

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 8/31/2023

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

From: Amos Morris, Executive Zoo Director

Subject: From the Executive Zoo Director, requesting passive review of a service contract exceeding \$100,000 but less than \$300,000 with Traditions LLC for light and decoration installation services for the Wild Lights event for a term beginning with signing of the contract to February 28, 2024

File Type: Passive Review Contract

REQUEST

The Executive Zoo Director is requesting passive review of a service contract in an amount not to exceed \$250,000 for light and decoration installation services for the Wild Lights event with Traditions, LLC for a term beginning with signing of the contract to February 28, 2024.

POLICY

Wisconsin State Statutes:	59.52(31) (b)(1)(2)
Milwaukee County Code of General Ordinances:	MCGO Chapter 32.25
Specific Adopted Budget:	2023 Adopted Budget

BACKGROUND

Wild Lights event was created in the 2021 Budget to generate additional revenues to support the Zoo. The 2023 Budget includes contractor funds for this purpose. An RFP process took place and Traditions, LLC was chosen. Traditions, LLC will install and remove the holiday lights and décor for Wild Lights, an animal-themed, holiday light experience on approximately 1.5 miles of pathways throughout the Zoo. This event will provide a memorable, first-class, family-friendly experience to our community over 25 nights in December.

ALIGNMENT TO STRATEGIC PLAN

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

- 3B: Enhance the County's fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

To make Wild Lights accessible to all audiences, the Milwaukee County Zoo, partnering with the Zoological Society, will be working to secure an underwriting sponsor to provide free event admission to underserved zip codes and audiences within Milwaukee County. In addition, the Zoo will seek a partner to provide free or reduced transportation to and from the event. Expenditures and revenues for this event are included in the budget to enhance the fiscal health and sustainability of the Zoo.

FISCAL EFFECT

The 2023 Adopted Budget includes funding for this contract. The contract does not increase capital expenditures or use contingency funds, grants funds or funds from a future budget year.

TERMS

The contract term begins with signing the contract to February 28, 2024. The agreement allows the parties to mutually agree to an additional two (2) one (1) year terms.

VIRTUAL MEETING INVITES

Amos Morris, Executive Zoo Director Amos.Morris@milwaukeecountywi.gov,
Vera Westphal, Deputy Zoo Director Vera.Westphal@milwaukeecountywi.gov,
Emily Salentine, Marketing and Events Manager
Emily.Salentine@milwaukeecountywi.gov

PREPARED BY:

Emily Salentine, Marketing and Events Manager
Vera Westphal, Deputy Zoo Director

APPROVED BY:

Amos Morris, Executive Zoo Director

Amos D Morris, Jr.

ATTACHMENTS:

Fiscal Note, 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
Ciara Miller, Research Analyst, Comptroller's Office
Anthony Rux, Budget and Management Analyst, DAS-PSB
Laura Pedriani, Director of Marketing and Communications, Zoological Department
Emily Salentine, Marketing and Special Events Coordinator, Zoological Department