

1 From the Committee on, Reporting on:
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File No.

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5 (ITEM NO.) From the Zoo Director requesting authorization to enter into a contract
6 with Robert Zigman Marketing Inc. for entertainment booking services for the period of
7 January 1, 2017 through December 31, 2018, with two additional one year extension
8 periods by recommending adoption of the following:
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10 **A RESOLUTION**

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12 WHEREAS, per Section 56.30 of the Milwaukee County Code of General
13 Ordinances, the Zoo Director is seeking authorization to enter into a contract with
14 Robert Zigman Marketing Inc. to provide entertainment booking services for the Zoo's a
15 la Carte event ; and
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17 WHEREAS, the entertainment increases attendance during Milwaukee a la Carte
18 and extends the Zoo visit; and
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20 WHEREAS, in November of 2016 the Zoo issued a Request for Proposals (RFP)
21 to provide entertainment booking services for the Zoo's a la Carte four-day summer
22 food and entertainment festival; and
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24 WHEREAS, Robert Zigman Marketing Inc. submitted a proposal meeting all the
25 terms and conditions of the RFP; and
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27 WHEREAS, Under direction of the Director of Marketing and Communications as
28 well as the Zoo Director the firm will book six stages of family-style entertainment for
29 each day of the four day festival including national, regional and local acts; and now,
30 therefore,
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32 BE IT RESOLVED, that the Milwaukee County Board of Supervisors does hereby
33 authorize the Zoo Director to enter into a contract with Robert Zigman Marketing Inc. for
34 entertainment booking services for the period of January 1, 2017 through December 31,
35 2018, with two additional one year extension periods at an amount not to exceed
36 \$190,000 per year.
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