

RESOLUTION NO. 2001 - 140

AUTHORIZING CONTRACT 2001-090 WITH VIACOM OUTDOOR GROUP TO PROVIDE TRANSIT ADVERTISING SERVICE FOR A PERIOD OF THREE YEARS, WITH TWO ONE-YEAR OPTIONS, REVENUE GENERATING (AMOUNT VARIABLE - BASED ON USAGE).

WHEREAS, the Greater Cleveland Regional Transit Authority plans to permit sale of advertising space on Transit revenue vehicles and property; and

WHEREAS, the Authority wishes to maximize the revenue generating opportunities at their disposal by the sale of transit related advertising media; and

WHEREAS, the proposal of Viacom Outdoor Group, located at 275 Madison Avenue, New York, NY 10016, was received to provide for the Authority's transit advertising needs; and

WHEREAS, the General Manager deems the offer of Viacom Outdoor Group, as negotiated, to be in the Authority's best interest and recommends the same to the Board of Trustees.

NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the proposal submitted by Viacom Outdoor Group, as modified by negotiations, be accepted to provide transit advertising service for a period of three years, with two one-year options.

Section 2. That the General Manager be, and he hereby is authorized to enter into a contract with Viacom Outdoor Group for a term of three years, with two one-year options exercisable by the Authority subject to approval by the Board of Trustees, to provide transit advertising services.

Section 3. That the proceeds to the Authority shall be deposited into the General Fund.

Section 4. That said contract shall be binding upon and an obligation of the Authority and contingent upon compliance by the contractor to Specifications and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 2001-064; bonding and insurance requirements and all applicable laws relating to the contractual obligation of the Authority.

Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: September 26, 2001



President

Attest:



CEO, General Manager/Secretary-Treasurer