

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: June 9, 2025

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

From: Guy Smith, Executive Director for Milwaukee County Parks

Subject: Authorization to enter into a contract with BCI Entertainment, LLC for the July 3rd Drone Show

File Type: Passive Review Contract

REQUEST

From the Executive Director of Milwaukee County Parks, requesting a passive review of a service agreement in an amount not to exceed \$140,250, including any future amendments, with BCI Entertainment, LLC for a July 3rd Drone Show.

POLICY

Implementation of Wisconsin Statutes 59.21(31) with regard to purchase of professional service agreements (under the Milwaukee General Ordinance Chapter 56) for Capital projects requires County Board review to award the initial agreement, or fee extension(s) to the original agreement, when the total contractual fee exceeds \$100,000 but is less than \$300,000.

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

Related File No's:	
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

Parks and BCI Entertainment are looking to put on a drone show located along the lakefront this July. The drone show will consist of 3 "waves" of drones, each wave lasting 14 minutes, for a total possible show length of 42 minutes. Total show length may be reduced by 1-2 additional minutes to overlap the landing and launch sequences of the drones so there is no "downtime" between waves. The 3 waves of drones will consist of 200 drones, 200 drones, then 500 drones. The entire show is 100%

customizable as well as the audio track to match. This price includes the ability to use the web-based music sync app for spectators not watching from the beach or areas covered by on-site audio. The show will consist of anywhere from 50 - 90 images or visual "elements".

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

- 1A: Reflect the full diversity of the County at every level of County government
- 1B: Create and nurture an inclusive culture across County government
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest "upstream" to address root causes of health disparities
- 3B: Enhance the County's fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

FISCAL EFFECT

This request will require an upfront payment from Milwaukee County Parks to cover the cost of the show. However, the Milwaukee Parks Foundation has agreed to fully reimburse Parks for this expense, ensuring there is no long-term financial impact on Milwaukee County Parks.

TERMS

- Show Fee of \$140,250.00
- July 3, 2025, performance starting around 9:15 pm, with a makeup date of July 6, 2025.

VIRTUAL MEETING INVITES

N/A

PREPARED BY:

Robert Senglaub, Contracts Manager, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director, Milwaukee County Parks *Guy Smith*

ATTACHMENTS:

Fiscal Note

Draft Service Agreement

CC: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Sheldon Wasserman, Committee on Parks & Culture Chairperson
Steve Taylor, Committee on Parks & Culture Vice Chairperson
Priscilla Coggs-Jones, Committee on Parks & Culture Member
Jack Eckblad, Committee on Parks & Culture Member
Felesia Martin, Committee on Parks & Culture Member
Juan Miguel Martinez, Committee on Parks & Culture Member
Anne O'Connor, Committee on Parks & Culture Member
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Mgr, 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
Allyson R. Smith, Committee Coordinator, Office of the County Clerk
Anthony Rux, Budget & Management Analyst, DAS-PSB
Sandy Saltzstein, Research and Policy Analyst