

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 4/18/2024

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

From: Amos Morris, Executive Zoo Director

Subject: From the Executive Zoo Director, requesting authorization to execute a service agreement for a shared revenue program with New Beginnings Ranch to provide pony rides at the Milwaukee County Zoo

File Type: Action Report

REQUEST

From the Executive Zoo Director, requesting authorization to execute a service agreement for a shared revenue program with New Beginnings Ranch to provide a pony ride for guests at the Milwaukee County Zoo (MCZ).

POLICY

Milwaukee County Ordinance 56.30 requires that all professional service agreements with a value of fifty thousand dollars (\$50,000) or more, be approved by the County Board.

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	56.30
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

The MCZ collaborated with the Department of Administrative Services Procurement (Procurement) to release a Request for Proposals for a pony ride service. However, due to a lack of responses, both MCZ and Procurement staff reached out to local vendors who operate at other State venues. New Beginnings Ranch has agreed to provide the service in 2024, starting on June 1 and running through Labor Day, as well as on weekends through October. New Beginnings Ranch provides a similar service at the Bristol Renaissance Faire, their ranch in East Troy, and at private events. As part of the agreement, the Zoo will receive a 20% revenue share.

ALIGNMENT TO STRATEGIC PLAN

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

- 1A: Reflect the full diversity of the County at every level of County government
- 1B: Create and nurture an inclusive culture across County government
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3B: Enhance the County’s fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

This agreement aligns with 1B as New Beginnings Ranch is a women-owned business and 3B because it contributes to the Zoo’s revenue budget.

FISCAL EFFECT

The 2024 Budget includes \$36,600 from a pony ride revenue share agreement. This agreement is estimated to generate net revenues of \$124,621, of which \$24,924 will be the Zoo’s share. This is \$11,676 short of budget due to the delay in finding a responsive vendor. The revenue shortfall can easily be made up in other revenue areas and/or offset with expenditure savings.

TERMS

This agreement is for the year 2024 only.

VIRTUAL MEETING INVITES

Amos Morris at Amos.Morris@milwaukeecountywi.gov, Vera Westphal at Vera.Westphal@milwaukeecountywi.gov, Andrew Stockel at Andrew.Stockel@milwaukeecountywi.gov

PREPARED BY:

Vera Westphal, Deputy Zoo Director

APPROVED BY:

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

ATTACHMENTS:

Resolution, Fiscal Note, DRAFT Agreement

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
Liz Sumner, 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
Ciara Miller, Research Analyst, Comptroller's Office
Anthony Rux, Budget and Management Analyst, DAS-PSB
Vera Westphal, Deputy Zoo Director
Andrew Stockel, Director, Operations