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From the Executive Zoo Director, requesting authorization to execute a Professional Service Agreement with Culture by Design, LLC d/b/a Culture x Design for entertainment booking services for the Zoo’s Milwaukee A La Carte event, by recommending adoption of the following:

A RESOLUTION

WHEREAS, Section 59.52(31)(c), Wisconsin State Statutes (State Statutes), requires Milwaukee County Board of Supervisors (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; and

WHEREAS, Section 59.60(12), State Statutes, requires the County Board to approve contracts that will use funds from future budgets; and

WHEREAS, the Milwaukee County Zoo (the Zoo) sent out a Request for Proposals (RFP) for entertainment booking services for it’s A La Carte at the Zoo food and entertainment event; and

WHEREAS, proposals were received and reviewed by a review committee, per the guidelines of Procurement Services, Department of Administrative Services; and

WHEREAS, Culture By Design, LLC, doing business as Culture x Design (Culture x Design), submitted a proposal that met all the terms and conditions of the RFP and received the highest score from the review committee; and

WHEREAS, Culture x Design, under the direction of the Director of Marketing and Communications, Zoo, and the Director, Zoo, will book stages of family-style entertainment for each day of the festival; and

WHEREAS, the contract period is for two years, spanning 2026 and 2027, with three one-year extension options for 2028, 2029, and 2030; and

WHEREAS, the Zoo’s Adopted Operating Budget for Fiscal Year 2026 has sufficient appropriations to pay the agreement amount of \$300,000; and

WHEREAS, the Zoo’s future operating budgets will include funds to pay the contract fees, subject to the adoption of the Fiscal Year budgets for 2027 through 2030; and

WHEREAS, the Committee on Parks and Culture, at its meeting of January 22, 2026, considered File No. 26-209 for informational purposes only, per Section 59.52(31)(d), State Statutes; and

47 WHEREAS, the Committee on Finance, at its meeting of January 29, 2026,
48 recommended adoption of File No. 26-209 (vote 6-0); now, therefore,
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50 BE IT RESOLVED, the Director, Milwaukee County Zoo (the Zoo), is hereby
51 authorized to enter into an agreement with Culture By Design, LLC, doing business as
52 Culture x Design, for entertainment booking services for A La Carte at the Zoo in an
53 amount not to exceed \$300,000 for 2026, with a contract term commencing February
54 16, 2026, and shall continue in full force and effect until December 31, 2027, with three
55 additional, one-year extension periods in an amount subject to the adoption of the Fiscal
56 Year operating budgets for 2028 through 2030.

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