

**COUNTY OF MILWAUKEE**  
Inter-Office Communication

Date: 3/20/2025

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

From: Amos Morris, Executive Zoo Director *Amos D Morris, Jr.*

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

File Type: Action Report

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**REQUEST**

The Executive Zoo Director is seeking retroactive approval to amend a professional services agreement with 2-Story Creative LTD (2-Story) for advertising services in 2025, totaling \$125,000.

**POLICY**

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	2025 Budget
Specific Adopted Capital Project:	

**BACKGROUND**

The Milwaukee County Zoo retains a marketing and advertising agency to promote the Zoo, boost public awareness, and increase both attendance and revenue. The agency provides a range of services, including the creation of marketing campaigns and strategies, logo development, and media buying in outdoor, digital and broadcast advertising. These efforts aim to attract over 1.2 million guests each year and are a critical part of achieving the Zoo's revenue goal of \$21,932,797.

The scope of work for the agency increased to include additional advertising duties, including promoting all the Zoo's special events, increasing online ticket sales, and additional promotions, including the opening of the new rhino habitat. This allows for greater efficiencies within the Zoo's overall marketing plan.

In 2021, the Zoo issued a Request for Proposal (RFP) for advertising services and 2-Story was awarded the contract. This contract included the option for three extensions, extending through the end of 2024. The retroactive contract extension for 2025 ensures the continuity of advertising work while the RFP process for the 2026 contract is

conducted. Due to changes in leadership and staff within the Marketing and Communications Division, there was insufficient time to complete the 2025 RFP process. This could have led to a gap in essential advertising efforts needed to attract guests for the Zoo's busy season.

### **ALIGNMENT TO STRATEGIC PLAN**

Describe how the item aligns to the objectives in the [strategic plan](#):

- 1B: Create and nurture an inclusive culture across County government: Through this contract, the Zoo is committed to reaching diverse audiences and working with minority and women-owned businesses, which creates an inclusive culture for County government. The Zoo actively engages in inclusiveness, collaborating with people in the community from all backgrounds in the advertising strategy.
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses: The 2-Story company is a women-owned advertising agency. Through the contract, the Zoo works with Estamos Unidos US, another woman-owned and minority-owned business, on our Spanish advertising and media.
- 2C: Apply a racial equity lens to all decisions: This agency will provide a racial equity lens by creating an advertising plan that is inclusive in the images that are used, being respectful of our diverse community, and in the messaging for the audiences. This contract will incorporate inclusive advertising, so the community feels that they are represented respectfully and appropriately.
- 3B: Enhance the County's fiscal health and sustainability: The advertising contract is integral in the Zoo reaching its 2025 strategic attendance goal of 1,276,843 guests. It also will help the Zoo reach its strategic goal of directing 15% of social media impressions toward new audiences. Reaching or exceeding the attendance goal has a direct impact on the Zoo's revenue and fiscal health budget and the County's overall fiscal outlook.
- 3C: Dismantle barriers to diverse and inclusive communities: Through this advertising contract, 20% of our impressions are directed towards diverse and inclusive communities, including advertising events and promotions for accessibility days like Family Free Day. This contract helps us to share these opportunities so all in the community can visit and enjoy the Zoo. The visuals in the advertising plan reflect all in our community and are developed into multiple languages.

### **FISCAL EFFECT**

Annually, the Zoo allocates funds for advertising. The total for the fourth contract amendment is \$125,000, which is included in the 2025 Adopted Budget. This contract is essential for meeting the Zoo's revenue goal of \$21,932,797.

**TERMS**

The term of the fourth amendment to the professional services contract with 2-Story Creative, LTD is from January 1, 2025, to December 31, 2025. An RFP will be issued this year for 2026 advertising services.

**VIRTUAL MEETING INVITES**

1. Amos Morris, Executive Zoo Director, [Amos.Morris@milwaukeecountywi.gov](mailto:Amos.Morris@milwaukeecountywi.gov)
2. Vera Westphal, Deputy Zoo Director, [Vera.Westphal@milwaukeecountywi.gov](mailto:Vera.Westphal@milwaukeecountywi.gov)
3. Emily Salentine, Director of Marketing and Communications, [Emily.Salentine@milwaukeecountywi.gov](mailto:Emily.Salentine@milwaukeecountywi.gov)

**PREPARED BY:**

Emily Salentine, Director of Marketing and Communications  
Vera Westphal, Deputy Zoo Director

**APPROVED BY:**

Amos Morris, Executive Zoo Director

**ATTACHMENTS:**

Resolution, Fiscal Note, Draft Contract Amendment

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors  
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk  
Allyson R. Smith, Finance Committee Coordinator  
David Crowley, County Executive  
Mary Jo Meyers, Chief of Staff, County Executive  
Liz Sumner, Comptroller  
Aaron Hertzberg, Executive Director Administrative Services  
Joseph Lamers, Director of Strategy Budget and Performance  
Jim Moon, Deputy Comptroller  
Steve Cady, Director Research and Policy, Comptroller's Office  
Anthony Rux, Sr Analyst Budget and Management, DAS-SBP  
Emily Salentine, Director of Marketing and Communications, Zoo  
Vera Westphal, Deputy Zoo Director