Legislation Details

File #:	21-3875	**Version:**	1	**Name:**	
Type:	Contract			**Status:**	Approved
File created:	6/21/2021			**In control:**	Finance Committee
On agenda:	6/24/2021			**Final action:**	3/17/2022
Title:	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.
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Sponsors:

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Date	Ver.	Action By	Action	Result
3/17/2022	1	Board of Commissioners	approve	Pass
3/16/2022	1	Finance Committee	recommend for approval	Pass
12/15/2021	1	Finance Committee		
7/29/2021	1	Board of Commissioners	no action taken	
7/28/2021	1	Finance Committee	recommend for deferral	Pass
6/24/2021	1	Board of Commissioners	refer	Pass