

From the Executive Zoo Director, requesting retroactive authorization to amend a Professional Service Agreement with 2-Story Creative LTD for advertising services, by recommending adoption of the following:

### A RESOLUTION

WHEREAS, Section 59.52(31)(c), Wisconsin State Statutes, requires approval by the Milwaukee County Board of Supervisors for any single contract or group of contracts between the same parties with a value or aggregate value exceeding \$300,000; and

WHEREAS, the Milwaukee County Zoo (the Zoo) retains a marketing and advertising agency to promote the Zoo, and boost public awareness to increase attendance and revenue; and

WHEREAS, 2-Story Creative, Ltd. (2-Story), is an advertising agency that provides a range of services, including the creation of marketing campaigns and strategies, logo development, and the purchase of outdoor, digital, and broadcast advertising; and

WHEREAS, in 2021, the Zoo issued a Request for Proposals (RFP) for advertising services, and 2-Story was awarded the contract, which included three extensions through 2024; and

WHEREAS, the Zoo is requesting a retroactive amendment for 2025 to ensure the continuity of advertising work while the RFP process for the 2026 contract is conducted; and

WHEREAS, the Committee on Finance, at its meeting of April 17, 2025, recommended adoption of File No. 25-248 (vote 5-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes and directs the Director, Milwaukee County Zoo, to enter into the said amendment with 2-Story Creative, Ltd., for advertising services for the period effective January 1, 2025, and shall continue in full force and effect until December 31, 2025, in an amount not-to-exceed \$125,000.

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04/17/25

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