

ORDINANCE NO. 011-29

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL TRADE
AGREEMENT WITH THE
DEPARTMENT OF CULTURAL
AFFAIRS AND SPECIAL EVENTS

WHEREAS, Each year, the City of Chicago Department of Cultural Affairs and Special Events sponsors various festivals and special events; and

WHEREAS, The Department of Cultural Affairs and Special Events has proposed that the Authority enter into a co-promotional trade agreement for the following year 2011 festivals and special events: Chicago Farmers Markets; Chicago Kids & Kites Festival; Health Festival; Chicago Blues Festival; Chicago Air & Water Show; Chicago Jazz Festival; Franken Plaza; Tree Lighting Ceremony; and Snow Days; and other events and festivals as agreed by the parties as long as the value of the co-promotion does not exceed the amount authorized herein; and

WHEREAS, The co-promotion is valued at Four Hundred Sixty Thousand Dollars (\$460,000); and

WHEREAS, Through the co-promotion, the Department of Cultural Affairs and Special Events will provide the Authority with on-site signage opportunities, create a web link between the Department of Cultural Affairs and Special Events and the Authority, and include the Authority in the event and/or festival's print and broadcast advertising; and

WHEREAS, In return, the Authority will post car cards valued up to Four Hundred Sixty Thousand Dollars (\$460,000) on unsold Authority advertising space on the interior of its buses and rail cars for the designated festivals and special events; and

WHEREAS, There will be an average audience of 500,000 people per festival/event; and

WHEREAS, This co-promotion will serve to enhance the Authority'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:

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SECTION 1. The Chairman, or his designee, is hereby authorized to enter into a co-promotional trade agreement that does not exceed Four Hundred Sixty Thousand Dollars (\$460,000) in value with City of Chicago Mayor's Office of Special Events for calendar year 2011, substantially in the form of the agreement attached as Exhibit A hereto.

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

APPROVED:

PASSED:

Chairman

April 15, 2011

Assistant Secretary

April 15, 2011