

COUNTY OF MILWAUKEE

INTEROFFICE COMMUNICATION

DATE : February 20, 2017

TO : Milwaukee County Board Chairman Theodore Lipscomb Sr.

FROM : Charles Wikenhauser, Director, Zoological Department

SUBJECT : **AGREEMENT WITH SEAN KENNEY DESIGN INCORPORATED FOR A TEMPORARY LEGO EXHIBIT**

REQUEST

The Zoo Director requests approval to execute an agreement with Sean Kenney Design Incorporated for a LEGO special exhibit. The exhibit will be placed in the Otto Bochert Family Special Exhibits Building and be open to visitors from Memorial Day weekend through Labor Day of 2018 and will feature 26 wildlife sculptures.

BACKGROUND

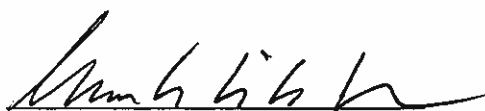
The Milwaukee County Zoo wishes to continue offering unique and educational exhibits that introduce young people to the importance of wildlife, conservation and natural history. In order to obtain these exhibits, the Zoo must often enter exhibition contracts far in advance of the actual on-site exhibition.

The Zoo will pay a deposit of \$134,000 in 2017 with the remaining \$226,000 to be paid in 2018, which includes shipping costs and an artist visit for a total cost of \$360,000. The agreement also states that the Zoo will pay 15% of gross sales after sales tax and fees for merchandise created by the Zoo of exhibit images.

Early approval of the exhibit is needed now so that the exhibit can be reserved. The revenue budget for the exhibit is still being developed and will be included in the 2018 Budget. The revenues generated from this exhibit will more than cover the cost of the contract.

RECOMMENDATION

It is recommended that the Zoo Director or his designee be authorized to execute an exhibition agreement with Sean Kenney Design Incorporated for presentation of a LEGO Exhibit in 2018.



Charles Wikenhauser
Director, Zoological Department

pc: County Executive Chris Abele
Raisa Koltun, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, County Board
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Sup. Sheldon A. Wasserman, Vice-Chair, Finance and Audit Comm.
Sup. Jason Haas, Chair, Parks, Energy & Environment Committee
Sup. Marcelia Nicholson, Vice-Chair, Parks, Energy & Environment
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Scott Manske, Comptroller, Office of the Comptroller
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Steven Kreklow, Dir of Perf, Strategy & Budget, DAS
Jeremy Lucas, DAS, Fiscal and Management Analyst
Vera Westphal, Deputy Zoo Director (Admin & Finance)
Laura Pedriani, Director of Communications and Marketing