



Legislation Text

File #: 20-0141, **Version:** 1

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

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 \$150,000.00 through the remainder of 2020 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.

Media purchases would align with the 2020 communications goals of the Forest Preserves, which include focused outreach to communities and populations in Cook County that have been historically underrepresented in use of and connection to the Forest Preserves. The advertising and promotional spending packages would be suggested by the Forest Preserves’ Communications Division as part of an integrated marketing plan of 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 Interim Chief Attorney have approved this item.

District(s): Districtwide