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CITY OF CHICAGO PASSES MUNICIPAL MARKETING ORDINANCE

Innovative Agreement will Secure Nearly \$15 Million in Additional Revenue for Chicago in 2013

The City Council today approved a municipal marketing ordinance that will authorize the creation of a Digital Billboard Network for 34 sites on the city's expressways as well as advertising on the city's nearly 400 BigBelly trash cans throughout downtown.

"These initiatives allow us to preserve critical city services, bring in new revenue and protect the City's historic integrity and character," said Mayor Emanuel. "The revenue from this agreement will help provide crucial services to our residents and extend programs for children across the city."

Last year, the City formed the Municipal Marketing Advisory Council, which includes eight professionals with significant experience in marketing, architecture, and the arts. The Advisory Council advised the city throughout the process, developing a series of guiding principles and providing an independent voice to the decision making process. The City conducted a rolling Request for Qualification process - which remains open - that started in November 2011 and produced dozens of ideas from the marketing and advertising communities across the country and even internationally.

"After years of trying and failing to achieve a municipal marketing initiative that works, this new approach offers the right combination of quality and new revenue for the City of Chicago without diminishing or damaging the City's character and integrity," said Alderman Danny Solis, 25th Ward, Chairman of the Committee on Zoning, Landmarks and Building Standards. "Mayor Emanuel's team and an independent Advisory Council bent over backwards not just to get this done but to get it done right through a thorough, thoughtful and deliberate process that has led to the City exceeding its new revenue goals providing a critical portal of communication that will promote local arts and improve public safety."

"This approach puts Chicago on the cutting edge in marketing with the use of innovative, digital technology that will not just provide advertisements but also promote the arts and improve public

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safety communication through a new broadcast network,” said Justine Fedak, Chair of the Advisory Council and Senior Vice President and Head of Marketing for BMO Harris bank.

Currently, the City of Chicago has about 1,300 billboards that only provide \$1 million in revenue to the City in fees and fines. The digital billboard network, which will lead to 34 sites along the city’s expressways, will bring in a guaranteed \$15 million in 2013 in addition to more than \$155 million over the life of the 20-year contract. The signs will be built through a new joint venture between Interstate media and JCDecaux, known as Interstate JCDecaux, LLC.

“This digital billboard network provides a unique and exciting opportunity to celebrate local and even international artistic achievements by displaying them on these billboards that spread across the city,” said Tony Karman, President and CEO of ExpoChicago and Advisory Council member. “This is a natural extension of Mayor Emanuel’s cultural plan for Chicago and discussions are already underway within the arts and culture community on how we can best maximize the potential of this digital network.”

In addition to the billboards, the City also announced a one-year partnership with Vector media to sell advertising on the BigBelly garbage cans throughout the loop. With this arrangement the City will receive 50 percent of any revenue that is achieved.

The ordinance was introduced on October 31, 2012 and passed today by a vote of 43 to 6.

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