

ORDINANCE NO. 024-44

AN ORDINANCE AUTHORIZING
A CO-PROMOTIONAL TRADE
AGREEMENT WITH THE CITY
OF CHICAGO THROUGH ITS
DEPARTMENT OF CULTURAL
AFFAIRS AND SPECIAL EVENTS
FOR 2024

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 2024: Chicago Farmers Market, Chicago Gospel Festival+ Chicago House Music Festival, Cultural Grants Program, Millennium Park Summer Music & Film Series, Millennium Park’s 20th Anniversary Celebration, Chicago Blues Festival, Taste of Chicago, Chicago SummerDance, Chicago Air and Water Show, Chicago Film Office, Chicago Cultural Center Programming, Jazz Festival + World Music Festival, Theater Recovery/Grants, Millennium Park Holiday/Winter Programming, Maxwell Street Market of Public Art Projects, 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 Eight Hundred Seventeen Thousand Five Hundred Dollars (\$817,500.00); 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, include the Authority’s community bus at selected events, 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 Eight Hundred Seventeen Thousand Five Hundred Dollars (\$817,500.00) 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:

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SECTION 1. The Chief Financial Officer, or 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 2024 which does not exceed Eight Hundred Seventeen Thousand Five Hundred Dollars (\$817,500.00) 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. The Chairman of the Board, or designee, is authorized to take such actions and execute such documents as may be necessary to implement the objectives of this ordinance.

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

APPROVED:

PASSED:

Chairman

April 10, 2024

Secretary

April 10, 2024