

ORDINANCE NO.007-100

AN ORDINANCE DECLARING PUBLIC
BIDDING DISADVANTAGEOUS AND
AUTHORIZING A CONTRACT WITH
O'MALLEY-MAGNUSSON PUBLISHING
GROUP D/B/A *CONCIERGE PREFERRED*
MAGAZINE

WHEREAS, Both business and recreational tourists and visitors come to the city of Chicago each year, stay in the area's hotels and motels and need transportation to and from various points in the city and other parts of the Chicago Transit Authority's ("Authority") service area; and

WHEREAS, The Authority needs to get information about the transportation services it provides to these tourists and visitors; and

WHEREAS, The Authority wishes to advertise its services in the printed matter available at the area's hotels and motels, have its service maps distributed to tourists and visitors, and advertise its transportation services on internet sites targeting potential tourists and visitors to the city; and

WHEREAS, The Authority also wishes to advertise its transportation services at a trade show for the hotel industry through rental of a trade show booth in conjunction with the Regional Transportation Authority; and

WHEREAS, The Authority has determined that there is only one firm that highlights the city from the perspective of concierges and which could, therefore, provide the services needed by the Authority; and

WHEREAS, It is disadvantageous for the CTA to seek competitive bidding for these types of advertising services; and

WHEREAS, Section 54.3-5 of the Regulations Governing Purchase and Sales Transactions provides for the award of contracts in those situations where the Transit Board determines that competitive bidding would be disadvantageous; now, therefore:

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

SECTION 1. That based on the statements set forth in the preamble of this ordinance, the Transit Board hereby determines that competitive bidding for this service is disadvantageous.

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SECTION 2. That the Chairman of the Board, or her designee, is hereby authorized to enter into a contract with O'Malley – Magnusson Publishing Group d/b/a Concierge Preferred. O'Malley – Magnusson Publishing Group d/b/a Concierge Preferred shall provide print advertising in *Concierge Preferred Magazine*, distribute the Authority's service maps in the areas hotels, provide on-line advertising on the Concierge Preferred website, and provide one trade show booth to be shared with the RTA at its annual trade show, in an amount not to exceed seventy-two thousand and seven hundred sixty dollars (\$72,760.00), for a period of 24 months, under Requisition No. B07OP01822.

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

APPROVED:

PASSED:

Chairman

August 8, 2007

Assistant Secretary

August 8, 2007