

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: May 5, 2023

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

From: Aaron Hertzberg, Director of Administrative Services

Subject: A Request from the Department of Administrative Services for Passive Review of a Professional Services Agreement Exceeding \$100,000 but less than \$300,000 for comprehensive communications support of efforts for a County Local Option Sales Tax

File Type: Passive Review

REQUEST

The Department of Administrative Services is requesting passive review of a professional services agreement in an amount not to exceed \$179,050, including the current amendment amount of \$80,000 for external communications support and digital media strategy and execution as part of local option sales tax efforts for Milwaukee County that will directly benefit Economic Development activities.

BACKGROUND

The Move Forward MKE Coalition is Milwaukee County's effort to secure local option sales tax reform, dating back two years (to 2021).

Mueller Communications (Mueller) has played an integral and essential role in supporting the effort by successfully leading the effort to communicate on the issue, garnered support from key stakeholders, including civic and business leaders as well as members of the media.

As the legislation now enters the final and most critical stage – review and passage at the State Legislature – it is imperative for Milwaukee County to continue the communication campaign highlighting options that could minimize the need for County service cuts. From May through July, the State will review, debate, and vote on a complex package of legislation intended to help resolve Milwaukee County's ongoing structural deficit.

It is imperative for Mueller continue to serve as a trusted partner on the subject-matter for continuing communications efforts throughout the process of passing and implementing this much-needed legislation.

Mueller has proposed an expanded scope of work for the project. The agency will continue to manage strategic development and oversight of the communications efforts,

and will drive the overall messaging and outreach on the legislation with key audiences – externally and on digital platforms.

Mueller’s support has been instrumental in helping to get the legislation to this point, and their continued work on this topic is critical to not only securing passage of legislation that is as favorable as possible to Milwaukee County, but also to adequately inform stakeholders and the broader community of the implications of this legislation.

ALIGNMENT TO STRATEGIC PLAN

The local option tax legislation has the potential to bring needed funds to address our unfunded liabilities – and in turn give Milwaukee County the flexibility needed to continue to fund operating critical services.

This is a deal that ends a fiscal cliff in the near-term, saves the County from jeopardizing investments needed along the public safety continuum and core government.

It is important that we didn’t saddle future lawmakers and residents with greater debt and future problems to solve.

In the long-term, this deal puts future generations of County leaders and County residents in a much better fiscal position.

Ensuring adequate communication among all stakeholders and community members is critical to realizing the opportunity generated by the proposed legislation. Not only is it important to highlight and communicate how the proposed legislation would affect the County’s ability to do its work, but it is also essential to ensure as wide a breadth of public awareness as possible to make certain stakeholders in County services have the ability to gain knowledge and provide input on the effects of the legislation.

FISCAL EFFECT

Sufficient funds are budgeted.

TERMS

- Term shall commence on effective date and continue until 12/31/2023
- Fees and administrative costs of the contract shall not exceed \$80,000.
- Deliverables are specified in the attached Scope of Work.

VIRTUAL MEETING INVITES

Aaron Hertzberg, Director, Department of Administrative Services
Luis Hernandez, Director of Public Affairs, Office of the County Executive

PREPARED BY:

Luis Hernandez, Director of Public Affairs, Office of the County Executive

APPROVED BY:

Aaron Hertzberg, Director, Department of Administrative Services

Aaron Hertzberg

ATTACHMENTS:

Fiscal Note

Draft of Professional Service Agreement

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk