

**CITY OF BALTIMORE
COUNCIL BILL 12-0043R
(Resolution)**

Introduced by: Councilmembers Welch, Branch, Curran, Mosby, Middleton, Clarke, Reisinger
Introduced and read first time: April 16, 2012
Assigned to: Budget and Appropriations Committee

Committee Report: Favorable
Adopted: June 4, 2012

A COUNCIL RESOLUTION CONCERNING

Private Sponsorship of Fire Trucks

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2 FOR the purpose of calling on the Administration and the Fire Department to explore how to best
3 recruit private sector sponsors for the City's fire trucks in order to provide the Fire
4 Department with the resources it needs to maintain its current level of services for Baltimore.

Recitals

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6 Over the last few years, nationwide economic difficulties have forced the City of Baltimore to
7 grapple with declining revenues by making many difficult budgetary decisions. One of the most
8 difficult of those decisions was the institution of a policy of rotating closures of fire companies.
9 For the coming fiscal year, faced with a continuing budget gap of \$48 million and projections of
10 increasing shortfalls in future cycles, the administration has recommended the permanent closure
11 of 3 fire companies and a cut of roughly \$5.67 million from what the Fire Department estimates
12 it would need to continue services at current levels.

13 Each of these fire companies consists of a fire truck and its staff. Other jurisdictions have in
14 the past had some success in keeping fire trucks in service by inviting the private sector to
15 contribute to the trucks' cost in exchange for recognition of their support in a display on the
16 vehicle. This sort of sponsorship of City activities in exchange for advertising space and positive
17 publicity has also been approved by Baltimore's Ethics Board under certain circumstances for
18 other City agencies.

19 The possibility of recruiting private sector sponsors for City fire trucks, an approach that has
20 proven to be successful elsewhere, should be fully explored here in Baltimore. These
21 sponsorships would likely be attractive investments for many companies looking to build
22 goodwill in our communities, and could go a long way toward filling the current gaps in the Fire
23 Department's budget.

24 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the
25 Council calls on the Administration and the Fire Department to explore how to best recruit
26 private sector sponsors for the City's fire trucks in order to provide the Fire Department with the
27 resources it needs to maintain its current level of services for Baltimore.

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

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1 **AND BE IT FURTHER RESOLVED**, That a copy of this Resolution be sent to the Mayor, the Fire
2 Chief, the Finance Director, and the Mayor's Legislative Liaison to the City Council.