



Legislation Text

File #: 18-0219, **Version:** 2

PROPOSED MISCELLANEOUS ITEM OF BUSINESS

Department: Office of the General Superintendent

Good(s) or Service(s): Advertising and Promotional Services

Fiscal Impact: \$150,000.00

Accounts: Advertising and Promotional Services 51001.520610, Printing, Graphics & Video 51001.520490

Summary: The Forest Preserve District of Cook County (the “Forest Preserves”) is requesting authorization for the General Superintendent or a designee to have discretionary spending up to \$150,000.00 through the remainder of 2018 for advertising and promotional services with a variety of media vendors to promote and showcase the amenities, programs and natural areas of the Forest Preserves. The media vendors would be engaged for periods less than one year. The advertising and promotional spending packages would be suggested by the Forest Preserves’ Communications Division and vetted based on the desired audience, frequency, reach and budget offered by local media. Media purchases would align with the goals of the 2018 Communications Plan which include an integrated marketing plan of electronic, print, broadcast and out of home (billboard) advertising. The marketing strategy also complements the short and long-term goals of the Next Century Conservation Plan as well as other short and long-term goals of the Forest Preserves.

Concurrences:

The Chief Financial Officer and Chief Attorney have approved this item.

District(s): Districtwide