

ORDINANCE NO. 015-25

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL TRADE  
AGREEMENT WITH THE CITY OF  
CHICAGO THROUGH ITS  
DEPARTMENT OF CULTURAL  
AFFAIRS AND SPECIAL EVENTS  
FOR 2015

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 2015: Chicago Cultural Center exhibitions and programming; Lake FX Summit + Expo; Chicago Farmers Markets; 16th Annual Chicago Kids and Kites Festival; Millennium Park Music and Film Series; 32nd Annual Chicago Blues Festival; Chicago Bike Week; 30th Chicago Gospel Music Festival; 19th Annual Chicago SummerDance; 35th Annual Taste of Chicago; 57th Annual Chicago Air and Water Show; 37th Annual Chicago Jazz Festival; 17th Annual World Music Festival Chicago; The Fifth Star Awards; Chicago Architecture Biennial; 20th Annual Chicago Artists Month; Halloween Celebration; Holiday Celebrations; and other festivals, events and special programs as agreed to by the parties, provided that the value of the co-promotion does not exceed the amount authorized herein; and

WHEREAS, The co-promotion is valued at One Million Ten Thousand Five Hundred Dollars (\$1,010,500.00); 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, and include the Authority's information in the print and broadcast advertising for the festivals, events and special programs; and

WHEREAS, In return, the Authority will provide unsold advertising space valued at up to One Million Ten Thousand Five Hundred Dollars (\$1,010,500) in the interior of its buses and rail cars and on digital advertising screens advertising the designated festivals, events and special programs; 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 Executive Vice President/Chief Financial Officer, or his designee, is hereby authorized to enter into a co-promotional trade agreement that does not exceed One Million Ten Thousand Five Hundred Dollars (\$1,010,500.00) in value with the City of Chicago through its Department of Cultural Affairs and Special Events for calendar year 2015 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.

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

APPROVED:

PASSED:

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Chairman

March 11, 2015

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Assistant Secretary

March 11, 2015