donations, grants, public funds, philanthropic funds.

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

The Baltimore Civic Fund keeps records of all supporting documentation related to a program 's scope of work and funding sources. All disbursements are initiated by a payment request form completed by City agency staff and signed by the agency 's authorized signatory (Agency Director or designated staff). Partnership Managers review payment requests to ensure the request fits within the scope of work for the program as well as within any fiduciary restrictions. Requests are denied if they do not align with the program purpose or if relevant restrictions exist on the funding source. Agencies have an opportunity to amend the request if applicable.

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

Donations are collected (1) by a web-based donation site and directly deposited into the general account; (2) by check received by mail and deposited into the general account; or (3) by ACH in the general account. All supporting documentation is uploaded into the web-based accounting system and saved with program files. Donors who use the web-based donation site receive an automated acknowledgement email. Donations by other means may be acknowledged by a gift letter from Civic Fund. Donations receive a funding code for tracking purposes. Donations remain in the program's account to be used in accordance with the scope of the program and the purpose of the donation unless otherwise directed by the donor. Once the charitable need is reached, the web-based donation site link will be turned off. In the event the donations exceed the charitable need, Civic Fund will make every effort to contact the donor to

V. Please provide details about the measures that will be taken by the distributing entity to ensure to ensure that *controlled donors* will not receive preferential treatment.

All disbursements require approval by the City agency ' s authorized signatory, as well as the Civic Fund's Partnership Managers, financial team, COO, and outside accounting firm. Sufficient supporting documentation and alignment with the program's scope of work and donation's restrictions are required. All disbursements are made in accordance with the IRS guidelines for nonprofits.

Part D-IV continued: to request authorization for a change in purpose for the received funds.

PART E. SIGNATURE AND AFFIRMATION .

Part E should be completed by the *sponsoring agency* upon completion of the application.

I, Nicole Green [Name], on behalf of Baltimore City Recreation and Parks

[Sponsoring Agency], affirm under the penalties of perjury that the contents of this application and all accompanying attachments are accurate to the best of my knowledge, information, and belief.

Nicole R Green

August 10, 2023

Signature

Date

PART F. CITY ENDORSEMENT [ONLY TO BE COMPLETED BY BOE OR DESIGNEE].

Part F should only be completed by the Board of Estimates or its designee(s).

Endorsed by the Board of Estimates

Endorsed by the Designee of the Board of Estimates:

Clerk Signature

Date