

ORDINANCE NO.003-116

AN ORDINANCE DECLARING PUBLIC
BIDDING DISADVANTAGEOUS AND
AUTHORIZING THE ADVERTISEMENT
OF CTA SERVICES IN *CONCIERGE
PREFERRED MAGAZINE*

WHEREAS, The Chicago Transit Authority is in need of advertising to provide CTA service information to hotel guests, tourists and visitors to the Chicago/CTA operating area; and

WHEREAS, *Concierge Preferred* is the only publication to highlight Chicago from the concierge's perspective and gives concierges the ability to directly distribute the publication to hotel guests; and

WHEREAS, CTA is unable to economically duplicate this level of advertising to the tourist, convention and visitor market; and

WHEREAS, It is disadvantageous for the CTA to seek competitive bidding for this type of advertising service; and

WHEREAS, Section 54.3-5 of the Regulations Governing Purchase and Sales Transactions provides for the award of contracts in those situations where the Transit Board determines that competitive bidding would be disadvantageous; now, therefore:

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

SECTION 1. That based on the statements set forth in the preamble of this ordinance, the Transit Board hereby determines that competitive bidding for this service is disadvantageous.

SECTION 2. That the Vice Chairman of the Board, or his designee, is hereby authorized to enter into a contract with O'Malley-Magnusson Publishing Group d/b/a *Concierge Preferred Magazine* to provide advertising for a period of 24 months, for a total of twenty-eight thousand two hundred dollars (\$28,200.00), under Requisition No. B03OP01822.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Vice Chairman

Assistant Secretary

September 4, 2003

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