

**CITY OF BALTIMORE
COUNCIL BILL 12-0042R
(Resolution)**

Introduced by: Councilmembers Welch, Branch, Mosby, Middleton, Clarke, Reisinger, Curran,
Holton

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

1 Fire Truck Sponsorships – Organizing and Implementing Committee

2 FOR the purpose of expressing support for a program that will allow for the private sponsorship
3 of fire trucks and the recognition of truck sponsors on the sponsored vehicles; and requesting
4 that a committee composed of interested community and business leaders, as well as
5 representatives from the City Council, Administration, Fire Department, Finance Department,
6 and others who might be affected by a fire truck sponsorship program, be formed to design,
7 organize, and implement a program that will allow for the private sponsorship of fire trucks
8 and the recognition of truck sponsors on the sponsored vehicles.

9 Recitals

10 The continued declines in projected revenues brought on by the nationwide economic
11 downturn have forced the City to include a permanent closure of 3 fire companies in the
12 preliminary budget for Fiscal Year 2013. These targeted permanent closures replace the
13 rotating closures of a larger number of companies that have been required in each of the last
14 several years, and are said to be necessary to adjust to current long-term economic projections
15 while providing certainty about coverage areas to the Fire Department as a whole.

16 Still, the closures are regrettable, and it would be preferable that all current fire
17 companies be kept in operation if the funding could be found to do so. The fact remains that
18 the City simply cannot afford the current number of companies given the current budget.

19 However, both here in Baltimore and in other jurisdictions, public-private partnerships
20 have been used to provide services that neither the public nor private sectors are well
21 positioned to provide on their own. In some jurisdictions private donations have funded fire
22 trucks that municipalities would otherwise have been unable to afford, in return for
23 recognition of the trucks' sponsors on the vehicles. This is an approach that could potentially
24 be used in Baltimore as well.

25 In order to institute such a fire truck sponsorship program here, a number of details would
26 have to be worked out. Questions about sponsorship levels, who should be eligible to
27 participate as a sponsor, and how sponsors should be recognized on the trucks would have to
28 be answered. Sponsors would also have to be recruited and matched with fire companies.

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

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1 A committee composed of interested community and business leaders, as well as
2 representatives from the City Council, Administration, Fire Department, Finance Department,
3 and others who might be affected by the program would be best suited to handle these tasks.

4 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the
5 Council supports a program that will allow for the private sponsorship of fire trucks and the
6 recognition of truck sponsors on the sponsored vehicles; and requests that a committee composed
7 of interested community and business leaders, as well as representatives from the City Council,
8 Administration, Fire Department, Finance Department, and others who might be affected by a
9 fire truck sponsorship program, be formed to design, organize, and implement a program that
10 will allow for the private sponsorship of fire trucks and the recognition of truck sponsors on the
11 sponsored vehicles.

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