File No.

, by recommending adoption of the following resolution:

WHEREAS, Milwaukee County Zoo was requested to seek out additional educational

exhibits and entrepreneurial opportunities to increase revenue at the Zoo; and

WHEREAS, similar exhibits with robotic dinosaurs, bears, bats, and sea creatures have been

successful in increasing Zoo attendance and revenue; and

WHEREAS, the Milwaukee County Zoo has the unique opportunity to be a locally exclusive

exhibition site for presentation of a dinosaur exhibit on Zoo grounds during summer, 2012; and

WHEREAS, Billings Productions, Inc. has developed and is now in the business of creating,

manufacturing and exhibiting copyrighted traveling exhibits and ancillary materials of scientific,

historical, and educational interest to the general public; and

WHEREAS, Billings Productions, Inc. can provide a robotic dinosaur exhibit with associated

ancillary exhibits for presentation at the Milwaukee County Zoo; and

WHEREAS, the proposed exhibit has a strong educational component that will assist the Zoo

in meeting its educational goals; now therefore,

BE IT RESOLVED, that the Director of the Milwaukee County Zoo is hereby authorized and

directed to enter into an exhibition agreement with Billings Productions, Inc. for a presentation of a

robotic dinosaur exhibit at the Zoo during the summer of 2012.

FISCAL NOTE: The 2012 County Executive’s Budget provides exhibit expenditures of $464,203 and contains $600,460 in revenues for a tax levy savings of $136,257. An admission fee of $2.50 will be charged for this exhibit.