

**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 Red Arrow Advertising & Guide Service LLC for advertising services**

Policy

Authorization to enter into a Professional Services Contract ("Contract") with Red Arrow Advertising & Guide Service LLC ("Red Arrow").

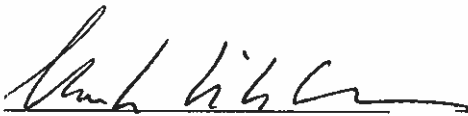
Background

In November of 2016, the Zoo issued a Request for Proposals ("RFP") to provide advertising services to the Zoo. Red Arrow Advertising, the Zoo's incumbent advertising company, submitted a proposal meeting all the terms and conditions of the RFP.

The attached contract compensates Red Arrow Advertising at a rate of One Hundred Dollars (\$100) per hour, not to exceed Seventy Thousand Dollars (\$70,000) per year. It prohibits Red Arrow Advertising from entering into any contracts pertaining to the County, including advertising agreements or other arrangements with outside contractors, without the prior written consent of the County, and it requires that the County approve all materials prepared for the County prior to production. 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 Red Arrow Advertising & Guide Service LLC.



Charles Wikenhauser
Director, Zoological Department

pc: County Executive Chris Abele
Raisa Koltun, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, County Board
Sup. Peggy A. West, Chair, Finance and Audit Committee
Sup. Sheldon A. Wasserman, Vice-Chair, Finance and Audit Committee
Sup. Jason Haas, Chair, Parks, Energy & Environment Committee
Sup. Marcella Nicholson, Vice-Chair, Parks, Energy & Environment Committee
Janelle Jensen, Finance and Audit Committee Clerk
Stephen Cady, Research and Policy Director, Comptroller's Office
Scott Manske, Comptroller, Office of the Comptroller

Emil Bertalot, Red Arrow Advertising & Guide Service LLC
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