

# Cook County, IL

## Digital Network Partnership

### Follow-ups



Confidential – For Discussion Purposes Only



# PROCESS

- **The Phase I Asset Inventory and Valuation process identified the opportunity for a county-wide Out-of-Home Digital Network as one of the most lucrative partnerships.**
- **Superlative developed and distributed a Request for Interest**
- **RFI was sent to all national digital advertising and billboard advertising companies as well as some unique local firms on August 31<sup>st</sup> 2015. Those are as follows:**
  1. **Mile High Outdoor**
  2. **Elite Media**
  3. **Branded Cities Network**
  4. **Clear Channel Outdoor**
  5. **OUTFRONT Media (CBS Outdoor)**
  6. **Titan**
  7. **Lamar**

# RFI

- **A sample of some of the information which was requested included:**
  - Respondent has been in business at least five years.
  - Achieved revenue in excess of \$10,000,000 annually for the last 3 years
  - Business presence in at least three major metropolitan areas
  - Experience working directly with municipalities
  - Key personnel
  - Opportunity Timeline
  - Cost Benefit – an informed estimate or range of the additional revenues the opportunity could provide the County.
  - A list and brief description of any litigation with any municipality that it has been a party to
  - Provide information on how an MBE/WBE firm could be engaged to work on the opportunity.

# Responses

- **From a total of seven solicitations, two responses were received**
  - **Branded Cities in Partnership with Panasonic and OUTFRONT Media**
  - **Clear Channel Communications**
- **After further discussion and invitation to present, Clear Channel withdrew their response**
- **Branded Cities Network, LLC in partnership with Panasonic and OUTFRONT Media (formerly CBS Outdoor) presented to the Committee on 3/30/2016**

# ADDITIONAL FOLLOW-UP

Preparing the following information for the committee to be sent as soon as its available:

- An analysis of comparable agreements with other governments to include the City of Chicago
- Background information on the cash flows and assumptions underlying the Branded Cities financial model they included in their presentation