



MILWAUKEE COUNTY ZOO  
REQUEST FOR PROPOSALS  
WILD LIGHTS HOLIDAY EVENT LIGHTING

Issued: November 24, 2025

Response Due Date: December 22, 2025 at 5:00 PM

RFP-2025-031

**INFORMATION SUMMARY SHEET**

Request For Proposals Title: Wild Lights Holiday Event Lighting

Request For Proposals Number: RFP-2025-031

RFP Issuing Office: Milwaukee County Zoo

RFP Issue Date: November 24, 2025

Deadline for Receipt of Questions: December 8, 2025 at 5:00 PM

RFP Proposal Receipt Deadline: December 22, 2025 at 5:00 PM

RFP Upload Submission Location:  
<http://countymilwaukee.bonfirehub.com/opportunities/195456>

RFP Administrator: Marina Litvinets  
Department of Administrative Services  
Procurement Division  
600 N. Plankinton Ave., Milwaukee, WI 53203

Phone: 414-340-1291  
Email: marina.litvinets@milwaukeecountywi.gov

**Except as otherwise set forth in this RFP, no one may contact any person at the County or working with the County regarding this RFP, except the RFP Administrator, without the RFP Administrator's written consent. Any such unauthorized contact can be grounds for disqualification from consideration under this RFP.**

## **GENERAL INFORMATION 1.0**

### **INTRODUCTION**

The Milwaukee County Zoo is soliciting proposals to install and remove holiday lighting.

Responses to this RFP should be based upon an initial term of agreement from the date of contract approval through February 28, 2027, by mutual written agreement of Milwaukee County (the “County”) and the successful party submitting a proposal pursuant to this RFP (a “Proposer”, “Contractor” or “Vendor”), with an option for three (3) additional one (1) year extensions, by mutual written agreement of the County and the Vendor.

### **SCOPE**

#### **DESCRIPTION OF THE MILWAUKEE COUNTY ZOO**

The Milwaukee County Zoo began in 1882 as a miniature mammal and bird display in Milwaukee’s Washington Park. It moved to its current 192-acre location in 1958. It is now home to over 3,000 animals and is one of the leading family attractions in Wisconsin with over 1.25 million visitors a year.

In addition to providing outstanding care to its animals, the Zoo provides entertainment by hosting over 20 family-friendly events. Milwaukee a la Carte is the largest of the events in both revenue generation and attendance draw.

For more information, visit [www.milwaukeezoo.org](http://www.milwaukeezoo.org).

#### **SCOPE OF SERVICES REQUESTED**

Under the direction of the Special Events Manager as well as the Marketing and Communications Director, the successful proposer will install and remove lights, spotlights, animal sculptures, light tunnels, speakers, and additional elements.

Contractor will assist in designing new elements and refresh existing elements annually. The design will be a collaboration with Zoo staff.

The Zoo provides all décor including light strings, decorations, animal sculptures, sound equipment, and extension cords. The Zoo will provide electricity and power outlets for décor. The Zoo will provide storage for all decor upon completion of the event.

#### **Timeline**

- The exhibit will be displayed mid-November through December 31. \*Dates for future contract years are TBD and may start early November.
- Certain lighting will be installed in September and October to be utilized for the Zoo’s Boo at the Zoo Halloween event. So as not to conflict with Boo at the Zoo, some Wild Lights décor must be installed after Boo at the Zoo.
- All light installation must complete by 4pm Central Time two days prior to event start for the Contractor’s final walkthrough with Zoo staff.
- Throughout the event, Contractor shall participate in weekly checks for safety and functionality of décor.
- Strike begins on January 2.
  - Specific items must be removed by the Samson Stomp 5k Run in mid-January.
  - All items must be removed by January 31 (if weather permits).

### Event Themes

The Contractor will provide a memorable, first-class, family experience by installing a light and sound display on an approximately 1.5-mile, path throughout Zoo with themed areas. The display will feature animal-themed décor, including 2D & 3D animal light sculptures. Light shows, immersive experiences, architectural lighting, photo areas, and appropriate music are included.

### Display Information

Installation and strike include these features:

#### **U.S. Bank Gathering Place - outside**

- (80) S4 5mm on trees' trunks and in trees' canopies
- (12) Green net lights in the bushes.
- (8) Color Beams for column downlights
- (250 LF) of C7s lines
- Line roof

#### **U.S. Bank Gathering Place - inside**

- (8) Gobo Projectors with Animal Snowflake Gobos

#### **Polar Point**

- "Wild Lights" logo sculpture.
- (48) S4 5mm Benchmark coupling minis in the "Glacier" color pattern on trees' trunks.
- (360 LF) C7s (with twelve inch spacing) in the trees' canopies.
- "Big Bertha" Floodlights, hung on light poles flanking penguin enclosure, focused on the logo sculpture
- (6) LED Penguin Sculptures, positioned in three groups of two.
- (200 LF) C9s (with twelve inch spacing) in the trees' canopies between Polar Point and Flamingle.
- Pine tree wrapped in Blue minis.
- Five hundred feet of cool strobing C9s, repeating pattern (CW, CW, strobe CW), in the canopies of trees
- Pixel pine tree
- (8) Color Beams around Train Station
- (8) Big Berthas around Train Station
- Ice Thorns

#### **Flamingle All the Way**

- "Hero Tree" Big berthas were placed to provide up lighting.
- (18) LED Flamingo Sculptures.
- Trees on both sides wrapped, 192 pink strands, Miami strands
- (2) Source 4s
- (6) Pars to light the trees along the path between Polar Point and Flamingle

#### **Jungle Bells**

- (2) Jungle Arches.
- (320) Orange 5mm strands up the trunks of the trees.
- 250 linear feet of green C7s draped between trees like vines.

- (5) 2D Monkeys swinging from trees.
- (4) Pars to up light the arches.
- Gorilla Sculpture.
- Snake Sculpture.

### **FantaSEA**

- (3) “Hero Trees” wrapped - Estimated two hundred strands per tree.
- (65) Color Beams
- (2) Big Berthas
- (24) 2D lit fish sculptures.
- (3) Seahorse Sculptures.
- Coral Tree Sculpture.
- Seashell Photo Op.
- Sea Turtle Sculpture.
- 150 linear feet of C7s on the Wild Burger between FantaSEA and aROARa.
- Arieal white balls
- Roofline

### **aROARa**

- (30) Aurora light curtains, which consist off the following per GAC line:
- Versaline 6 tap extensions.
- Versaline 3 tap extensions.
- (2) Versaline Power Supplies.
- (2) Versaline 3 Channel Controller.
- (18) “Aurora” color pattern light strands.
- Fishing line tied at the end of each strand to help from getting tangled in the wind/trees.
- (6) Color Beams placed along path right beyond the arch for uplighting.
- Animals in trees

### **Winter Woodland**

- (60) Cut Trees (provided by the Zoo), each staked into the ground and wrapped
- Grizzly Bear LED Sculpture.
- Baby Grizzly Bear LED Sculpture.
- Moose LED Sculpture.
- Food & Beverage stand is lined with C7
- Welcome to Milwaukee sign lined with C7 bulbs
- 48-foot Festoon lines strung over pathway
- Lines of snowflakes stretching across the walking pathway.
- Coroplast animals staked in ground

### **Peacock Photo Op Area**

- (1,000 ft) of C7s canopy wrapped as one large canopy.
- (4) Trees trunk wrapped
- Large Peacock sculpture

- (2) Color Beams

### **ROARchestration**

- 24-foot Plug N' Play Pole tree kit hung from a single rigged point.
- (12) Small pars
- Colorful bulbs

### **Swans-a-Swimming**

- (8) Swan Sculptures
- (5) large and (4) small trees wrapped
- Water Fountain Sculpture
- 200-foot Color Blocked Tunnel
- Ground strands
- Cattails

### **A Starry Safari**

- (12) "Big Bertha's" focused on a bank of trees.
- Large tree wraps
- Big Bertha rigged to the stroller sign in front of giraffe to light pathway exiting ButterFLIGHT entering Horizon.
- (3) Zebra sculptures
- (1) Elephant sculpture .
- Large Giraffe LED sculpture.
- Baby Giraffe LED sculpture.
- (2) Gazelle LED sculptures.
- (3) Rhino LED sculptures.
- (2) Buffalo LED sculptures.
- Lion LED sculpture in vignette w/ lioness.
- Lioness LED sculpture in vignette w/ lion.
- Ostrich sculpture
- (30) Color Beams.
- Strands of meadow grass placed organically in front of and around the side of walking pathway.

### **Vibrance**

- RGB Plug N' Play Light Tunnel
- Antari S-500s
- 2D Chameleon hanging at the top of the entrance to the RGB tunnel.
- (24) color beams uplighting trees on each side of the tunnel.
- (4) Quarter Arch colored branches on the other side of the train overpass.
- Wrapping small trees on either side of path

### **ButterFLIGHT**

- (50) butterflies attached to fence
- (12) large flower sculptures

- strands of little flowers
- Caterpillar Sculpture assembled and installed
- (1) Ground-supported LED butterfly sculpture.
- 125-foot Color Blocked Tunnel w/ Butterflies attached

#### Contractor Responsibilities

- Partner with Zoo on layout and décor elements.
- Install speakers and sound equipment throughout the route.
- Transportation of décor to and from offsite storage (less than 5 miles from the Zoo).
- Contractor shall ensure that lights are all on timers or continuously on to operate from 4-9:30 PM from mid-November through December 31, 2026.
- Contractor must maintain and repair the lights and decorations throughout the display period to ensure all lights are on and functioning. In the event of malfunctioning lights, the Zoo will reimburse the Contractor for purchase prices, but the Contractor will, at its sole expense, supply all labor required to promptly replace all non-functioning lights and décor. All malfunctioning lights that occur during the period must be repaired by the event on the evening after the Contractor has been notified of the malfunction.
- Contractor shall supply all lifts, box trucks, golf carts and other equipment, tools, and materials necessary to safely and successfully install, maintain, and remove décor.
- The Contractor must maintain a management presence on-site or the ability to be present at the Zoo so as to be able to replace all non-functioning décor by the event on the evening after the Contractor has been notified of the malfunction. Damage to any property by Contractor or its designees shall be the responsibility of the Contractor.
- Contractor shall ensure that all lighting and extension cords are covered/encased for public safety and are weatherproof. Contractor must ensure that all safety measures are taken for all lights to avoid short outs and gaps in lighting because of faulty strands. All animal structures must have animal-proof cord covers. Contractor must provide excellent quality materials to meet safe electrical standards.
- Contractor is responsible for compliance with all permits and electrical requirements.
- Contractor is responsible for the removal of lights and sculptures by a date to be mutually agreed upon by the Zoo and the Contractor, but some elements not later than Samson Stomp event, remainder by January 31. Décor must be organized by zone in storage.
- Contractor shall make arrangements to dispose of any and all waste from the work being performed. All areas of display must be kept clean and free from any debris, e.g., zip ties, tape, etc. after assembly and removal of decorations.
- Contractor must provide weekly install and strike schedules and updated installation manual with photos.

#### **WILD LIGHTS CONTRACT**

The Wild Lights Contract attached as Attachment A, substantially in the form contained herein, is expected to be agreed to by the Proposer as part of contract negotiations. Exceptions must be explicitly noted in the proposal using the checklist forms provided in Attachment I of the RFP. Lack of exceptions listed on the checklist forms shall be considered acceptance of all the terms and conditions as presented in this contract. The County may not accept any or all Proposer exceptions.

## RFP ADMINISTRATOR

The RFP Administrator is:  
Marina Litvinets  
Department of Administrative Services Procurement Division  
600 N. Plankinton Ave.,  
Milwaukee, WI 53203

Phone: 414-340-1291  
Email: [marina.litvinets@milwaukeecountywi.gov](mailto:marina.litvinets@milwaukeecountywi.gov)

## QUESTIONS

Proposers may submit questions and requests for clarification regarding this RFP. All questions regarding this RFP shall be made in writing, citing the RFP title, RFP number, and section, and shall be submitted via e-mail to the RFP Administrator or via the RFP's Project Board on the Bonfire website.

Questions sent to anyone other than the RFP Administrator will not be considered.

All questions must be submitted by the specified deadline as identified on the Information Summary Sheet. Milwaukee County will not respond to any questions received after this date and time. Responses to all questions and inquiries received by Milwaukee County will be posted on the RFP's Project Board on the Bonfire website as identified in the Information Summary Sheet. It is the responsibility of Proposers to check this website for any and all information such as questions and answers or addenda or related documents posted during the RFP process.

Communication initiated by the Proposer to any County official, employee or representative, whether or not such person is evaluating or considering the proposals, prior to the time of any award is prohibited unless at the explicit direction of the RFP Administrator and any such unauthorized communication may constitute grounds for rejection or elimination of a proposal from further consideration, in the sole discretion of the County. However, for assistance related to filling out of the Targeted Business Enterprise forms or the certifying of Targeted Business Enterprise firms, proposers may contact the Certification Compliance Administrator at (414) 278-4747.

All respondents should use this written document, its attachments and any amendments as the sole basis for responding.

## PROPOSER NOTIFICATION REQUIREMENT AND AMENDMENT ACKNOWLEDGEMENT

Should any Proposer discover any significant ambiguity, error, omission or other deficiency in the RFP document, they must immediately notify the RFP Administrator in writing, via email, prior to the submission of the proposal. The failure of a Proposer to notify the RFP Administrator of any such matter prior to submission of its proposal constitutes a waiver of appeal or administrative review rights based upon any such ambiguity, error, omission or other deficiency in the RFP document.

If it becomes necessary to clarify or revise any part of this RFP, amendments will be posted to the RFP's Project Board on the Bonfire website. It is the responsibility of prospective vendors to check the website for any amendments prior to the RFP submission date. All amendments are acknowledged by your submission of Sworn Statement of Proposer form.

If the Proposer fails to monitor the web site for any changes or modifications to the RFP, such failure will not relieve

the Proposer of its obligation to fulfill the requirements as posted.

### **FIRM COMMITMENT, AVAILABILITY, PROPOSAL VALIDITY**

Proposers shall maintain their availability of service and proposed pricing as set forth in their proposals for an anticipated service starting date provided in the Information Summary Sheet. Proposers are expected to perform planning and implementation activities prior to commencement of a contract. Milwaukee County will not reimburse for these costs.

### **NON-INTEREST OF COUNTY EMPLOYEES AND OFFICIALS**

No County official, employee or representative on the evaluation committee shall have any financial interest, either direct or indirect, in the proposal or contract or shall exercise any undue influence in the awarding of the contract.

No Milwaukee County employee, officer or agent shall participate in the selection, award or administration of a contract if a conflict of interest, real or apparent, would be involved.

### **CODE OF ETHICS**

Proposers shall strictly adhere to Chapter 9 of the Milwaukee County Code of General Ordinances Code of Ethics, with particular attention to Subsection 9.05(2)(k):

“No campaign contributions to county officials with approval authority: No person(s) with a personal financial interest in the approval or denial of a contract or proposal being considered by a county department or with an agency funded and regulated by a county department, shall make a campaign contribution to any county elected official who has approval authority over that contract or proposal during its consideration. Contract or proposal consideration shall begin when a contract or proposal is submitted directly to a county department or to an agency funded or regulated by a county department until the contract or proposal has reached final disposition, including adoption, county executive action, proceedings on veto (if necessary) or departmental approval. This provision does not apply to those items covered by section 9.14 unless an acceptance by an elected official would conflict with this section. The language in subsection 9.05(2)(k) shall be included in all Requests for Proposals and bid documents.”

### **ERRORS, OMISSIONS, MINOR IRREGULARITIES AND RETAINED RIGHTS**

All information in this RFP, including any addenda, has been developed from the best available sources; however, the County makes no representation, warranty or guarantee as to its accuracy. Should the Proposer discover any significant ambiguity, error, omission or other deficiency in the RFP document, they must immediately notify the RFP Administrator in writing, via email, prior to the submission of the proposal. The failure of the Proposer to notify the RFP Administrator of any such matter prior to submission of its proposal constitutes a waiver of appeal or administrative review rights based upon any such ambiguity, error, omission or other deficiency in the RFP document. the County reserves the right to waive minor irregularities in proposals. Minor irregularities are defined as those that have no adverse effect on the outcome of the selection process by giving a Proposer an advantage or benefit not afforded by other Proposers. The County may waive any requirements that are not material. The County may make an award under the RFP in whole or in part and change any scheduled dates. The County reserves the right to use ideas presented in reply to this RFP notwithstanding selection or rejection of proposals. The County reserves the right to make changes to and/or withdraw this RFP at any time.

## MULTIPLE PROPOSALS

Multiple proposals from a single Proposer will not be permitted.

## PROPOSAL ACCEPTANCE, REJECTION, CANCELLATION AND WITHDRAWAL

Each proposal is submitted with the understanding that it is subject to negotiation at the option of the County. However, the County reserves the right to make an award based on the original proposal, without negotiation with any proposer.

The County reserves the right to negotiate with the Proposer within the scope of the RFP in the best interests of the County. The County may request and require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a proposal and/or to determine a proposer's compliance with the requirements of the solicitation. The County may use information obtained through site visits, management interviews and the county's investigation of a proposer's qualifications, experience, ability or financial standing, and any material or information submitted by the Proposer in response to the County's request for clarifying information in the course of evaluation and/or selection under this RFP.

Upon acceptance in writing by the County of the final offer to furnish any and all of the services described herein, and upon receipt of any required Federal, State and local government approvals, the parties shall promptly execute the final contract documents. The written contract shall bind the Proposer to furnish and deliver all services as specified herein in accordance with conditions of said accepted proposal and this RFP as negotiated.

The County reserves the right to accept or reject any and all proposals submitted or cancel this RFP in whole or in part if such cancellation is in the best interest of the County. Prior to the date and time set forth as the Proposal Receipt Deadline, proposals may be modified or withdrawn by the Proposer's authorized representative. After the proposal deadline, proposals may not be modified or withdrawn without the consent of the County.

All proposers are notified that the County reserves the right to delete or modify any task from the Scope of Services at any time during the course of the RFP process. All proposers are notified that contracts are contingent upon Federal, State, and local appropriations.

## CONTRACT TERMS AND AVAILABLE FUNDING

The total available funding for Fiscal Year 2026 is Three Hundred Thousand Dollars (\$300,000). The contract amount will be a "not-to-exceed" funding of this amount; hence, **Proposers shall not submit a separate cost proposal pursuant to this RFP.** The Proposer should recognize that payment shall be made to the successful Proposer in two (2) parts – within thirty (30) days of the execution of the contract and upon the dismantling of the décor.

Continuance of the contract beyond the limits of funds available shall be contingent upon appropriations of the necessary funds and the termination of this contract by lack of appropriations shall be without penalty. All Proposers are notified that the County reserves the right to delete or modify any task from the Scope of Services at any time during the course of the RFP process. All Proposers are notified that contracts are contingent upon Federal, State, and local appropriations.

The contract shall be between the County and the successful Proposer (known as the "Contractor.") Responses to this RFP should be based upon that the initial term of the agreement of two (2) years. The County contemplates

award of a contract resulting from this RFP that reflects payment for fee for services. Any final contract structure resulting from this RFP may be subject to negotiation and the required approvals by the County.

## **TARGETED BUSINESS ENTERPRISE (TBE) UTILIZATION**

As this RFP does not identify Targeted Business Enterprise (TBE) goals, Milwaukee County reserves the right to award up to a ten percent (10%) bonus to respondents who will utilize certified TBE firm(s). To be eligible to receive these points, respondent must detail in its proposal the commercially useful function the proposed TBE firm(s) will be responsible for in accordance with the scope of services for the duration of the contract term.

A TBE-14 Form can be found as identified Attachment J and must be completed and returned with the proposal for consideration. Milwaukee County's Office of Economic Inclusion (OEI) Director, or his/her designee, will be the sole judge of the suitability of the proposed participation and will assign points accordingly.

A necessary step in the good faith efforts process is contacting the Milwaukee County Office of Economic Inclusion (OEI) at 414-278-4747 or [OEI@milwaukeecountywi.gov](mailto:OEI@milwaukeecountywi.gov) for assistance in identifying TBEs and understanding the County's TBE Program procedures. The official directory of eligible TBE firms can be accessed by the following link: <https://mke.diversitycompliance.com/Default.asp>

## **EEOC COMPLIANCE**

All proposers shall complete and submit Equal Employment Opportunity Commission (EEOC) Compliance Certificate (Attachment E).

## **INSURANCE AND INDEMNITY REQUIREMENTS**

All proposers must agree to the terms set forth on the "Insurance and Indemnity Acknowledgement Form" (Attachment C). This form outlines required insurance requirements for contractor related to this acquisition and the Proposer's ability and commitment to provide.

## **RESPONSIBLE CONTRACTOR POLICY**

The County recognizes superior service requires that service contractors hire well-trained and dedicated staff. Assuring the availability of a qualified staff and avoiding labor disruption and costly employee turnover to treat workers fairly and to abide by applicable labor laws. The County supports the development of a healthy business environment. Therefore, the County maintains the following requirement. Contractors shall abide by all applicable local, state and federal laws. Contractors shall at all times maintain safe and healthful working conditions and abide by all applicable wage and hour regulations and prohibitions against child labor. Contractors' working conditions shall conform to the standards set by the Federal OSHA. Contractors shall on request provide to the County a report on their compliance. The County recognizes the right of an employee to self-organization and the right to form, join or assist labor organizations to bargain collectively through representatives of their own choosing, and to engage in lawful, concerted activities for the purpose of collective bargaining or other mutual aid or protection and, conversely, the right of such employees to refrain from any or all such activities. All proposers shall provide working conditions for services of a similar character in a similar locality in which the services are performed.

## **AUDIT**

The Contractor, its officers, directors, agents, partners and employees shall allow the County Audit Services Division and department contract administrators (collectively, "Designated Personnel") and any other party the Designated Personnel may name, with or without notice, to audit, examine and make copies of any and all records of the Contractor related to the performance of the contract for a period of up to three (3) years following the date of last payment. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

Any bidder, proposer, contractor and their officers, directors, agents, partners and employees understand and will abide by all provisions of Chapter 34 of the Milwaukee County Code of General Ordinances. The Contractor agrees to prominently post in locations accessible to its employees County-provided bulletins concerning the County Fraud Hotline. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this Contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

## **FALSE INFORMATION**

If the County determines that the Proposer purposefully or willfully submitted false information in response to this RFP, the Proposer will not be considered for an award and any resulting agreement that may have been executed may be immediately terminated.

## **CONTRACTS PERTAINING TO THE ZOO**

The successful Proposer may not enter into any contracts pertaining to the Zoo without the prior written consent of the Zoo Director or his/her designee.

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## PREPARING AND SUBMITTING A PROPOSAL 2.0

### GENERAL INSTRUCTIONS

To ensure the most efficient and economical service, the County utilizes competitive negotiation, or the RFP process, to procure legal services. This process bases the contract award on the County's evaluation of work history, technical experience, ability, resources and other pertinent factors of the Proposer in conjunction with the total cost proposal.

### INCURRED EXPENSES

The County shall not be responsible for any cost or expense incurred by the proposers preparing and submitting a proposal or cost associated with meetings and evaluations of proposals prior to execution of an agreement. This includes any legal fees for work performed or representation by Proposer's legal counsel during any and all phases of the RFP process, any appeal or administrative review process, and prior to the County's approval of a contract award.

### SUBMITTING A PROPOSAL

Please follow these instructions to submit via our Public Portal.

#### Requested Information

Name	Type	# Files	Requirement
Proposal	File Type: PDF (.pdf)	1	Required
Attachment B - Vendor Information Sheet	File Type: PDF (.pdf)	1	Required
Attachment C - Insurance and Indemnity Form	File Type: PDF (.pdf)	1	Required
Attachment D - Proprietary Information Disclosure Form	File Type: PDF (.pdf)	1	Required
Attachment D-1 - Redacted Copy of Proposal (REQUIRED to be submitted if confidential or proprietary information is set forth on Attachment D)	File Type: PDF (.pdf)	Multiple	Optional
Attachment E - EEOC Compliance Form	File Type: PDF (.pdf)	1	Required
Attachment F - Conflict of Interest Form	File Type: PDF (.pdf)	1	Required
Attachment G - Certification re Debarment Suspension	File Type: PDF (.pdf)	1	Required
Attachment H - Sworn Statement of Proposer	File Type: PDF (.pdf)	1	Required
Attachment I - Exceptions	File Type: PDF (.pdf)	1	Required
Attachment J - TBE Forms	File Type: PDF	1	Optional

Name	Type	# Files	Requirement
	(.pdf)		
Additional Information	File Type: PDF (.pdf)	Multiple	Optional

**Commodity Codes**

Commodity Set	Commodity Code	Title	Description
UNSPSC	39	Electrical Systems and Lighting and Components and Accessories and Supplies	This segment includes lighting fixtures and electrical components and supplies.
UNSPSC	72	Building and Facility Construction and Maintenance Services	This segment includes services associated with the construction and maintenance of facilities, buildings, structures, roads and infrastructure. This segment also includes trades such as general contractors, electricians, plumbers, carpenters, painters, and roofing, landscaping, gardening and pest control.
UNSPSC	93	Politics and Civic Affairs Services	This segment includes services associated with the representation and advancement of culture, community or social interests through either public or private programs. This segment also includes refugee assistance and disaster relief.
UNSPSC	95121509	Zoo	A place where exotic animals, birds, reptiles and insects are housed and maintained for the intent of public perusal

**Requested Documents:**

Please note the type and number of files allowed. The maximum upload file size is 1000 MB.

Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

**2. Upload your submission at:**

<http://countymilwaukee.bonfirehub.com/opportunities/195456>

The Vendor Discussion period for this opportunity starts November 24, 2025 at 10:00 AM CT. The Vendor Discussion period for this opportunity ends December 08, 2025 at 5:00 PM CT. You will not be able to send messages after this time.

Your submission must be uploaded, submitted, and finalized prior to the Closing Time of **December 22, 2025 at 5:00 PM CT**. We strongly recommend that you give yourself sufficient time and **at least ONE (1) day** before Closing Time to begin the uploading process and to finalize your submission.

**Important Notes:**

Each item of Requested Information will only be visible after the Closing Time.

Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed.

You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission.

Minimum system requirements: Microsoft Edge, Google Chrome, or Mozilla Firefox. Javascript must be enabled. Browser cookies must be enabled.

**Need Help?**

Milwaukee County uses a Bonfire portal for accepting and evaluating proposals digitally. Please contact Bonfire at [support.bonfire@eunasolutions.com](mailto:support.bonfire@eunasolutions.com) for technical questions related to your submission. You can also visit their help forum at [Bonfire Hub](#).

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## **PROPOSAL AND AWARD PROCESS 3.0**

### **PRELIMINARY EVALUATION**

The proposals will be reviewed to determine if mandatory submission requirements are met. Failure to meet mandatory submission requirements (including TBE requirements) may result in rejection of the proposal. Proposals that do not comply with submittal instructions established in this document and/or that do not include the required information may be rejected as non-responsive. The Proposer assumes responsibility for meeting submission requirements and addressing all necessary technical and operational issues to meet the objectives of the RFP.

### **PROPOSAL SCORING**

An Evaluation Committee will be established by the County to evaluate all responsive proposals and to make a recommendation. A proposer may not contact any member of an evaluation committee except at the RFP Administrator's direction. Reference the "Questions" section for additional information.

These proposals will be reviewed by an evaluation committee and scored against the criteria outlined in this RFP.

The Evaluation Committee shall conduct its evaluation of the technical merit of all responsive proposals. The process involves applying the evaluation criteria and the associated weighting as outlined in the RFP to assess each vendor's proposal. The criteria that will be used by the Evaluation Committee for the technical evaluation of this RFP are outlined below.

The evaluation committee's scoring will be tabulated, and proposals ranked based on the total numerical scores. The County reserves the right to determine that one or more proposals are outside of any competitive range in comparison to other proposals.

Oral presentations may be requested by the County of the highest scoring proposer(s). If oral presentations are requested, proposers will be notified of when the presentations are to take place and what information should be provided. The County reserves the right to adjust scoring based on such oral presentations.

Following final evaluation, the Committee will make a recommendation to the County as to whose proposal is determined to provide the best value to the County.

The award of the contract, if made, shall be with an organization whose proposal provides the best value to the County. The County reserves the right to reject any and all proposals received if it deems appropriate and may modify, cancel or re-publish the RFP at any time prior to a contract being awarded up to and through final action of the County.

### **EVALUATION CRITERIA**

The evaluation panel will use the following criteria to evaluate each RFP response. The weights specify the percentage value for each criterion.

**RFP EVALUATION CRITERIA**

Responsiveness	Pass/Fail
Targeted Business Enterprise	Up to 10% bonus points
Qualifications of the Contractor and Staff	25%
Level of previous experience	25%
Approach to the Wild Lights Event	50%

**RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS**

The County reserves the right to reject any and all proposals.

**EXCEPTIONS**

Exceptions must be explicitly noted in the proposal using the form provided in Attachment I of the RFP. Lack of exceptions listed on the Attachment shall be considered acceptance of all the terms and conditions as presented in this RFP. Alternative language is subject to negotiation and/or approval. The County may not accept any or all Proposer exceptions.

**INTENT TO AWARD**

An Intent to Award will be issued and all proposers will be notified. The County reserves the right to negotiate with the selected proposer, at its option, regarding the terms of a contract and other issues to be incorporated into the contract.

If a successful agreement cannot be executed, the County reserves the right to proceed with contract negotiations with the other responsive, qualified proposers to provide service.

Prior to execution of any final agreement with Milwaukee County, MKE shall make a recommendation of award and request approval of the County Executive and the County Board of Supervisors, if required. An agreement will only be fully executed following final approval by the County Board of Supervisors and County Executive, as and if required.

**INFORMATION RELEASE**

All materials submitted become the property of the County. Any restriction on the use of data contained within a request must be clearly stated in the bid itself. Proprietary information submitted in response to a request will be handled in accordance with applicable the County Ordinances, State of Wisconsin procurement regulations, and the Wisconsin public records law. Proprietary restrictions normally are not accepted. However, when accepted, it is the successful Proposer’s responsibility to defend the determination in the event of an appeal or litigation.

Data contained in a Request for Proposal, all documentation provided therein, and innovations developed as a result of the contracted commodities or services cannot be copyrighted or patented. All data, documentation and innovations become the property of the County.

The County may, at any time during the procurement process, request and/or require additional disclosures, acknowledgments, and/or warranties, relating to, without limitation, confidentiality, EEOC compliance, collusion, disbarment, and/or conflict of interest.

Any materials submitted by the applicant in response to this Request for Proposal that the applicant considers confidential and proprietary information and which Proposer believes qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats, or material which can be kept confidential under the Wisconsin public record law, must be identified on the Designation of Confidential and Proprietary Information form (Attachment D – Proprietary Information Disclosure). If the proposer so designates any such information as confidential, it must upload a version of its proposal with all such identified information redacted (Attachment D-1). Confidential information must be labeled as such. Costs (pricing) always become public information and therefore cannot be kept confidential. Any other requests for confidentiality MUST be justified in writing on the form provided and included in the bid submitted. Milwaukee County has the sole right to determine whether designations made by a proposer qualify as trade secrets under the Wisconsin public records law.

## APPEAL

Protests and appeals related to this RFP after issuance of an “Intent to Award” are subject to the provisions of the Milwaukee County Code of General Ordinances, Chapter 32. Appeal process information is available at [http://www.municode.com/Library/WI/Milwaukee\\_County](http://www.municode.com/Library/WI/Milwaukee_County).

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## **TECHNICAL PROPOSAL RESPONSE**

Technical proposals shall convey an understanding of the scope of services required. Through its proposal, the proposer offers a solution to the objectives, problem, or need specified in the RFP, and defines how it intends to meet the RFP requirements.

Proposers should complete the following questions on their Technical Proposal. The proposer's responses will be used in the evaluation of the proposal.

### Guidelines

- Responses should be brief and direct and address all subset questions. Please do not reference any pre-printed materials.
- Responses should reflect your programs, organization, and administrative systems as they currently exist.
- Any questions asking for statistics should be answered with actual, not anticipated or target statistics.

### **A. QUALIFICATIONS OF THE CONTRACTOR AND STAFF.**

- 1) Identify year the Contractor was established and number of years the Contractor has been in business. List other or former names under which the Contractor has operated. Provide a brief profile of the Contractor's organization and history. Address the organizational strength and stability of the Contractor. What is the Contractor's vision?
- 2) Has the Contractor failed to complete any work awarded in an RFP process within the past ten (10) years? If yes, explain when and the circumstances.
- 3) Have there been any judgments, claims, mediation/arbitration proceedings, and/or lawsuits against the Contractor or its officers (in the course of their employ) in the past five (5) years and/or any such claims that are outstanding? If yes, explain the nature, status and the outcome of the matter(s). Has the Contractor received any legal demand letter from clients in the past five (5) years? If yes, explain the nature, status and outcome of the matter(s).
- 4) As Appendix 1, provide resumes describing the describing the work experiences for each of the key staff who will be assigned to this project. Indicate which staff person will be assigned as project manager if awarded this contract.

### **B. LEVEL OF PREVIOUS EXPERIENCE.**

- 1) Provide a detailed description of no less than three (3) projects of similar scope that have been accomplished by the team and project manager that would be assigned to this project. Include the client name, location, common issues, and samples of work (photos or web site references are allowable) provided. The Zoo is particularly interested in the Contractor's experience with zoos, aquariums, and other tourist destinations or conservation entities as well as the Contractor's experience installing attractions for diverse constituencies in the Upper Midwest.

### **C. APPROACH TO THE WILD LIGHTS EVENT.**

- 1) Present a plan for this project. Make note of important milestones and project deliverables. Briefly describe the activities, decisions, and responsibilities of the contractor and Milwaukee County.
- 2) Present a realistic timeline for this project's completion from the time a contract is awarded (including when

you will need access to the Zoo). Describe the availability of assigned personnel to provide service in an efficient and timely manner. Describe the Contractor's procedure for providing continued uninterrupted service if staffing changes occur. Describe the Contractor's capability to accomplish other current projects and this project with its current workforce and workload.

- 3) Describe the Contractor's approach to soliciting input from clients. What role do you envision the Zoo playing in the development of the event? How do you manage client communication?

**D. COST PROPOSAL – DO NOT SUBMIT.**

The total available funding for these services for Fiscal Year 2026 is three hundred thousand dollars (\$300,000.00). The contract amount for fees, booking, production needs, etc. will be a "not-to-exceed" funding of this amount; hence, Proposers shall not submit a separate cost proposal pursuant to this RFP. The Proposer should recognize that payment to the firm shall be made in installments.

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