

ORDINANCE NO. 014-72

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL AGREEMENT
WITH THE CITY OF CHICAGO
DEPARTMENT OF FLEET AND
FACILITY MANAGEMENT

WHEREAS, The City of Chicago Department of Fleet and Facility Management ("2FM"), formerly the City of Chicago Department of General Services, prints all marketing materials for the City of Chicago ("City"); and

WHEREAS, 2FM also manages the advertising space for the City's bus shelters; and

WHEREAS, 2FM has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one-year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will provide 2FM with up to Two Hundred Thirty-five Thousand Seven Hundred Seventy-two Dollars and Seventy-one cents (\$235,772.71) in value in unsold advertising space in the interior of buses or rail cars or on digital advertising screens; and

WHEREAS, In exchange, 2FM will provide the Authority with up to Two Hundred Thirty-five Thousand Seven Hundred Seventy-two Dollars and Seventy-one cents (\$235,772.71) in value in unsold advertising space on 150 JCDecaux bus shelters to advertise its services and will include the Authority's logo, web site address, telephone number and marketing message in printed marketing pieces; and

WHEREAS, This Agreement will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers and support the Authority's corporate image as cooperative and pro-active in promoting special events and programs throughout the City of Chicago; now, therefore:

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

SECTION 1. The Chief Financial Officer, or his designee, is hereby authorized to enter into a Co-Promotional Agreement with the City of Chicago through its Department of Fleet and Facility Management in which the Authority and the City will each provide unsold advertising space to the other valued at the not-to-exceed amount of Two Hundred Thirty-five Thousand Seven Hundred Seventy-two Dollars and Seventy-one cents (\$235,772.71) and that includes reciprocal limited license agreements to use the other party's logo in its advertising materials and is otherwise substantially in the form of the Agreement attached as Exhibit A hereto.

ORDINANCE NO. 014-72
(Continued) -2

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

APPROVED:

PASSED:

Chairman

July 16, 2014

Assistant Secretary

July 16, 2014