

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE : January 4, 2017
TO : Milwaukee County Board Chairman Theodore Lipscomb Sr.
FROM : Charles Wikenhauser, Director, Zoological Department
SUBJECT : **Professional Service Contract with Robett Zigman Marketing Inc. for Entertainment booking services for Milwaukee a la Carte – ACTIVE REVIEW**

Policy

Authorization to enter into a Professional Service Contract (“Contract”) with Robert Zigman Marketing, Inc. (“Zigman”).

Background

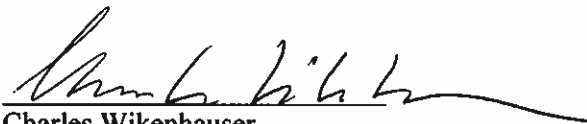
In November, the Zoo issued a Request for Proposals (“RFP”) to provide entertainment booking services for the Zoo’s a la Carte four (4)-day summer food and entertainment festival. Zigman, the incumbent service provider, submitted a proposal meeting all the terms and conditions of the RFP.

Under the direction of the Marketing & Communications Director as well as the Zoo Director, the firm will book six (6) stages of family-style entertainment for each day of the four (4)-day festival. Entertainment will include national, regional and local acts.

The Contract compensates Zigman based on its actual costs, not to exceed One Hundred and Ninety Dollars (\$190,000) per year. It prohibits Zigman from entering into any contracts pertaining to the County, including sponsorship agreements, promotional arrangements, performance agreements, or other arrangements with outside contractors, without the prior written consent of the County. The contract provides for an initial term of two (2) years and two (2) optional one (1)-year renewal terms.

Recommendation

The Zoological Director recommends that the Zoo be authorized to execute the Professional Service Contract with Robert Zigman Marketing, Inc.



Charles Wikenhauser
Director, Zoological Department

pc: County Executive Chris Abele
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Kelly Bablitch, Chief of Staff, County Board
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Sup. Sheldon A. Wasserman, Vice-Chair, Finance and Audit Committee
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Steven Kreklow, Dir of Perf, Strategy & Budget, DAS
Jeremy Lucas, DAS, Fiscal and Management Analyst
Vera Westphal, Deputy Zoo Director (Admin & Finance)
Laura Pedriani, Director of Communications and Marketing