

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 6/21/2022

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

From: Amos Morris, Executive Zoo Director

Subject: From the Executive Zoo Director, requesting retroactive authorization to enter into the First Amendment to the 2021 Holiday Lights Agreement with RWS Entertainment Group to exercise the first extension from March 1, 2022, to February 28, 2023, not to exceed \$200,000 during that first extension, resulting in a \$350,000 total contract value

File Type: Action Report

REQUEST

The Milwaukee County Zoo requests authorization to enter into the First Amendment to the 2021 Holiday Lights Agreement with RWS Entertainment Group for design and light installation services for the Wild Lights event to exercise the first extension from March 1, 2022 to February 28, 2023 not to exceed \$200,000 during that first extension term, resulting in a \$350,000 total contract value.

POLICY

Wis. Stats 59.52(31)(c) requires County Board approval for any single contract or group of contracts between the same parties with a value or aggregate value of more than \$300,000.

Wisconsin State Statutes:	59.52(31)(c)
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2022
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

The 2021 Adopted Budget launched and funded the Wild Lights event, a new initiative to generate additional revenues to support the Zoo. The Zoo conducted a Request for Proposals process that resulted in selecting RWS Entertainment Group in 2021. In July 2021 the County Board's Finance Committee passive reviewed the 2021 Holiday Lights Agreement with RWS Entertainment Group for the design, assembly and installation of décor and lights for the Zoo's Wild Lights event in an amount of \$150,000 effective July 22, 2021, for an initial term from August 31, 2021, through February 28, 2022. The Agreement allows the parties to exercise two (2) one (1)-year optional extension terms.

As the Zoo builds on this event, it will add additional lights and décor in 2022. To meet the design, assembly and installation requirements for the enhanced experience, the Zoo and Contractor determined that the 2022 Adopted Budget narrative's authorization of \$150,000 for the first extension term would not suffice; the first extension requires \$50,000 greater than anticipated. Per Wisconsin State Statutes 59.52(31)(c), any single contract or group of contracts between the same parties which generally relate to the same transaction, with a value or aggregate value of more than \$300,000, to which a county is a party, and which satisfies any other statutory requirements, may take effect only if it is approved by a vote of the board. With the addition of \$50,000 to the first extension, the aggregate value exceeds \$300,000 requiring County Board approval.

Related File No's:	21-642
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	July 29, 2021, County Board

The event will provide approximately 1.5 miles of pathways throughout the Zoo for a memorable, first-class, family-friendly experience to our community during 25 nights in December.

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

To make Wild Lights accessible to all audiences, the Milwaukee County Zoo, partnering with the Zoological Society, will be working to secure an underwriting sponsor to provide free event admission to underserved zip codes and audiences within Milwaukee County. In addition, the Zoo will seek a partner to provide free or reduced transportation to and from the event.

FISCAL EFFECT

The 2022 Adopted Budget includes funding for this contract amendment. The amendment does not increase capital expenditures or use contingency funds, grants funds or funds from a future budget year.

TERMS

This first extension will run from March 1, 2022, to February 28, 2023. The original Agreement still allows the parties to mutually agree to a second optional one (1)-year extension term.

VIRTUAL MEETING INVITES

Executive Zoo Director Amos Morris will present, but please include Emily Salentine, Marketing and Special Events Coordinator, Laura Pedriani, Marketing and Communications Director, and Vera Westphal, Deputy Zoo Director. Email addresses as follows: Amos.Morris@milwaukeecountywi.gov; Emily.Salentine@milwaukeecountywi.gov; Laura.Pedriani@milwaukeecountywi.gov; Vera.Westphal@milwaukeecountywi.gov

PREPARED BY:

Emily Salentine, Marketing and Special Events Coordinator
Laura Pedriani, Marketing and Communications Director

APPROVED BY:

Amos Morris, Executive Zoo Director

Amos D Morris, Jr.

ATTACHMENTS:

Resolution, Fiscal Note, Draft Contract Amendment, 2021 Holiday Lights Agreement

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk
David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive
Scott Manske, Comptroller
Aaron Hertzberg, Director, Department of Administrative Services
Joseph Lamers, Director of Performance, Strategy & Budget
Michelle Nate, Deputy Comptroller
Steve Cady, Research and Policy Director, Comptroller's Office
Ciara Miller, Research Analyst, Comptroller's Office
Anthony Rux, Budget and Management Analyst, PSB
Vera Westphal, Deputy Zoo Director
Laura Pedriani, Director, Marketing & Communications
Emily Salentine, Marketing & Events Coordinator