



Legislation Text

File #: 24-0142, **Version:** 1

PROPOSED MISCELLANEOUS ITEM OF BUSINESS

Department: Office of the General Superintendent

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

Fiscal Impact: \$300,000.00 per year for up to two (2) years, for a total of \$600,000.00

Accounts: Advertising and Promotional Services 51001.520610

Summary: The Forest Preserves of Cook County (the “Forest Preserves”) is requesting authorization for the General Superintendent or a designee to have discretionary spending up to \$300,000.00 per year for up to two years, totaling up to \$600,000.00, beginning March 1, 2024, and ending February 28, 2026, 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 of one (1) year or less. Media purchases would align with the communications goals of the Forest Preserves, which include focused geographic and demographic outreach to communities and populations in Cook County impacted by a history of racial inequity.

The advertising and promotional spending packages would be suggested by the Forest Preserves’ Communications Division as part of an integrated marketing plan that may include electronic, print, broadcast and out-of-home (billboard) advertising and vetted based on the desired audience, frequency, reach and budget offered by local media. 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