



OFFICE OF THE PRESIDENT
BOARD OF COMMISSIONERS OF COOK COUNTY
118 NORTH CLARK STREET
CHICAGO, ILLINOIS 60602
(312) 603-6400
TDD (312) 603-5255

TODD H. STROGER
PRESIDENT

February 24, 2010

Carmen Triche-Colvin
Purchasing Agent
118 North Clark Street
Suite 537
Chicago, IL 60602

Dear Mrs. Colvin:

The Department of Homeland Security and Emergency Management is hereby requesting authorization for a contract to be awarded to CGC Communications in the amount of \$24,975. They will work in conjunction with the Office of the President, the Board of Commissioners, and the Department of Public Affairs and Communications in the strategic implementation of media tactics designed to inform residents of suburban Cook County of a grant that is available for those affected by the floods of 2008.

The proposal outlines an outreach program of raising this awareness to over 2.5 million residents. Selection of this firm was based upon the vast experiences it possesses in areas related, but not limited to, strategic planning and its diverse background in general consumer and multicultural media. This also includes, but is not limited to, its work with Fortune 500 companies and emerging brands; as well as clients in sports, music, TV, film. The immediate need for this firm is predicated upon the fact that I do not have the personnel, or the resources, to implement such an endeavor.

The Department of Homeland Security and Emergency Management is satisfied that this organization has the appropriate background and experience to fulfill the contract. This



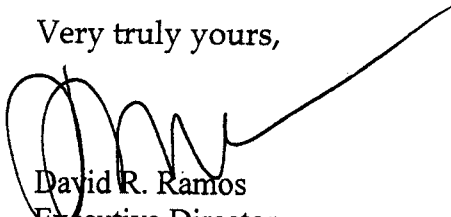
February 24, 2010

Pg. 2

Re: CGC Contract Proposal

amount remains within the authority of the Cook County Disaster Grant, and will be funded out of its budget.

Very truly yours,

A handwritten signature in black ink, appearing to read 'DR Ramos', with a long, sweeping horizontal line extending to the right.

David R. Ramos

Executive Director

Department of Homeland Security & Emergency Management



COUNTY OF COOK
CHICAGO, ILLINOIS
VOID AFTER 90 DAYS

70-2328
719

01223704
ACCOUNTS
PAYABLE

PAY: TWENTY FOUR THOUSAND NINE HUNDRED SEVENTY FIVE AND 00/100*****

TO THE ORDER OF: CGC Cpmunications LLC
1039 W Grand Ste 100
Chicago IL 60642

DATE
February 26, 2010

AMOUNT
*****\$24,975.00

BANK OF AMERICA
CONTROLLED DISTRIBUTION ACCOUNT
NORTHBROOK, ILLINOIS

Todd H. Jones
PRESIDENT

Maria Pappas
TREASURER

Constantine M. Kinty
COMPTROLLER

THE FACE OF THIS DOCUMENT HAS A GREEN BACKGROUND ON WHITE PAPER

01223704 01071723104 87859052892

Vendor: CGC Cpmunications LLC
Check#: 01223704

Check Date: February 26, 2010
Vendor ID: 818213

INVOICE NUMBER	INVOICE DATE	DESCRIPTION	GROSS	DEDUCTIONS	AMOUNT PAID
2-24-10	2/26/2010		24,975.00		24,975.00
SUBTOTAL			24,975.00		24,975.00
TOTAL					24,975.00

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Please print or type

Name (See Specific Instructions on page 2.)

CGC COMMUNICATIONS LLC

Business name, if different from above. (See Specific Instructions on page 2.)

Check appropriate box:

Individual/Sole proprietor

Corporation

Partnership

Other

Address (number, street, and apt. or suite no.)

1039 W. GRAND, SUITE 100

City, state, and ZIP code

CHICAGO ILLINOIS 606042

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 2. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 2.

Note: If the account is in more than one name, see the chart on page 2 for guidelines on whose number to enter.

Social security number

|| | + | | | |

or

Employer identification number

71701710811711

List account number(s) here (optional)

Part II For U.S. Payees Exempt From Backup Withholding (See the instructions on page 2.)

77-0708171

Part III Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 2.)

Sign Here

Signature of U.S. person

[Handwritten Signature]

Date

15, 2010

Purpose of Form

A person who is required to file an information return with the IRS must get your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to give your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee.

If you are a foreign person, use the appropriate Form W-8. See Pub. 515, Withholding of Tax on Nonresident Aliens and Foreign Corporations.

Note: If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

What is backup withholding? Persons making certain payments to you must withhold and pay to the IRS 31% of such payments under certain conditions. This is called "backup withholding." Payments that may be subject to backup withholding include interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

If you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return, payments you receive will not be subject to backup withholding. Payments you receive will be subject to backup withholding if:

- You do not furnish your TIN to the requester, or
- You do not certify your TIN when required (see the Part III instructions on page 2 for details), or
- The IRS tells the requester that you furnished an incorrect TIN, or
- The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the Part II instructions and the separate instructions for the Requester of Form W-9.

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of Federal law, the requester may be subject to civil and criminal penalties.

126713



VOUCHER FORM
COOK COUNTY GOVERNMENT

(FORM 29 A)

CGC Communications
1039 West Grand Street, Suite 100
Chicago, IL 60642

Date 2/26/2010

FOR COUNTY
USE ONLY
DEPARTMENT

Req. No.

7860901

Purchase Order No.

520835.200

COST CENTER

Fund 1900

2-24-10

VENDOR NO.:
Seller's Name & Address

818213

77-070-8171-

Department of Public Affairs & Communication
DELIVERED TO

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	For Payment Only: Consultant Service Fees for outreach and media related services designed to inform Cook County residents on grants available to Cook County residents.		24,975.00

RECEIVED
COMPTROLLER
10 FEB 26 PM 1:03

[Handwritten signature]

DEPARTMENT APPROVAL

TOTAL: \$24,975.00

WE HEREBY CERTIFY THAT THIS INVOICE IS RENDERED IN FULL CONFORMITY WITH THE PURCHASE ORDER OR CONTRACT AND MEETS THE SPECIFICATIONS CONTAINED THEREIN. FEDERAL REGULATIONS ARE ALSO COMPLIED WITH.

I HEREBY CERTIFY THAT I HAVE EXAMINED THE RECEIVING REPORT FROM THE USING DEPARTMENT AND IT AGREES WITH THIS INVOICE AND THAT SATISFACTORY EVIDENCE IS ATTACHED HEREWITH OF RECEIPT OF GOODS AND OR SERVICES.

EXAMINED AND APPROVED

[Handwritten signature]
AUDITOR
[Handwritten signature]
COMPTROLLER

VENDORS SIGNATURE

PURCHASING AGENT



**OFFICE OF THE PURCHASING AGENT
COUNTY OF COOK**

118 NORTH CLARK ST. ROOM 1018
CHICAGO, ILLINOIS 60602-1375
(312) 603-5370

**THIS PURCHASE ORDER NUMBER
MUST APPEAR ON ALL PACKAGES,
INVOICES, SHIPPING PAPERS AND
DROP SHIPMENTS.**

PURCHASE ORDERED ISSUED TO
818213
CGC Cpmunications LLC
1039 W Grand Ste 100
Chicago IL 60642

DATE
2/26/2010
F.O.B. POINT

PURCHASE ORDER NO.
171612 - 000- OP
REQUISITION NO.
00090801 O8

**COOK COUNTY FEIN: 36-6006541
ILLINOIS SALES TAX EXEMPT: E-9998-2013-04
FEDERAL EXCISE TAX EXEMPT CERT: 36-75-D038K**

SHIP TO Cook County Dept of Public Affairs
& Communications
69 W Washington Ste 2900
Chicago IL 60602

DELIVERY INSTRUCTIONS
Cook County President's Office Carla
Oglesby 312-603-2565

DEPT NO	
7860901	Page 1 of 1

LINE	FURNISH THE FOLLOWING SUPPLIES AND/OR SERVICE	QUANTITY/ UOM	UNIT PRICE	EXTENDED PRICE	ACCOUNT NUMBER
1.00	Consulting Services For Payment Only Consultant Service Fees for Outreach and media related services	.00 EA	24,975.0000	24,975.00	7860901.520835.200
***** Total Order *****				24,975.00	

NOTE: VENDOR AGREES NOT TO EXCEED THE QUANTITY OR DOLLAR AMOUNT OF THIS ORDER WITHOUT WRITTEN AUTHORIZATION FROM THE PURCHASING AGENT

RECEIPT CERTIFICATION (FOR DEPARTMENT USE ONLY)
I hereby certify that I have received the goods/services reflected above and that the
items referenced are in full conformity with the purchase order/contract.
Authorized Signature: _____ **Date:** _____

I hereby certify that this purchase is in agreement with the requisition
on file authorizing the expenditure and is properly approved.
PURCHASING AGENT _____ **Date:** _____
Carla Oglesby 2-26-10

Purchase Requisition

Office of the Purchasing Agent
Cook County of Illinois

Purchase Order Number

177612

Requisition # **08** 90801 Contract #

Open Date

Ship To: 8000990 Cook County Dept of Public Aff & Communications
69 W Washington Ste 2900 Chicago IL 60602

Supplier: 818213 CGC Communications LLC
1039 W Grand Ste 100 Chicago IL 60642

Buyer Number 724150 Supervisor 40
Bid/Sole Src Code SSV
Business Unit 7660901
Internal Req Number 10786100
Board Apr Date & Item
Requisition Date 2/26/2010
Date Needed

One Time Purchase Yes No Covers Need for months. Specific Period of time thru

Prior Contract No.

Expiration Date

Emergency No.

Line # Commodity Description

Bal. on Hand

Quantity UOM

Est. Unit Cost

Extended Cost

Business Unit and Object Account

1,000 918

Consulting Services

EA

24,975.0000

24,975.00

7660901.520835.200

For ~~Emergency~~ Only
Consultant Service Fees for Outreach and media related services

Total of Items Ordered

24,975.00

CERTIFICATION

I hereby certify that the items and/or services above are necessary to this department (or institution) and that the dept. no., account & activity numbers indicated above accurately reflect the specific line item budget appropriation approved by the Board of County Commissioners and there is a sufficient unencumbered balance in the account to grant same.

CCA

APPROVED BUDGETARY ACCOUNT

PURCHASING USE ONLY

REQUESTOR

BUREAU or DEPARTMENT HEAD

ACCT #

DATE

BY

LL
226

08 FEB 26 11:23 AM '10

[Signature]

[Signature]



VENDOR REQUEST FORM

INSTRUCTIONS: PLEASE TYPE OR PRINT CLEARLY.

THIS FORM MUST BE COMPLETED BY ALL DEPARTMENTS WHENEVER A DIRECT PAY INVOICE IS BEING SUBMITTED FOR A VENDOR WHO IS NOT FOUND IN THE FMIS SYSTEM ADDRESS BOOK. THE "NEW VENDOR" BOX MUST BE CHECKED.

THE SUBMITTED DEPARTMENT MUST USE THE FMIS SYSTEM TO SEARCH FOR THE VENDOR'S NAME PRIOR TO SUBMITTING THIS FORM. THE SUBMITTED DEPARTMENT MUST CHECK TO VERIFY THAT THE VENDOR'S ADDRESS MATCHES THE ADDRESS ON THE INVOICE SUBMITTED BY THE VENDOR. IF THE NAME AND/OR ADDRESS SHOWN ON THE VENDOR'S INVOICE DOES NOT MATCH THE INFORMATION LISTED IN THE FMIS SYSTEM. THIS FORM MUST BE COMPLETED AND MUST ACCOMPANY THE 29A WITH THE COPY OF W-9 FORM AND REQUEST FOR PAYMENT.

YOU MUST ATTACH A COMPLETED W-9 FORM.

THIS FORM IS NOT REQUIRED FOR THE REIMBURSEMENT OF EMPLOYEE EXPENSES.

CHECK ONE () REMIT TO / ADDITIONAL ADDRESS	ORIGINAL VENDOR ADDRESS NUMBER	DATE SUBMITTED
<input checked="" type="checkbox"/> NEW VENDOR () ADDRESS CHANGE		

FOR USE BY REQUESTING DEPARTMENT ONLY

REQUESTING DEPARTMENT Department of Homeland Security Emergency Management	SUBMITTED BY (NAME) Jude Goblsmith	DEPT 005	PHONE NUMBER (312) 603-0012
BUSINESS NAME CCc Communication LLC	TELEPHONE NUMBER (312) 733-0644	FAX NUMBER N/A	
COMPLETE ONLY CORPORATION ADDRESS TO WHICH PAYMENTS ARE MAILED TO P O BOX ADDRESS			
STREET 1039 W. Grand, Suite 100	CITY Chicago	STATE IL	ZIP CODE 60642
TYPE OF ORGANIZATION <input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> PARTNERSHIP <input checked="" type="checkbox"/> CORPORATION <input type="checkbox"/> GOVERNMENT AGENCY <input type="checkbox"/> OTHER			
INDEPENDENT CONTRACTOR <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		1099 VENDOR <input type="checkbox"/> YES <input type="checkbox"/> NO	
F.E.I.N. NUMBER 77-070-8171		SOCIAL SECURITY NUMBER	
ADDRESS TO WHICH PAYMENTS ARE TO BE MAILED (REMIT TO ADDRESS)			
STREET 1039 W. Grand, Suite 100	CITY Chicago	STATE IL	ZIP CODE 60642

FOR USE BY COMPTROLLER'S OFFICE ONLY

APPROVED BY	DATE	VENDOR ADDRESS NUMBER 818213
ENTERED BY Taulfa	DATE 2/26/10	
RETURN TO THE REQUESTING DEPARTMENT (BY)		DATE RETURNED:
<input type="checkbox"/> VENDOR IS CURRENTLY IN THE SYSTEM <input type="checkbox"/> FORM IS INCOMPLETE		
OTHER REASON FOR RETURN		

**COOK COUNTY DEPARTMENT
OF HOMELAND SECURITY and
EMERGENCY MANAGEMENT**



**Presented to:
David Ramos
Executive Director
Cook County
February 25, 2010**

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THE CURRENT SITUATION

OVERVIEW

Cook County Department of Homeland Security is seeking an agency to help implement strategies and execute tactics to inform 2.5 million Cook County suburban residents of a \$10.3 million dollar grant that has been awarded to the Cook County Department of Homeland Security by the Illinois Disaster Assistance program to provide assistance in the areas of Health and Social Welfare relating to the floods of 2008. Residents affected by the floods need to be notified of these programs that are available to them by homeland security.

There is a pressing need for Cook County residents to know where to go for assistance, and how to access county grants aimed at assisting homeowners for assistance.

Cook County is looking to aggressively promote the program to help homeowners throughout the county by partnering with an agency to help facilitate outreach and raise awareness in the affected communities.

GOAL

The purpose of the outreach is to inform residents, raise awareness of the assistance available, and solicit eligible residents' participation in resource fairs and informational sessions. The outreach plan will focus heavily on communities in southern Cook County.

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OBJECTIVES

By working with CGC, Cook County will achieve the following objectives:

- Raise awareness of the Cook County Department of Homeland Security's grant program that assist homeowners
- Generate participation in local workshops and informational sessions
- Create a favorable impression among Cook County residents as the top state government that's helping homeowners keep their homes
- Tout the program's accomplishments (i.e. Homes save to date)
- Align outreach with current marketing through consistent communications activities

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STRATEGIES

In order for the outreach to be successful, CGC will employ several key strategies and tactics to help Cook County reach its objectives:

- Create and distribute monthly press releases to local media about the partnership, program and its successes
- Conduct outreach in specific communities
- Secure media interviews for appropriate county staff and beneficiaries of the program
- Utilize ad placements in local media outlets to raise awareness of Cook County's partnership to the public
 - Radio
 - Newspaper
 - Church bulletins
 - Internet marketing vehicles
- Increase visibility through the distribution and posting of promotional materials at targeted events and locations via knowledgeable program advocates
- Create collateral including all pertinent program details and highlights to date to encourage participation in local workshops and national tour date/s
- Ensure that "messaging" re-enforces that the program was made possible by Cook County government

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CGC RESPONSIBILITIES

CGC's responsibilities will include the following:

- Development of detailed strategic outreach plan and timeline
- Development of strategy, key messages, and processes
- Exploration and outreach to target media and audiences
- Screen and schedule media opportunities for county staff to talk about the success of the program
- Creation of a program "news engine" that:
 - Distributes monthly press releases to update the media on the progress of the partnership
 - Utilize program's data to develop "quick facts" that can be added to the county's website
- Create program materials to be distributed at targeted locations and events
- Coordinate staffing schedules for delivery and/or distribution of program materials
- Development of program benchmarks to gauge the success of outreach and activities
- Monthly reporting on execution status of strategic plan
- Ongoing consultation

The cost commensurate with these services provided by CGC will be in the amount of \$24,975.00.


Jennifer Johnson

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ABOUT

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communications

THE FACTS

- ✓ Privately held Chicago based full service PR agency
- ✓ Diverse background in general consumer and multicultural media has led to work with Fortune 500 and emerging brands as well as clients in sports, music, TV, film, health and construction
- ✓ Known for an innovative and diverse PR staff that delivers flawless and creative PR and marketing campaigns

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WHO WE ARE

CGC Communications LLC ("CGC") is a full service, public relations agency that works with clients in business, public and private sectors, film, music and sports. At CGC, we excel in grasping the target audience to create an engaging relationship that converts them into brand advocates. Our team has more than 30 years of industry experience in skillfully building our clients into recognizable and profitable brands. Our combination of public relations knowledge and brand strategy know-how allows us to build client awareness on local, national and global levels.

Our clients work with us because they want outstanding public relations and media management services, superior writing skills and a team that is driven to succeed. At CGC, we focus on working with our clients to develop creative story lines and distribute those ideas to target audiences.

At the end of the day, CGC is able to provide our clients with the attention that is expected from a small agency while delivering big agency results. We are tenacious, crafty, personable, assertive, resourceful and a great partner. With our extensive network of strategic partners and subject matter experts, CGC has created an agency model that truly puts our client's best interests first. We truly pride ourselves in over delivering. Additionally, with all that we have to offer, we do not have any client conflicts that would inhibit our ability to work on this project.



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WHAT WE DO WELL

Strategy and Thought Leadership

PR Planning

Brand Positioning

Message Development

Cause-Related Initiatives

Research

Program Development

Media Relations/Publicity

Media Training

Image Consulting

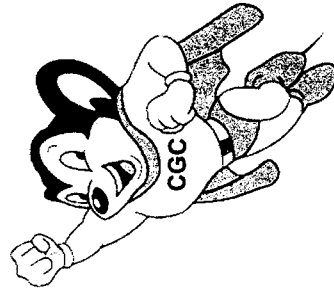
Press Conferences

Crisis Management

Internal Communications

Event Production

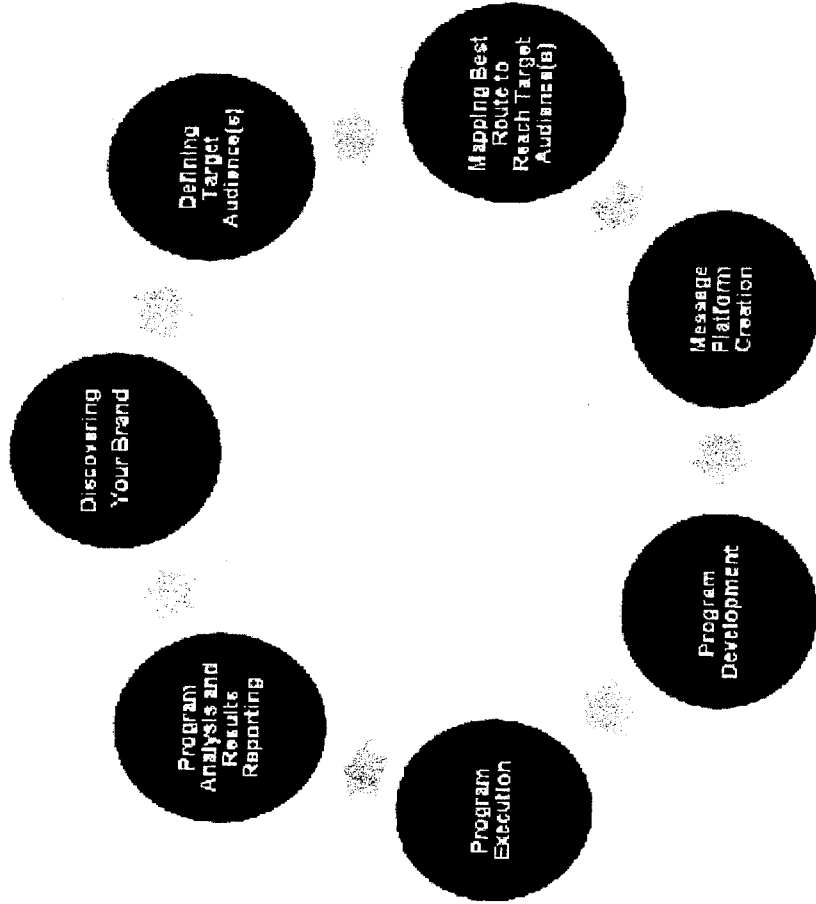
Talent Acquisition



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HOW DO WE DO WHAT WE DO?

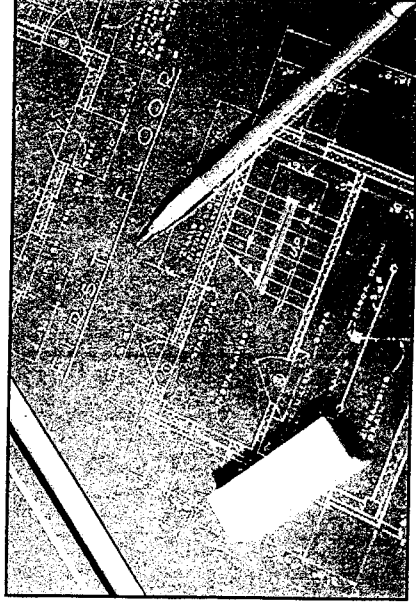
At CGC we have a formulaic method of establishing media and target audience awareness. This diagram shows what our clients should expect when they work with us. As we navigate through this process, our clients are involved and engaged every step of the way. We believe that formulas are needed to guide a process as we conduct B-to-B and B-to-C outreach.



OVERVIEW

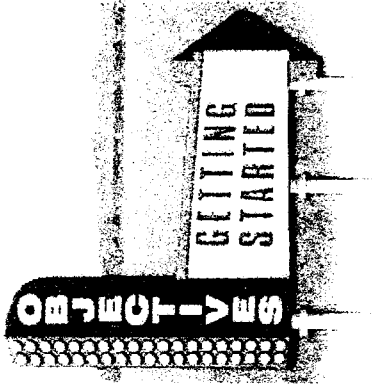
Public relations is the science of establishing and promoting a favorable relationship with target audiences. By utilizing CGC's PR expertise, our clients are able to successfully communicate their message which will earn the audiences' understanding and acceptance. We carefully disseminate our client's messages through multiple channels (print, word-of-mouth, internet, radio and TV) to ensure awareness across all relevant audiences. CGC will employ strategic PR campaigns and tactics which operate in conjunction with client's marketing programs to create synergy between both disciplines.

Consistent messaging across all PR and marketing platforms establishes greater brand recognition for our clients and creates an understanding of each organization's mission and value. CGC's PR team will create press materials, conduct media outreach, establish message consistency, establish our client's programs online as well as create any additional programs as needed.



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OBJECTIVES



By working with CGC, our clients achieve the following objectives:

- Speak directly to their target audiences
- Reinforce our client's position as leaders in their respective industry
- Involve consumers and create trust in our client's brands
- Align outreach activities with all marketing endeavors through consistent branding
- Conduct a multi-faceted approach to gain media placements via internet, print, radio and television



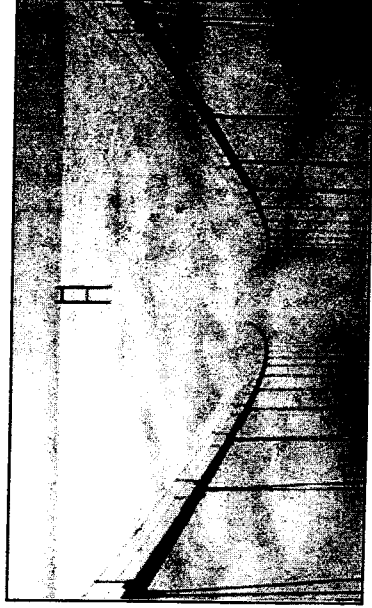
BRIDGING THE GAP

A company is only as strong as its brand building efforts. Every moment lost in generating awareness is an opportunity missed to seize a supporter.

By not actively employing PR initiatives, an organization can miss out on the following opportunities:

- Awareness amongst target audiences
- Positioning their brand as a responsible organization through outside initiatives
- Increased revenue through third-party endorsements
- Unified branding/messaging opportunities both internally and externally
- Additional separation from competitors
- Relationship building with appropriate media outlets as a producer of innovative products
- Constructive feedback from brand loyalists

However, with CGC's help, our clients are able to do all of the above, which will present opportunities that have not been realized.



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**MEDIA OUTLETS THAT HAVE COVERED
OUR CLIENTS:**



Chicago Tribune

© 2001 USA TODAY
People
weekly

THE WALL STREET JOURNAL

VIBE

BusinessWeek

AdvertisingAge.

MAXIM

US
MAGAZINE + COM

FOX
NEWS
CHICAGO

GQ
LOOK SHARP // LIVE SMART

HIP-HOP

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LET'S GET STARTED!

Contact:

**Jennifer Johnson
CGC Communications LLC
1039 West Grand Avenue
Suite 100
Chicago, IL 60622
312.733.0644
www.cgccommunications.com**

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communications