

**COUNTY OF MILWAUKEE**  
Inter-Office Communication

Date: July 12, 2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Vera Westphal, Interim Zoo Director, Zoological Department

Subject: The Milwaukee County Zoo requests authorization to enter into an agreement for design and light installation services for Wild Lights event with RWS Entertainment Group in an amount \$150,000 for a term from July 22, 2021 to February 28, 2022 for the consideration of passive review

File Type: Passive Review Contract

**REQUEST**

The Milwaukee County Zoo requests authorization to enter into an agreement for design and light installation services for Wild Lights with RWS Entertainment Group in an amount \$150,000 for a term from July 22, 2021 to February 28, 2022.

**POLICY**

Wis. Stats. 59.52(31)(b) requires passive review of any contract with a value of at least \$100,000, but not more than \$300,000. In accordance with this statute, the Milwaukee County Zoo is submitting a service agreement for July 22, 2021 through February 28, 2022 to provide the design and installation of holiday lights and decorations for Wild Lights.

Wisconsin State Statutes:	59.52(31)(b)
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2021
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

**BACKGROUND**

The Wild Lights event was a new initiative created in the 2021 Budget to generate additional revenues to support the Zoo. As part of the budget, contractor funds were included in the budget. An RFP process took place and RWS Entertainment was chosen. RWS Entertainment Group will assist in designing and installing holiday lights and décor for Wild Lights, a new animal-themed, holiday light experience on approximately 1.5 miles of pathways throughout the Zoo. This event will provide a memorable, first-class, family-friendly experience to our community over 25 nights in December.

Related File No's:	
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

### **ALIGNMENT TO STRATEGIC PLAN**

To make Wild Lights accessible to all audiences, the Milwaukee County Zoo, partnering with the Zoological Society, will be working to secure an underwriting sponsor to provide free event admission to underserved zip codes and audiences within Milwaukee County. In addition, we will be seeking a partner to provide free or reduced transportation to and from the event.

### **FISCAL EFFECT**

The 2021 Adopted Budget includes funding for this contract. The contract does not increase capital expenditures or use contingency funds, grant funds or funds from a future budget year. The anticipated revenue generated by the event is projected to more than offset the contract amount.

### **TERMS**

The 2021 Adopted Budget includes funding for this contract. The contract does not increase capital expenditures or use contingency funds, grant funds or funds from a future budget year. The anticipated revenue generated by the event is projected to offset the contract amount.

### **VIRTUAL MEETING INVITES**

Vera Westphal will present, but please also include Emily Salentine and Laura Pedriani in the virtual meeting invite. Email addresses as follows:

[Vera.Westphal@milwaukeecountywi.gov](mailto:Vera.Westphal@milwaukeecountywi.gov), [Emily.Salentine@milwaukeecountywi.gov](mailto:Emily.Salentine@milwaukeecountywi.gov),  
[Laura.Pedriani@milwaukeecountywi.gov](mailto:Laura.Pedriani@milwaukeecountywi.gov)

### **PREPARED BY:**

Emily Salentine, Marketing and Special Events Coordinator, and Laura Pedriani,  
Director of Marketing and Communications

### **APPROVED BY:**

Vera Westphal, Interim Zoo Director, Zoological Department



### **ATTACHMENTS:**

Fiscal Note, DRAFT Contract

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors  
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk  
David Crowley, County Executive

Mary Jo Meyers, Chief of Staff, County Executive  
Scott Manske, Comptroller  
Aaron Hertzberg, Director, Department of Administrative Services  
Joseph Lamers, Director of Performance, Strategy & Budget  
Michelle Nate, Deputy Comptroller  
Steve Cady, Research and Policy Director, Comptroller's Office  
Emily Petersen, Research Analyst, Comptroller's Office  
Anthony Rux, Budget and Management Analyst, DAS-PSB  
Laura Pedriani, Director of Marketing and Communications, Zoological Department  
Emily Salentine, Marketing and Special Events Coordinator, Zoological Department  
John Westrich, Director Grounds and Maintenance, Zoological Department  
Gary Lunsford, Director Animal Management and Health, Zoological Department