

# LOS ANGELES FIRE DEPARTMENT




BRIAN L. CUMMINGS  
FIRE CHIEF

June 8, 2012

BOARD OF FIRE COMMISSIONERS  
FILE NO. 12-097

TO: Board of Fire Commissioners

FROM: Brian L. Cummings, Fire Chief 

SUBJECT: IN-KIND DONATION FOR FIRE RESCUE INTERNATIONAL 2012 EVENT

|               |                                   |   |                                    |
|---------------|-----------------------------------|---|------------------------------------|
| FINAL ACTION: | <input type="checkbox"/> Approved | <input type="checkbox"/> Approved w/Corrections | <input type="checkbox"/> Withdrawn |
|               | <input type="checkbox"/> Denied   | <input type="checkbox"/> Received & Filed       | <input type="checkbox"/> Other     |

**Recommendation:** That the Board:

1. Accept a donation from the Los Angeles Fire Department Foundation (Foundation) to be a part of the Fire-Rescue International (FRI) 2012 Event in Denver, Colorado on August 1 through 4, 2012. This production will support our overall development professionally, in the field, and with the public.
2. Instruct the Commission Executive Assistant to forward this report for necessary action to City Council in accordance with the Los Angeles Administrative Code, Ordinance 155514, Article 12, Section 5.111.4(a).

**Summary:** The Foundation would like to donate the products and services that International Association Fire Chiefs TV (IAFC TV) will provide during the Fire-Rescue International 2012 Event. The monetary value of this donation is \$19,500.00. The Los Angeles Fire Department will be featured in a video about our successful work in firefighting and emergency response, which will be profiled at the IAFC's Annual Fire-Rescue International Conference in August as well as throughout the year on IAFC TV.

Last year Edmonton, Canada Fire Rescue Services and Mesa, Arizona Fire Department were profiled, to see their films and for an example go to [www.iafctv.org](http://www.iafctv.org). Some background; WebsEdge has again partnered with the IAFC to broadcast IAFC TV at Fire-Rescue International. For details clarifying our partnership and for more details on the initiative and the conference, please visit <http://www.iafctv.org/>.

Fire-Rescue International is the fire executives "go to" show. Each August, 12,000+ of the most prominent fire and emergency service leaders from across North America and around the globe come together for 5 days of learning, networking and collaboration at FRI.

With the increased pressures and responsibilities on Fire Services and our Department combined with cuts to our budget, there has never been a more important time for leadership and innovative solutions.

With this in mind, IAFC TV this year is going to engage the delegation about some of the most recent developments and best practices in fire rescue and emergency response. The key areas covered this year include:

- Effective use of Technology
- Stakeholder Engagement and Relationship Building
- Advancements in Training
- Improvements in delivery of EMS
- Innovations in Operational Tactics
- Adapting to the Changing Environment (Fiscal and Natural)
- Recruitment, Retention and Management Strategies
- Evolution of Large-scale Incident Prevention, Mitigation and Response
- Risk Assessment and Prevention

**Fiscal Impact:** There is no fiscal impact to the Department's budget in the acceptance of this donation.

**Conclusion:** IAFC TV will play a key role in this by highlighting a number of leading Fire Departments in the TV program and offer them a unique opportunity to profile their key programs, initiatives and best practices in the form of a five-minute documentary feature film. To take part in this opportunity the cost of \$19,500.00 will cover production and distribution of the film. This opportunity can certainly be warranted as the Department will retain the full ownership of the resulting film that may be used in any fashion and medium suitable for the Department.

The Office of the Chief of Staff would like to acknowledge this generous donation from the Foundation. This support and approval of this program will provides the Fire Department with the opportunity to provide unparalleled public service.

Board report prepared by the Office of the Chief of Staff.

Attachment



# LOS ANGELES FIRE DEPARTMENT FOUNDATION Grant Request Form

Date: June 8, 2012

Amount Requested \$19,500.00

Contact Name: John Vidovich

Phone (213) 978-3840

E-mail John.Vidovich@lacity.org

Type of funding request (name of program or equipment):

*Fire-Rescue International (FRI) 2012 Event*

Provide a brief description and the need for the program/equipment/service (use attachment if needed): *Due to City budget cuts and the increased pressures and responsibilities it is critical that we join the most prominent fire and emergency service leaders from around the globe for the opportunity to produce a 5 minute film, series of news programs and events, stream this film to delegates and their hotels, online, via TV, and a link for marketing purposes.*

Is there a fiscal impact to approving this request? (maintenance costs, monthly service cost, extra equipment or services etc.). Please describe:

*No fiscal impact only initial cost.*

Has this program/equipment/service previously been requested through the city budget?

*No*

If yes, list the most recent date of submission and the result: *N/A*

If no, explain the reason why it was not submitted: *No, due to the City fiscal crisis.*

What objectives will be accomplished if the funding is granted?

*It will allow LAFD members to learn and interact with the worlds leading experts in firefighting, emergency medical services, terrorism response, hazardous material spills, natural disasters, search and rescue, and public safety policy. This forum will allow for interaction and development with world wide leaders in fire, emergency services, and public safety to exchange ideas, plans, and to uncover the latest products and services available to first responders. It guarantees pre-production consultation, 1 day of filming, final approval of film before broadcasting, inclusion of any social media activity, use of rushes, B-Roll for LAFD purposes, delivery of footage from shoot, digital file, and a file in format suitable to our marketing needs.*

Please attach an itemized list for expenses or a quote from the equipment manufacturer on the vendor's letterhead including model numbers and total units needed. Upon approval, the foundation will pay the vendor directly. *See attached.*

Fire Station Commander's signature "A" Platoon N/A

"B" Platoon N/A

"C" Platoon N/A

Unit or Section Commander's signature \_\_\_\_\_

Division Commander's signature  \_\_\_\_\_

Bureau Commander's signature \_\_\_\_\_

Fire Chief's signature  \_\_\_\_\_

(Any signature of a higher rank will imply approval from the lower ranks)

If applicable:

Building Administrative Section: N/A \_\_\_\_\_ Date \_\_\_\_\_

Management Information Systems: N/A \_\_\_\_\_ Date \_\_\_\_\_

Any questions regarding Foundation procedures can be directed to the Los Angeles Fire Department Foundation at 310-552-4139. Once the grant request has been approved by the foundation, the Community Liaison Office will forward the paperwork for appropriate Fire Department processing.

You may submit your request by e-mail to [Karen@supportlafd.org](mailto:Karen@supportlafd.org), by fax to 31-552-9052.



## Confirmation Order Form



|                     |  |
|---------------------|--|
| <b>Client Name:</b> | Los Angeles Fire Department (" <b>Client</b> ")                                      |
| <b>Event:</b>       | Fire-Rescue International 2012<br>Denver, CO.<br>August 1-4, 2012 (" <b>Event</b> ") |

### IAFC TV will:

- Produce a film of up to five (5) minutes in length which will include interviews with Client spokespeople and case study material;
- Produce a series of news programs at the Event and include the Client's film in one or more of these programs;
- Broadcast this film to attendees of the Event on television screens;
- Make copies of the program available to delegates upon request;
- Stream and host the Client's film online for 12 months after the Event;
- Screen the Client's film at the Event via a dedicated television channel in selected delegate's hotels in the area;
- Provide the Client with a link to their film for marketing purposes.

### Agreement guarantees:

- Pre-production consultation on the Client's topic and schedule;
- One (1) day of filming
- Final approval of film before broadcast;
- Inclusion in any social media activities carried out by IAFC TV for the conference;
- Use of any rushes / B-Roll (including unused footage) for Client's own purposes;
- Delivery of all assets including footage from the shoot, a high quality master digital file, plus a file in a format suitable to your marketing needs.

The cost of this agreement is \$19,500 USD.


The cost is to be paid on receipt by the Client of an invoice in respect of the sum due ("Agreement Fee").

### Client Details

|           |  |                     |  |
|-----------|--|---------------------|--|
| Address 1 |  | Tel                 |  |
| Address 2 |  | Fax                 |  |
| Address 3 |  | Accounts Dept. Name |  |
| Zip Code  |  | Account Dept. Email |  |
| Country   |  | Accounts Tel        |  |

### Signed by WebsEdge

### Signed by Client

|        |   |        |  |
|--------|---|--------|--|
| Date   | 06/07/2012  | Date   |  |
| Name   | Stephen Horn  | Name   |  |
| Signed |  | Signed |  |

Return of this order form constitutes a binding order rendering you liable for the Agreement Fee specified above.

It also signifies your acceptance of our Terms & Conditions available at: [http://www.websedge.com/webmedia/USA\\_TermsandConditions2011.pdf](http://www.websedge.com/webmedia/USA_TermsandConditions2011.pdf)

**PLEASE COMPLETE, SIGN & RETURN THIS FORM BY FAX ON: 01144 207 630 4929 OR VIA EMAIL**

WebsEdge is a trading name of WebsEdge Limited: 9-11 Grosvenor Gardens, London, SW1W 0BD, UK.

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