

Timothy Casey (Secretary to the Board)

From: Curtis, Janella <janellacurtis@clearchannel.com>
Sent: Wednesday, March 16, 2022 10:50 AM
To: CookCounty Board (Secretary to the Board)
Subject: Outfront/Branded Cities Contract

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Good morning. I strongly urge a deferment on the vote for the Branded Cities and Outfront contract. There should be a viable and legit RFP process. Comparing this deal to the JC Decaux outdoor advertising deal, I am afraid that because there was not an RFP for this particular deal, Cook County will not see other options that may yield better revenue options. For example, the JC Decaux deal with the City of Chicago promised higher than average revenue; in its 10th year, the JC Decaux deal has yet to make a third of what it promised. I foresee the same outcome for Cook County. I strongly urge that the Finance Committee defer this vote. Thank you for your time.

Respectfully,

Janella Curtis
Public Affairs Manager
Clear Channel Outdoor, LLC
4000 S Morgan St
Chicago, IL 60609
O. (773) 843-2070

