

**APPROVE ENTERING INTO AN AGREEMENT WITH THE CIVIC ENTERTAINMENT GROUP
TO PROVIDE REVENUE GENERATING SPORTS MARKETING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into an agreement with the Civic Entertainment Group, to provide Revenue Generating Sports Marketing Services to the Board at a cost not to exceed \$114,750.00. Vendor was selected on a competitive basis pursuant to a duly advertised Request for Proposal (Specification No. 04-250044). A written agreement is currently being negotiated. No services may be rendered and no payment shall be made prior to the execution of the written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

SPECIFICATION NO.: 04-250044

VENDOR: Civic Entertainment Group
520 8th. Avenue – 22nd. Floor
New York, NY 10018
Contact: David N. Cohn
212-426-7006
Vendor No. 12424

USERS: Department of Sports Administration and Facilities Management
Contact Person: Stephen Wilkins (773) 553-3793

TERM: The contract shall commence on the date the agreement is signed and shall end six (6) months thereafter. The contract shall have one option to renew for six months. The cost of the renewal agreement will be negotiated at the time of such renewal.

EARLY TERMINATION RIGHT: Thirty days written notice by the Board of Education.

SCOPE OF SERVICES: Vendor shall develop a work plan to identify Board assets, create a market plan and secure corporate partners. Vendor shall develop a work plan to achieve the Board's desired results by identifying Board assets, creating a marketing plan, and using that plan to secure corporate partnerships. Vendor will define the target market(s), create offers that meet the marketing needs of corporations, create a list of corporations that make attractive partners, and estimate the revenues that may accrue to the Board. In securing corporate sponsorships the vendor will create marketing materials, present to potential partners, respond to requests from corporations, and work with the Board to negotiate favorable partnership agreements. The vendor will be required to meet with the Board and provide the Board with detailed status reports summarizing its progress on a regular basis.

DELIVERABLES: Vendor shall create an inventory of marketable Board assets, define the target markets for marketing partnerships, create offers that meet the marketing needs of corporations within the target markets, create a list of corporations that make attractive partners, provide an estimate of revenues that may accrue to the Board from this program, create the marketing collateral necessary to execute the marketing plan, make presentations to potential partners, respond to requests for additional qualifications from potential partners, and work with the Board and its representatives to negotiate favorable agreements between the Board and potential partners. Vendor will also meet with representatives from Sports Administration and Facilities Management and provide status reports summarizing its progress on a regular basis. Vendor will train CPS' Project Manager and create a process that provides value-added instruction to Chicago Public Schools staff.

COMPENSATION: The vendor shall be paid a monthly retainer of \$19,125.00. In addition, when revenue has accrued to the Board as a direct result of the vendor's efforts, the vendor will receive a commission equal to 20% of any proceeds received by the Board.

AUTHORIZATION: Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize the Chief Purchasing Officer to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION: The M/WBE goals for this contract include: 35% total MBE, 22% African American, 10% total Hispanic, 2% total Asian and 5% total WBE.

However, the waiver Review Committee recommends that a partial waiver of the M/WBE participation goals for this contract as required by the Revised Remedial Plan be granted because the contract scope is not further divisible.

The vendor has, however, identified and scheduled the following firms and percentages:

Total MBE 10%

D & T Communications	Pending Certification
330 N. Wabash Ave.	10% \$ 11,475.00
Chicago, IL. 60611	
Contact- Yvonne Davila	312 429-3844

LSC REVIEW: Local School Council approval is not applicable to this report.

FINANCIAL:

Charge to High School Programs – Department of Sports Administration: \$114,750.00
Budget Classification: 0470-210-000-2019-5410-FY04
Source of Funds: General Funds

GENERAL CONDITIONS:

Inspector General – Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.


Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one-year period following expiration or other termination of their terms of office.

Indebtedness – The Board’s Indebtedness Policy adopted July 26, 1995 (95-0726-EX3), as amended from time to time, shall be incorporated into and made a part of the agreement.

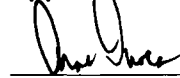
Ethics – The Board’s Ethics Code adopted September 27, 1995 (95-0927-RU3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Contingent Liability – The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:


Heather A. Obora
Chief Purchasing Officer

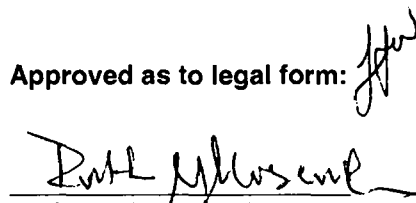
Approved:


Arne Duncan
Chief Executive Officer

Within Appropriation:


John Maiorca
Chief Financial Officer

Approved as to legal form:


Ruth M. Moscovitch
General Counsel