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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, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Milwaukee County Zoo (the Zoo) is one of the top four attractions, and the largest cultural institution in the State of Wisconsin (the State); and

WHEREAS, the Zoo grounds lie on a 197-acre wooded campus, and are home to 2,200 specimens, and 340 species; and

WHEREAS, Section 56.30, Milwaukee County Code of General Ordinances, requires that all Professional Service Agreements with a value of \$50,000 or more be approved by the Milwaukee County Board of Supervisors; and

WHEREAS, the Zoo sent out Request for Proposals for a shared revenue program to offer pony rides to visitors; and

WHEREAS, there was a lack of responses, however both the Zoo and Procurement Services, Department of Administrative Services, reached out to local vendors who operate at other State venues; and

WHEREAS, New Beginnings Ranch agreed to provide the pony ride service at the Zoo; and

WHEREAS, the vendor will operate on the Zoo grounds starting on June 1, 2024, running through Labor Day, as well as on weekends through October; and

WHEREAS, the Zoo will receive 20 percent of the revenues; and

WHEREAS, the Committee on Finance, at its meeting of May 16, 2024, recommended adoption of File No. 24-412 (vote 6-0); now, therefore,

BE IT RESOLVED, the Director, Milwaukee County Zoo (the Zoo), or his designee, is hereby authorized to enter into the said contract with New Beginnings Ranch for pony rides at the Zoo, for a period effective June 1, 2024, through Labor Day, as well as on weekends through October 2024.