

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE : January 4, 2017

TO : Milwaukee County Board Chairman Theodore Lipscomb Sr.

FROM : Charles Wikenhauser, Director, Zoological Department

SUBJECT : **Professional Service Contract with Red Arrow Advertising & Guide Service LLC for advertising services – PASSIVE REVIEW**

Policy

It is requested that this professional service contract be referred to the Committee on Finance and Audit. Pursuant to §59.52(31)(b)(1), Stats., the County Executive has signed the agreement authorizing Milwaukee County Zoo to pay Red Arrow Advertising & Guide Service LLC ("Red Arrow Advertising") One Hundred Forty Thousand Dollars (\$140,000) over a two (2)-year term to develop a campaign to help increase attendance at the Zoo by building public awareness in various markets throughout Wisconsin, Northern Illinois and other areas as determined. The contract will take effect unless the Committee takes action to reject or affirm the contract within 14 days of this memo.

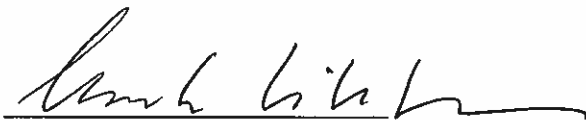
Background

In November, the Zoo issued a Request for Proposals ("RFP") to provide advertising services to the Zoo. Red Arrow Advertising, the Zoo's incumbent advertising company, submitted a proposal meeting all the terms and conditions of the RFP.

The attached contract compensates Red Arrow Advertising at a rate of One Hundred Dollars (\$100) per hour, not to exceed Seventy Thousand Dollars (\$70,000) per year. It prohibits Red Arrow Advertising from entering into any contracts pertaining to the County, including advertising agreements or other arrangements with outside contractors, without the prior written consent of the County, and it requires that the County approve all materials prepared for the County prior to production. The contract provides for an initial term of two (2) years and two (2) optional one (1)-year renewal terms.

Recommendation

The Zoological Director recommends that the Zoo be authorized to execute the Professional Service Contract with Red Arrow Advertising & Guide Service LLC.



Charles Wikenhauser
Director, Zoological Department

pc: County Executive Chris Abele
Raisa Koltun, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, County Board
Sup. Peggy A. West, Chair, Finance and Audit Committee
Sup. Sheldon A. Wasserman, Vice-Chair, Finance and Audit Committee

Sup. Jason Haas, Chair, Parks, Energy & Environment Committee
Sup. Marcelia Nicholson, Vice-Chair, Parks, Energy & Environment
Committee
Janelle Jensen, Finance and Audit Committee Clerk
Stephen Cady, Research Analyst, County Board
Scott Manske, Comptroller, Office of the Comptroller
Jessica Janz-McKnight, Research & Policy Analyst, Office of the Comptroller
Steven Kreklow, Dir of Perf, Strategy & Budget, DAS
Jeremy Lucas, DAS, Fiscal and Management Analyst
Vera Westphal, Deputy Zoo Director (Admin & Finance)
Laura Pedriani, Director of Communications and Marketing