

AN ORDINANCE AUTHORIZING  
CO-PROMOTIONAL TRADES AND  
THE PROCUREMENT OF CERTAIN  
PROMOTIONAL ITEMS

WHEREAS, Many organizations, including the Chicago Park District and the Chicago Office of Tourism and other public and private entities, have sought the Authority's participation in co-promotions; and

WHEREAS, Co-promotions involve the exchange of the Authority's unused advertising space in return for a promotional service of equal or greater value; and

WHEREAS, Co-promotions enhance the Authority's community relations with its service area, promote ridership and have a positive effect on Authority customers; and

WHEREAS, By giving staff the authority to enter into co-promotions valued up to fifty thousand dollars (\$50,000.00), staff would be able to quickly respond to and participate in potential co-promotions; and

WHEREAS, Before entering into any co-promotion agreement, staff will scrutinize the potential benefits of each co-promotion; and

WHEREAS, Staff also seeks the authorization to purchase promotional items valued up to ten thousand dollars (\$10,000); and

WHEREAS, Section 54.12-7 of the Regulations Governing Purchase and Sales Transactions states that all purchases of promotional items or promotional services, in any amount, be submitted to and authorized by the Transit Board; now, therefore:

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

Section 1. The Chicago Transit Board hereby authorizes the use by the Authority of co-promotions, in an amount not to exceed fifty thousand dollars (\$50,000.00).

Section 2. The Authority may offer unused advertising space on its system as its part of the co-promotion. The co-promotor's offering must be of equal or greater value to that of the Authority.

ORDINANCE NO. 99-117  
(Continued) -2

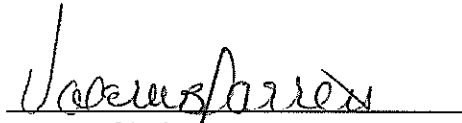
Section 3. In addition to financial trade value, a co-promotion shall be utilized by the Authority only if it could increase ridership to an event in the Authority's service area, or provide the Authority with positive publicity.

Section 4. The Vice-President, Communications, with the review of the General Counsel, is authorized to enter into the co-promotion agreements described in this ordinance.

Section 5. Staff is authorized to procure promotional items of ten thousand dollars (\$10,000.00) or less. Said procurements shall be made pursuant to the Purchasing Department's process for purchases of this amount.

Section 6. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

  
Chairman

August 9, 1999

PASSED:

  
Assistant Secretary

August 9, 1999