

ORDINANCE NO. 019-23

AN ORDINANCE AUTHORIZING  
A CO-PROMOTIONAL TRADE  
AGREEMENT WITH THE CITY  
OF CHICAGO THROUGH  
ITS DEPARTMENT OF CULTURAL  
AFFAIRS AND SPECIAL EVENTS  
FOR 2019

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WHEREAS, Each year, the City of Chicago Department of Cultural Affairs and Special Events ("DCASE") sponsors various festivals and special events; 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 2019: Year of Chicago Theatre, Chicago Cultural Center exhibitions and programming, Chicago's Music Legacy events (Chicago Gospel, House, and Blues Music Festivals), Chicago City Markets, Millennium Park Summer Series, Taste of Chicago, Chicago Summer Dance, Maxwell Street Market, Chicago Riverwalk, Chicago Air and Water Show, Chicago Jazz Festival, World Music Festival Chicago, Chicago/Millennium Park Holidays 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 Eight Hundred Ninety-Seven Thousand Seven Hundred Dollars (\$897,700.00); 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, inform the Authority of when its community bus can participate at pertinent events, 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 for the designated festivals, events and special programs valued at up to Eight Hundred Ninety-Seven Thousand Seven Hundred Dollars (\$897,700.00) in the interior of the Authority's buses and rail cars and on digital screens; and

WHEREAS, As an exception to Ordinance Number 012-29, and for this co-promotion only, DCASE may use interior car cards which are larger than 11" x 17", pursuant to the terms and conditions of the co-promotional trade agreement; 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 Chief Financial Officer, or his designee, is hereby authorized to enter into a co-promotional trade agreement with the City of Chicago through its Department of Cultural Affairs and Special Events for calendar year 2019 which does not exceed Eight Hundred Ninety-Seven Thousand Seven Hundred Dollars (\$897,700.00) in value, includes reciprocal limited license agreements to use the other party's logo in its advertising materials, and contains such other terms as are substantially in conformance with the Sponsorship and Co-Promotion 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 13, 2019

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Assistant Secretary

March 13, 2019