

ORDINANCE NO. 003-52

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL ADVERTISING  
TRADE AGREEMENT WITH  
CITYPASS, INC.

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WHEREAS, CityPass, Inc. (“CityPass”), is a California-based company which packages visitor attractions in each participating city through customized CityPass ticket books; and

WHEREAS, Each ticket book offered by CityPass contains actual tickets of admission to popular cultural institutions and attractions in each participating city at a savings of at least 50% of the box office price; and

WHEREAS, The CityPass concept is offered at numerous Chicago institutions, such as the Art Institute of Chicago, the Field Museum, the Shedd Aquarium, the Adler Planetarium, John Hancock Observatory, and the Museum of Science and Industry; and

WHEREAS, CityPass has proposed a \$161,600 co-promotional advertising trade to the Authority; and

WHEREAS, The co-promotion would involve CityPass providing various advertising media, in its ticket books, logo, website, brochures and public information materials, in exchange for unused advertising space on the CTA’s buses and trains; and

WHEREAS, This co-promotion will serve to enhance CTA’s exposure and that of its Visitors Pass program, promote ridership, have a positive effect on the Authority’s customers, and support the Authority’s corporate image as being cooperative and pro-active in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD  
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Vice President, Communications and Marketing, is hereby authorized to enter into a co-promotional advertising trade agreement with CityPass, Inc., that exchanges the advertising and promotional services set forth in the whereas clauses of this ordinance at a trade value not to exceed one hundred sixty-one thousand six hundred dollars (\$161,600.00).

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SECTION 2. The authorization set forth herein shall be valid for the 2003-2004 CityPass Program.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

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Chairman

April 2, 2003

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Assistant Secretary

April 2, 2003