



**BOARD OF COMMISSIONERS OF COOK COUNTY  
BOARD OF COMMISSIONERS**

**Virtual Meeting**

**New Items Agenda**

**Thursday, June 24, 2021, 10:00 AM**

**Third Set**

[21-3875](#)

**PROPOSED CONTRACT**

**Department(s):** Office of the Chief Financial Officer

**Vendor:** OutFront/Branded Cities, State of Delaware

**Request:** Authorization for the Chief Financial Officer to enter into and execute

**Good(s) or Service(s):** The design, manufacturing, assembly, engineering, procurement, installation, construction, programming, marketing, maintenance, and operation of a coordinated digital sign program and network.

**Contract Value:** \$75,000,000 (Revenue Generating)

**Contract period:** 2021-2046

**Potential Fiscal Year Budget Impact:** None

**Summary:** The contract between Cook County and Branded Cities will allow for a Digital Signage Initiative proposing the building of digital signage for billboards displaying advertising over a 25-year period. The Digital Signage Initiative will build up to 30 sign faces across Cook County along interstate and main arterial roadways. Compensation for the County will come in the form of a lease (Minimum Annual Guarantee) and an overall revenue share. The Digital Signage Initiative is expected to pay a Minimum Annual Guarantee to the County in the form of a monthly lease and will also average share in all revenue up to 43.6% with the County annually. As part of the proposal, the County will also be able to display public service messaging for up to three minutes an hour. The County is expected to potentially receive \$55 million over the life of the contract (approximately \$2.7 million annually) and average \$130,000 per operational sign.