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

WHEREAS, DCASE has proposed that the Chicago Transit Authority (“Authority”) enter into a co-promotional trade agreement for the following events and special programs in 2021: Cultural Grants Program-Neighborhood Access Program (NAP) Opportunity, Arts Sector Public Awareness Campaign, Chicago City Markets, Maxwell Street Market, ChicagoMade Film & TV Public Awareness Campaign, Millennium Park Summer Programming, Chicago Cultural Center Re-opening, Year of Chicago Music-Chicago In Tune, Cultural Grants Program-Individual Artists Program (IAP) Opportunity, Millennium Park Holiday Programming, Chicago Cultural Center Colescott Exhibition, and other 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 Three Hundred Ninety-Nine Thousand Dollars ($399,000.00); 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, where applicable, and include the Authority’s information in the print and broadcast advertising for the events and special programs; and

WHEREAS, In return, the Authority will provide unsold advertising space for the designated events and special programs valued at up to Three Hundred Ninety-Nine Thousand Dollars ($399,000.00) in the interior of the Authority’s buses and rail cars; 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:

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 2021 which does not exceed Three Hundred Ninety-Nine Thousand Dollars ($399,000.00) in value, includes reciprocal limited licenses to use the other party’s logo in 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: ________________________

Vice Chair  Assistant Secretary

April 14, 2021  April 14, 2021