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From the Director, Milwaukee County Zoo (the Zoo), requesting authorization to execute a Professional Services Contract with Red Arrow Advertising & Guide Service, LLC, in an amount not-to-exceed \$70,000 per year to develop a campaign to help increase attendance at the Zoo 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 Red Arrow Advertising & Guide Service, LLC, to provide advertising services; and

WHEREAS, the 2017 Adopted Budget for the Zoo provides funding for advertising services in an amount not-to-exceed \$70,000; and

WHEREAS, in an effort to keep its high profile as a major tourist attraction and increase attendance and revenue by creating a comprehensive advertising campaign, a Request for Proposals (RFP) was issued in November of 2016, to obtain responses from interested advertising agencies; and

WHEREAS, Red Arrow Advertising & Guide Service, LLC, submitted a proposal meeting all the terms and conditions of the RFP; and

WHEREAS, the Committee on Finance and Audit, at its meeting of January 26, 2017, recommended adoption of File No. 17-82 (vote 6-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes the Director, Milwaukee County Zoo, to enter into a Professional Services Contract with Red Arrow Advertising & Guide Service, LLC, for advertising services for the period effective January 1, 2017, through December 31, 2018, with two additional one-year extension periods in an amount not-to-exceed \$70,000 per year.