

ORDINANCE NO. 001-40

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL TRADE WITH  
THE CHICAGO PARK DISTRICT

WHEREAS, The Chicago Park District sponsors various festivals and special events in addition to their arts, drama, craft, music and athletic programs; and

WHEREAS, The Chicago Park District has proposed to the Authority a co-promotional trade agreement for the various festivals, special events and programs during 2001; and

WHEREAS, The co-promotion is valued at \$158,000; and

WHEREAS, The co-promotion would involve Chicago Park District providing the Authority on-site signage opportunities, including CTA commercials in episodes of a Chicago Park District cable show, designating the Authority as the “Official Partner” of the events, creating a reciprocal web link between Chicago Park District and the Authority, and including the Authority in the event press releases, and print and broadcast advertising; and

WHEREAS, In return, the Authority would trade unsold Authority space to the Chicago Park District to promote approved programs and create a reciprocal web link between the Authority and the Chicago Park District; and

WHEREAS, The Chicago Park District estimates that 46.9 million people use their 550 parks each year; and

WHEREAS, This co-promotion will serve to enhance CTA’s exposure, 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, is hereby authorized to enter into a co-promotional advertising trade agreement with Chicago Park District that exchanges the advertising and promotional services set forth in the whereas clauses of this ordinance, at a trade value not to exceed \$158,000.

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SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

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Chairman

March 7, 2001

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Assistant Secretary

March 7, 2001