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From the Director, Milwaukee County Zoo (the Zoo), requesting authorization to execute a Professional Services Contract with Zigman Marketing, Inc., in an amount not-to-exceed \$190,000 per year to provide entertainment booking services for the Zoo's al la Carte event for the period effective January 1, 2017, through December 31, 2018, with two additional one-year extensions, by recommending adoption of the following:

A RESOLUTION

WHEREAS, per Section 56.30 of the Milwaukee County Code of General Ordinances, the Director, Milwaukee County Zoo (the Zoo), is seeking authorization to enter into a Professional Services Contract with Robert Zigman Marketing, Inc., to provide entertainment booking services for the Zoo's a la Carte event; and

WHEREAS, the entertainment increases attendance during the a la Carte event and extends the Zoo visit; and

WHEREAS, in November 2016, the Zoo issued a Request for Proposals (RFP) to provide entertainment booking services for the Zoo's a la Carte four-day summer food and entertainment festival; and

WHEREAS, Robert Zigman Marketing, Inc., submitted a proposal meeting all the terms and conditions of the RFP; and

WHEREAS, under direction of the Director of Marketing and Communications, as well as the Zoo Director, the firm will book six stages of family-style entertainment for each day of the four-day festival including national, regional, and local acts; and

WHEREAS, the Committee on Finance and Audit, at its meeting of January 26, 2017, recommended adoption of File No. 17-81 (vote 6-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes the Director, Milwaukee County Zoo, to execute a Professional Services Contract with Robert Zigman Marketing, Inc., in an amount not-to-exceed \$190,000 per year for entertainment booking services for the period effective January 1, 2017, through December 31, 2018, with two additional one-year extension periods.