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(ITEM ) From the Director, Milwaukee County Zoo (the Zoo), requesting authorization to execute an Exhibition License Agreement between Milwaukee County and Plastination Company, Inc., in an amount not to exceed \$450,000 for the Animal Body Worlds exhibit at the Zoo for the period effective May 4, 2017, through September 4, 2017, by recommending adoption of the following:

**A RESOLUTION**

WHEREAS, the Milwaukee County Zoo (the Zoo) wishes to continue offering unique and educational exhibits that introduce the public to the importance of wildlife, conservation, and natural history and in order to obtain these type of exhibits, the Zoo must often enter exhibition contracts far in advance of the actual on-site exhibitions; and

WHEREAS, Animal Body Worlds offers a unique chance to explore the intricate biology, zoology, and physiology of a variety of the world’s most spectacular creatures; and

WHEREAS, the exhibit is high-quality, museum-grade, and is designed to inspire a better understanding of and foster a greater respect for the animal world; and

WHEREAS, the Zoo will be the first zoo to host Animal Body Worlds; and

WHEREAS, the exhibit rental fee totals \$450,000 including \$50,000 for delivery and set-up; and

WHEREAS, the Zoo will sell exhibit branded merchandise and retain 30 percent of net revenues after sales tax and credit card fees; and

WHEREAS, the Zoo will pay a deposit of \$100,000 in 2016, with the remaining \$350,000 of the rental contract to be paid in 2017; and

WHEREAS, it is estimated that an additional amount of \$50,000 will be paid for merchandise sales in 2017; and

WHEREAS, the 2017 Requested Budget provides exhibit expenditures of \$594,587 and contains \$740,468 in revenues for a tax levy savings of \$145,881, and general admission fees will be \$10 for adults and \$8 for children, respectively; and

WHEREAS, the Committee on Finance and Audit, at its meeting of September 15, 2016, recommended adoption of the Director’s request (vote 7-0); now, therefore,

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BE IT RESOLVED, the Director, Milwaukee County Zoo (the Zoo), is authorized to execute a contract with Plastination Company, Inc., for an Animal Body Worlds exhibit at the Zoo in an amount to not exceed \$450,000 for the exhibit rental and authorizes the Zoo to pay Plastination Company, Inc., 70 percent of exhibit branded merchandise after sales tax and credit card fees.

jmj  
09/15/16  
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