



# THE COUNTY OF COOK



**Asset Marketing Committee Kickoff Meeting  
February 3, 2015**



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# Mission

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***Asset marketing programs will be a tool for additional revenue or value generation so long as they are consistent with the character of County-owned property, serves the public interest, and takes into account the possibility that potential revenue opportunities may increase through the collective or bundled use of particular assets***

- Programs will not contradict stated policies of the Cook County Board President or Cook County Board of Commissioners
- Programs will be developed, implemented, and managed at no or *de minimus* cost and financial risk to the County



# Program Governance Structure

## Approved

Ordinance and  
Contract Approval



Cook County Board of Commissioners  
Forest Preserve Board of Commissioners

## Moving Forward

Asset Marketing  
Program Approval



Asset Marketing Committee

Content / PR  
Approval



Asset Marketing Committee

Revenue and  
Audit Reporting



Cook County Board of Commissioners  
Forest Preserve Board of Commissioners



# Committee Governance Structure

## Voting Members

- County Chief Financial Officer
- Representatives from the Offices Under the County Board President
- Representative from the County Board of Commissioners
- Representative from each participating Separately Elected Official
- Representative from the County Health and Hospital System
- Representative from the Forest Preserve District

## Non Voting Members

- Program Manager
- Subject Matter Experts (Legal, Ethics & Contract Compliance etc.)
- Administrative Representatives
- Other Invitees



# Voting & Membership Responsibilities

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- Proposed Contract Vote:
  - A simple majority (>51% quorum) is required to pass a contract and may only be overturned in the case of an overriding veto vote
  - Contracts of very high value and/or long duration must be sent to the Board for approval once ratified by the Asset Marketing Committee
  - Member representing an agency that exerts ownership over an asset being voted upon has the authority to veto a proposal related to the said asset
  - For multi-agency proposals, the member can only negate the portion a contract that applies to the portion of the asset owned by his/her agency
- Entities and agencies will work in collaboration with the Program Manager by responding to inquiries regarding potential assets to be utilized
- Entities and agencies will not leverage the information gathered by The Program Manager to seek out their own contracts
- Signing of the Memorandum of Understanding and adherence to the Asset Marketing Policies & Procedures approved by the committee



# Program Revenue & Commission Structure

All program revenue deposited in:

- County General Fund
- Forest Preserve Fund
- Health Fund
- Special Purpose Funds, as applicable



Program revenue aggregated and annual vendor commission calculated



Net revenue generated will help participating departments meet budget target

- Program Launch – \$200,000 from gross proceeds:
  - 80% to Program Manager until flat fee is paid - 20% to County
  - 20% commission thereafter - 80% to County
- Ongoing – \$35,000 annual retainer:
  - 80% to Program Manager until retainer is paid - 20% to County
  - 20% commission thereafter - 80% to County



## THE SUPERLATIVE DIFFERENCE

- Superlative founded in 1994
- Full service sponsorship sales agency
- Over \$2 Billion in sponsorship sales
- Expertise:
  - Naming Rights Valuation and Sales
  - Municipal Marketing
  - Property Consulting
  - Single Source Pouring Rights (#1 in the world)
  - Commercial Sponsorship Management
- Superlative is the leader in Naming Rights and Sponsorship valuation, sales and municipal marketing

# Superlative Client: City of Miami Beach



*Hired by the City of Miami Beach for Corporate Sponsorship and Naming Rights partners for assets and Intellectual Property throughout the City*

- Superlative executed a Single Source Soft Drink Agreement with the City of Miami Beach and Coca-Cola
  - All phases completed during expected timeframe
- The 10-year \$7.2M deal makes Coca-Cola the exclusive non-alcoholic official beverage and recycling partner of Miami Beach
- Coca-Cola agreed to provide “revenue enhancement opportunities” and advertising sales support to the City of Miami Beach
- An integrated Coca-Cola and Miami Beach brand logo was used in promotional activities, and Coca-Cola got Miami Heat superstar LeBron James to appear at city events
- This is the largest soft drink deal for a municipality in the world





# Superlative Client: Ohio Dept. of Transportation

*Hired by the Ohio Department of Transportation for Corporate Sponsorship and Naming Rights partners for ODOT assets and Intellectual Property*

- Completed a comprehensive Naming Rights and Sponsorship valuation of ODOT's physical and intangible infrastructure
- This included all facilities, highways, bridges, interchanges, 511 traveler information program, and Freeway Service Patrol
- Subsequently Naming Rights for the Freeway Service Patrol vehicles were sold to State Farm generating over \$8.65 million over ten years
- Other sales are pending



# Superlative Clients: Denver County



*Hired by the Denver County for its sponsorship sales and management services*

- The engagement includes:
  - Red Rocks Amphitheatre
  - Denver Performing Arts Complex
  - Denver Coliseum
  - Denver International Airport
  - Colorado Convention Center
  - Denver Parks and Recreation
  - More
- Secured several sponsorship agreements for the County's assets. Some of those deals include:
  - 3-year deal with Brown Forman for nearly \$300,000
  - 1-year deal with Southwest Airlines for \$120,000
  - 3-year deal with Jeep for \$530,000
  - 3 year deal with Miller-Coors for over \$1.1 million
  - 5-year deal with Pepsi for over \$1.3 million



**DENVER**  
THE MILE HIGH CITY

THE WIFE HIGH CITY  
DENVER



# Next Steps

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- Departmental Meetings with Superlative Group
- Information Collection
- Committee Review and Approval
  - Memorandum of Understanding
  - Policies and Procedures
  - Preliminary assessment and marketing plan
- Implementation of Asset Marketing Program
- Future Asset Marketing Committee Meetings\*
  - Tuesday, March 17<sup>th</sup>
  - Tuesday, May 5<sup>th</sup>
  - Tuesday, June 16<sup>th</sup>
  - Tuesday, August 4<sup>th</sup>

*\*These dates are tentative and may be changed in response to the needs of the committee*