

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 12/15/2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Amos Morris, Executive Director, Zoological Department

Subject: From the Executive Zoo Director requesting authorization to execute a two-year contract with Robert Zigman Marketing for entertainment booking services for Milwaukee a la Carte for an amount not to exceed \$250,000 per year

File Type: Action Report

REQUEST

The Milwaukee County Zoo requests authorization to enter into an agreement for entertainment booking services for Milwaukee a la Carte with Robert Zigman Marketing in an amount not to exceed \$250,000 for a term from January 1, 2022 and shall continue in full force and effect until December 31, 2023 with two additional one-year extension options.

POLICY

Wis. Stats 59.52(31)(c) requires 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 Wis. Stats. 59.60(12) requires approval by the County Board for each contract requiring the payment of funds from the appropriations of a later fiscal year or of more than one fiscal year. In accordance with these rules, the Milwaukee County Zoo is submitting a contract for approval with Robert Zigman Marketing for the period of January 1, 2022 and shall continue in full force and effect until December 31, 2023 with two additional one-year extension options to provide entertainment booking services for the Zoo's Milwaukee a la Carte event.

Wisconsin State Statutes:	59.52(31)(c); 59.60(12)
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2022; File No. 21-920
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

Milwaukee a la Carte is a four-day food and entertainment festival. It is the Zoo's second largest attendance and revenue-generating event. A la Carte draws an average of 65,000 visitors each year. The Zoo has found that the quality and type of entertainment at the event is a major factor in maintaining and increasing yearly attendance.

ALIGNMENT TO STRATEGIC PLAN

- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 3A: Invest “upstream” to address root causes of health disparities by cultivating a wholesome recreational environment for the citizens of Milwaukee County
- 3B: Enhance the County’s fiscal health and sustainability

Milwaukee a la Carte is one of the Zoo’s largest and most diverse yearly events. All entertainment provided at the event is included in the regular Zoo admission cost, making it an affordable way to enjoy the Zoo and a wide variety of music and food. Advanced, reduced admission tickets are available at locations throughout the Milwaukee County area, providing an opportunity for all communities to attend the event.

FISCAL EFFECT

The 2022 Adopted Budget includes funding for this contract. The contract does not increase operating or capital expenditures nor uses contingency funds or grant funds. The revenue from the event based on a three-year average (2017-2019) totals over \$1.3M annually and more than covers the cost of this contract.

Funding for the contract in the out years will be included during the annual budget process.

TERMS

The term of the proposed Robert Zigman Marketing contract is for the time period of January 1, 2022 and shall continue in full force and effect until December 31, 2023 with two one-year additional extensions.

The contract does include cancellation language without liability, damages, fees or penalty to the Zoo if the cancellation is due to governmental regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers for Disease Control or local government authority or health agencies.

VIRTUAL MEETING INVITES

Amos Morris will present but please include Vera Westphal and Laura Pedriani in the virtual meeting invite. Email addresses as follows:

Amos.Morris@milwaukeecountywi.gov, Vera.Westphal@milwaukeecountywi.gov,
Laura.Pedriani@milwaukeecountywi.gov

PREPARED BY:

Laura Pedriani, Director of Marketing and Communications
Vera Westphal, Deputy Zoo Director

APPROVED BY:

Amos Morris, Executive Zoo Director, Zoological Department

Amos D. Morris, Jr

ATTACHMENTS:

Fiscal Note, Resolution, DRAFT Contract

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk
David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive
Scott Manske, Comptroller
Aaron Hertzberg, Director, Department of Administrative Services
Joseph Lamers, Director of Performance, Strategy & Budget
Michelle Nate, Deputy Comptroller
Steve Cady, Research and Policy Director, Comptroller's Office
Emily Petersen, Research Analyst, Comptroller's Office
Anthony Rux, Budget and Management Analyst, DAS-PSB
Vera Westphal, Deputy Zoo Director
Laura Pedriani, Director of Marketing and Communications, Zoological Department