

ORDINANCE NO. 013-50

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL TRADE  
AGREEMENT WITH THE  
DEPARTMENT OF CULTURAL  
AFFAIRS AND SPECIAL EVENTS  
FOR 2013

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

WHEREAS, DCASE has proposed that the Chicago Transit Authority ("Authority") enter into a co-promotional trade agreement for the following festivals, events and special programs in 2013: Chicago Farmers Markets; Chicago Kids & Kites Festival; Chicago Bike Week; Chicago Blues Festival; Chicago Gospel Festival; SummerDance; Taste of Chicago; Chicago Air & Water Show; Chicago Jazz Festival; Chicago World Music Festival; Franken Plaza; Tree Lighting Ceremony; Holiday Celebrations; Millennium Park Music Series programming; Chicago Cultural Center programming; and other events, festivals and programs as agreed to by the parties provided that as the value of the co-promotion does not exceed the amount authorized herein; and

WHEREAS, The co-promotion is valued at One Million One Hundred Seventy-seven Thousand Dollars (\$1,177,000); and

WHEREAS, Through the co-promotion, DCASE will provide the Authority with on-site signage opportunities, create a web link between DCASE and the Authority, on-site parking for the Authority's Ventra bus at selected events, and include the Authority's information in the event, program and/or festival's print and broadcast advertising; and

WHEREAS, In return, the Authority will provide unsold advertising space valued up to One Million One Hundred Seventy-seven Thousand Dollars (\$1,177,000) in the interior of its buses and rail cars and on digital advertising screens advertising the designated festivals, special programs and 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 proactive in promoting special events throughout the City of Chicago; now, therefore:

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

SECTION 1. The Chairman, or his designee, is hereby authorized to enter into a co-promotional trade agreement that does not exceed One Million One Hundred Seventy-seven Thousand Dollars (\$1,177,000) in value with the City of Chicago Department of Cultural Affairs and Special Events for calendar year 2013, that includes reciprocal limited license agreements to use the other party's name and logo in its advertising materials and is otherwise 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:

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Chairman

April 19, 2013

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Assistant Secretary

April 19, 2013