



chicago park district

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**CHICAGO
PARK
DISTRICT**
**come out
and play**

The Chicago Park District (CPD) is excited to partner with Chicago based AdTraction Media, LLC on an advertising program that will generate revenue to support the District's programs, projects and events. The Chicago Park District owns more than 8,100 acres of green space, making it the largest municipal park manager in the nation. Our 580 parks offer thousands of sports and physical activities as well as cultural and environmental programs for youth, adults, and seniors. Popular attractions include the Clarence Buckingham Memorial Fountain, Grant Park and the 18 mile lakefront along the shore of Lake Michigan. During the summer, more than 60 thousand people access the lakefront daily, and more than 20 million visit Grant Park and Buckingham Fountain annually, making it the second most visited park landmark in the U.S.

Recently, the Chicago Park District has been examining opportunities that maximize our assets and generate new revenue streams. We have identified AdTraction Media to provide a unique advertising solution that supports CPD's non-tax revenue goals. The company has developed a non-intrusive, non-vertical outdoor advertising solution giving brands exposure at locations along the lakefront. The display product is a safe, non-skid, non-scuff adhesive that adheres and conforms to concrete or black top areas. This solution is non-permanent and ad campaigns will be displayed April through October.

Our evaluation of the AdTraction Media solution included a successful 6 week pilot program in the fall of 2012 at three lakefront locations. AdTraction's solution was easily integrated into the park, conformed well to the surfaces and exceeded durability expectations through extreme temperature changes. We were excited to see immediate interest and participation in this unique advertising medium by Fortune 500 brands including Gatorade, Tropicana and Nike.

We are looking forward to working with the AdTraction Media team over the next three years and are excited to offer brands this great opportunity to support the Chicago Park District. The additional revenue from this agreement will help us enhance the programs, projects and events offered to Chicago residents and visitors alike.

Sincerely,

Kelly Sheetz
Director of New Business Development
Chicago Park District