

**CITY OF BALTIMORE
COUNCIL BILL 12-0068R
(Resolution)**

Introduced by: President Young, Councilmembers Cole, Kraft, Henry, Middleton, Holton,
Branch, Mosby, Scott, Clarke, Welch, Reisinger, Curran, Spector, Stokes
Introduced and adopted: September 10, 2012

A COUNCIL RESOLUTION CONCERNING

A Celebration of Art Modell’s Life

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2 FOR the purpose of celebrating the remarkable life of Arthur B. Modell, recognizing the central
3 role he played in restoring the presence of professional football in Baltimore City,
4 highlighting his extraordinary efforts in reinvigorating the NFL and making the Baltimore
5 Ravens a winning team – an achievement that fills Baltimoreans with pride, and wishing the
6 Ravens a triumphant season in honor of Mr. Modell’s legacy.

Recitals

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8 Born on June 23, 1925 as the grandson of the late Morris Modell founder of the sporting
9 goods store chain “Modell’s”, Arthur “Art” Modell inherited an entrepreneurial spirit and a love
10 of sports that led him on a path that brought the great Baltimore Ravens franchise and
11 professional football back to Baltimore City.

12 On that jubilant day in 1995, when Mr. Modell announced his plan to bring professional
13 football back to Baltimore, he restored feelings of hope and belonging to so many Baltimorean
14 football fans. In 2000, having already done enough to establish himself as a great friend of the
15 City and its people, he cemented his reputation when the Ravens brought home a victory in Super
16 Bowl XXXV.

17 Always considered an innovator and savvy businessman, Modell was very active in NFL
18 leadership and served as NFL President. NFL commissioner Roger Goodell was quoted in the
19 The Baltimore Sun as having said, “Art Modell’s leadership was an important part of the NFL's
20 success during the league’s explosive growth during the 1960s and beyond. As the longtime
21 chairman of the league’s Broadcast Committee, Art was a visionary who understood the critical
22 role that mass viewing of NFL games on broadcast television could play in growing the league.”
23 He demonstrated his marketing genius by embracing the NFL's first prime time Thanksgiving
24 game in 1966 and by leading the promotion in 1970 of the then radical idea, Monday Night
25 Football.

26 His accomplishments as the Ravens’ owner stick out in people’s minds. Lesser known, are
27 his wonderful philanthropic contributions to Baltimore's communities. The SEED School, Johns
28 Hopkins Hospital, Kennedy Krieger Institute, St. Vincent’s Center, the House of Ruth, and
29 numerous other organizations and institutions have benefitted from his generous financial
30 contributions. Acknowledging his benevolence and commitment to Baltimore, Dr. Ben Carson’s
31 Scholarship Foundation awarded Mr. Modell the Generous Heart Award.

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

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1 Whether we remember him as he sat on the sidelines intently watching the Ravens practice or
2 smiling as he talked about the future of the city, Baltimore is a better place because of him.

3 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That this Body
4 celebrates the remarkable life of Arthur B. Modell, recognizes the central role he played in
5 restoring the presence of professional football in Baltimore City, toasts his extraordinary
6 contributions to the NFL and extends its thanks to him for making the Baltimore Ravens a
7 victorious team and instilling Baltimoreans with pride on and off the field, and commends the
8 Ravens for honoring Mr. Modell’s legacy by dedicating their season in his memory.

9 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
10 Baltimore Ravens, and the Mayor’s Legislative Liaison to the City Council.