



OFFICE OF THE MAYOR
CITY OF CHICAGO

FOR IMMEDIATE RELEASE

October 31, 2012

CONTACT:

Mayor's Press Office

312.744.3334

press@cityofchicago.org

**MAYOR EMANUEL ANNOUNCES INTRODUCTION OF MUNICIPAL MARKETING
ORDINANCE**

*City Council to Consider Ordinance on New Recycling, BigBelly Trash Cans and
Billboard Initiatives Guarantee Millions in Revenue as Part of 2013 Budget Proposal*

Mayor Rahm Emanuel today announced the introduction of an ordinance that will allow for and help create three municipal marketing initiatives in 2013 to achieve the goal of raising \$18 million in new revenue for the City. The initiatives include advertising on the city's nearly 400 BigBelly trash cans throughout downtown, the creation of a new digital network of 34 sites on the city's expressways, and a sponsorship for citywide recycling efforts.

"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. "While the city continues to crack down on illegal billboards, we are creating a billboard network with cutting edge digital technology that will allow us to better communicate with residents and travelers about important public safety announcements"

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 that started in November 2011 and produced dozens of ideas from the marketing and advertising communities across the country and even internationally.



OFFICE OF THE MAYOR
CITY OF CHICAGO

Chairman Carrie Austin, 34th Ward, said “Municipal marketing will bring much needed revenue to the city government, fostering opportunities in our neighborhoods while maximizing value for the residents. This is a win-win and I am pleased we are moving forward with this.”

“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.”

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 and \$154 million over the life of the 20-year contract. The signs will be built through a new joint venture between Interstate Outdoor Advertising and JCDecaux, known as Interstate Decaux, LLC. Today’s ordinance will include proposed zoning changes that will be necessary for the new billboards to be built on City property.

“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 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.

“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 Director of EXPO CHICAGO and Advisory Council member. “This is a natural extension of Mayor Emanuel’s cultural plan for Chicago and discussions are already



OFFICE OF THE MAYOR
CITY OF CHICAGO

underway within the arts and culture community on how we can best maximize and extend the impact of this digital network for the benefit of all Chicago.”

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. Finally, in the coming weeks, the city will also be announcing a corporate sponsorship of the citywide recycling program. Chief Financial Officer Lois Scott and Advisory Council members briefed Aldermen about the proposed initiatives this week.