

Cook County, IL

Asset Marketing Program



Confidential – For Discussion Purposes Only



TABLE OF CONTENTS

- **County-Wide Programs**
 - Pouring Rights & Vending
 - Digital Network
 - Web Recognition/Advertising
 - Mailing Inserts
 - Other
- **Departments**
 - Office of the President & Departments
 - Asset Management / Real Estate
 - Office of the President
 - Department of Transportation and Highways
 - Environmental Control
 - Fleet Management
 - Bureau of Technology
 - Law Library
 - Recorder of Deeds
 - County Clerk
 - Forest Preserve
- **Next Steps**



COUNTY-WIDE PROGRAMS

Single-Source Pouring Rights and Vending Agreements

- Hospitals
- Forest Preserve
- Courthouses
- County Facilities

Current Status:

- Site Tours with national beverage companies held June 2015
- Expected Offers to be received by June 2015

- Examples:
 - City of Miami Beach and Coca Cola: 10-year agreement for \$7 million
 - Coca Cola named as the official non-alcoholic beverage and recycling partner of the City of Miami Beach
 - Douglas County School District: 10-year agreement for \$3.2 million
 - Pepsi was awarded as the official non-alcoholic beverage partner of Douglas County School District in Colorado

Expected Revenue For Cook County:

- Between \$1m and \$5m over 10 Years



COUNTY-WIDE PROGRAMS

Digital Network

- Billboard Network
 - On County-controlled out-lots and right-of-ways that are visible to major roadways
- Advertising Screens at County Facilities
 - High-traffic Areas & Waiting Rooms
 - Hospitals
 - Courthouses
 - County Offices
 - Pedway
- Departments for Implementation:
 - Asset Management
 - Forest Preserve
 - Highways
 - Bureau of Technology
- Example:
 - City and County of Denver- Denver Arts and Venues Digital Network
 - This program consists of a variety of digital LED boards and digital kiosks strategically placed locations within the city and county of Denver

Expected Revenue for Cook County:

- Between \$10m and \$30m over next 10 years



COUNTY-WIDE PROGRAMS

Online Recognition of Participants

- Some semblance of advertising
- For departments that cannot have ads or promote, County participants may receive lesser recognition (e.g. Logo and/or Link)
- Applies to Department websites and or mobile/apps

- Department websites Included:
 - Offices under the Office of President
 - Forest Preserve
 - Health and Hospital System
 - Recorder of Deeds (Advertising)
 - County Clerk (Advertising)
 - Office of Assessor (Advertising)

Expected Revenue for Cook County:

- \$25k to \$2m over 5 years



COUNTY-WIDE PROGRAMS

Mailing Inserts

- Some semblance of Advertising
- For departments that cannot have ads or promote, County participants may receive lesser recognition (e.g. Logo)

- Departments Included:
 - Offices under the President
 - Recorder of Deeds
 - Office of Assessor
 - Risk Management (e.g. employee mailings)

Expected Revenue for Cook County:

- \$100k to \$1m over 5 years

COUNTY-WIDE PROGRAMS

Kiosk Vending Opportunity

- Example:
 - Maui Wowi International Partnership
 - Program stretches across the entire Denver Arts and Venues network
 - Expected revenue is 10% of net revenue across all properties over 5 years

Employee Affinity Programs

- Department of Risk Management
 - Pharmaceuticals
 - Insurance
 - Healthcare
- Example:
 - City and County of Denver- www.denvergov.org/pocketgov/#/
 - Portal of affinity programs available to 80,000 city wide employees

Recycling Program

- Example:
 - Coca Cola included Recycling as part of Pouring Rights with City of Miami Beach

Car Service Partnership

- Example:
 - Uber Partnership with City and County of Denver
 - Revenue Proposed: \$250,000 over 2 Years
- Expected Revenue for Cook County: \$500k over 2 years

OFFICE OF THE PRESIDENT

Bureau of Asset Management / Real Estate

Opportunities through CBRE

- 278 land sites – Lease and signage
- As-is leasing of hallway and Pedway walls and floor space for retail and advertising
- (2) Euclid Out-lots for lease
- Plaza Azteca (Rodeo space) for lease
- Provident Hospital Out-Lots for lease
- TB Building (Harvey) for lease

Banking Partnership

- ATMs
- Bill Payment Kiosks

Small Cell Leases



OFFICE OF THE PRESIDENT

Bureau of Asset Management / Real Estate

Opportunities through CBRE

- Expected Revenue for Cook County: TBD

Banking Partnership

- Example:
 - Bellco Theater
 - Located within the Colorado Convention Center a 5,000 seat venue
 - » Revenue : \$1.25 million over 5 years
- Expected Revenue for Cook County: \$250k to \$5m

Small Cell

- Example:
 - City of Milwaukee
 - Expected Revenue: \$6.7m over 25 years for 97 sites
- Expected Revenue for Cook County:
 - Depending on Number of available sites: \$150+ per year per site

OFFICE OF THE PRESIDENT

Office of the President

Justice Advisory Council

- Find corporate partners for Youth Council
- Help offset changes in funding

- Next Step: Contact and leverage relationships with existing partners

Expected Revenue for Cook County:

- \$20k to \$70k per year

OFFICE OF THE PRESIDENT

Department of Transportation and Highways

Rights-of-Way

Fleet sponsorship

- Example:
 - ODOT Safety Patrol partnership with State Farm
 - Revenue: \$8.65m

Equipment Manufacturers/Dealer partnership

Adopt a Highway Program



OFFICE OF THE PRESIDENT

Environmental Control

Program Sponsors

- Cannot endorse products or companies, but can have corporate partners for programs
 - Recycling Program / Electronics Disposal
 - Paper Shredding Program
 - Pharmaceutical / Hazardous Waste Disposal
 - Radon Testing for Homeowners

- Next Step: Contact and leverage relationships with existing partners/customers

Expected Revenue for Cook County:

- \$25k to \$100k per year



OFFICE OF THE PRESIDENT

Shared Fleet Management

Possible Advertising on Fleet vehicles

- Example:
 - ODOT Safety Patrol partnership with State Farm
 - Revenue: \$8.65m

Vehicle Partnership – auto dealer

- Example:
 - Chrysler Jeep- Official Vehicle of Red Rocks Summer Concert Series
 - Revenue: 3 years \$165,000 per year (\$35,000 one time signing bonus)

Expand Recognition of Zipcar Partnership

- Superlative will contact Zipcar to discuss



OFFICE OF THE PRESIDENT

Bureau of Technology

Broadband Initiative

- Lease of Excess capacity
- Expected Revenue for Cook County: TBD upon further analysis

Wi-Fi Partnership

Bill-Payment Kiosks

- Currently 6 installed at various facilities. Have US Bank payment technology in them
 - Possible tie-in with Banking partnership

OFFICE OF THE PRESIDENT

Law Library

Resource/Research Partnerships

More opportunities TBD after Tour



Confidential – For Discussion Purposes Only



RECORDER OF DEEDS

Data Sales

- Optimize return/price
- Assist in leveraging marketplace
 - \$600,000 per year – Property Info
 - \$600,000 per year – Property Insight/Black Knight Financial
 - Under Negotiations: First American Title / First American Data Tree (@ \$600,000 per year)
 - Fidlar Industries – Data provided for fee
- Example of Superlative Negotiating Success:
 - Grew City of Milwaukee's Small Cell offer more than 380%

Community Outreach Programs (underwriting)

- Next Step: Contact and leverage relationships with existing partners/customers
- Example: Denver Arts and Venues / Pepsi
 - Pepsi donates all goods and services for the Film on the Rocks film series at Red Rocks Amphitheatre as well as all of Denver Arts and Venues cultural events and programs
- Expected Revenue for Cook County: TBD



COUNTY CLERK

Possible Data Sales

- Optimize price
- Leverage Marketplace

Partnerships with Clerk Assets

- Genealogy
- Births
- Deaths
- Weddings

Expected Revenue for Cook County: TBD



FOREST PRESERVE

Expand Program Partnerships w/ Athletic Companies

- Nike
- REI
- LL Bean

- Benchmarks in Marketplace:
 - The North Face – Maryland Department of Natural Resources
 - Official Partner of “Explore Your Parks” Program
 - Deal involves trail signage, free gear rental, campsite maintenance at five State Parks
 - Sacramento Municipal Utility District – Sacramento Nature Conservancy
 - Conservation Sponsor of Rancho Seco Recreational Area, Amanda Blake Memorial Wildlife Refuge and Howard Ranch Trail (1,800 total acres)

Dog Park Partnerships

- National Pet Supply Chains
- Example: Denver Airport- PetSmart
 - Revenue Expected: \$125,000 a year plus infrastructure build out over 3 years

