

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: February 26, 2022

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: From the Executive Director of Milwaukee County Parks requesting authorization to enter into agreements with American Family Insurance, the Milwaukee Parks Foundation, and J&M Displays, Inc. for the sponsorship and presentation of the July 3rd fireworks.

File Type: Action

REQUEST

Milwaukee County Parks requests authorization to enter into agreements with the Milwaukee Parks Foundation, American Family Insurance and J&M Displays, Inc. for the sponsorship and presentation of the July 3rd fireworks.

POLICY

none

BACKGROUND

From 1966 through 2019, there have been fireworks on July 3rd at the lakefront parks near downtown Milwaukee. In 2020 and 2021 there were no displays due to the COVID-19 pandemic and its lingering effects. Milwaukee County Parks, American Family Insurance and other businesses and civic organizations are partnering to provide financial assistance through the Milwaukee Parks Foundation to reimburse Milwaukee County Parks for expenses required to put on the 2022 fireworks show.

Milwaukee County Parks will contract with J&M Displays, Inc. for a 45-minute fireworks show on July 3rd 2022. Parks, upon board approval, will need to put forth advance funding to ensure material availability by the event date. Although the display is viewed primarily on Milwaukee County parkland, fireworks are launched from a barge in the lake which will be supplied by J&M Displays along with permits and licenses. Milwaukee County Parks will provide promotion, staffing and equipment necessary for patrons to enjoy the show at the park.

Milwaukee County Parks recommends authorization to enter into agreements with the identified partners to allow for sponsorship, material purchase, licenses, permits and other intergovernmental cooperation to provide a fireworks display on July 3, 2022.

ALIGNMENT TO STRATEGIC PLAN

This request aligns with the strategic plan by working to dismantle barriers to diverse and inclusive communities.

FISCAL EFFECT

This request has no tax levy impact. Milwaukee County Parks will be reimbursed for incurred expenses.

TERMS

There are no future obligations by any party in this agreement.

VIRTUAL MEETING INVITES

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PREPARED BY:

Jeremy Lucas, Director of Administration & Planning, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director, Milwaukee County Parks

ATTACHMENTS:

J&M Fireworks Agreement Draft

cc: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Sheldon Wasserman, Parks, Energy & Environment Chair, Supervisor District 3
Steven Shea, Parks, Energy & Environment Committee Vice-Chair, Supervisor District 8
Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
Sylvia Ortiz-Velez, Parks, Energy & Environment Committee Member, Supervisor District 12
Liz Sumner, Parks, Energy & Environment Committee Member, Supervisor District 1
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk
Aaron Hertzberg, Director, Department of Administrative Services
Joseph Lamers, Fiscal & Budget Director, DAS
Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS
Pamela Bryant, Capital Finance Manager, Comptroller's Office
Justin Rodriguez, Capital Finance Analyst, Comptroller's Office
Kelsey Evans, Committee Coordinator, Office of the County Clerk
Ciara Miller, Research & Policy Analyst, Office of the Comptroller
Anthony Rux, Budget & Management Analyst, DAS-PSB