

**AWARDING CONTRACT WITH TRADITIONS LLC FOR HOLIDAY LIGHTS EXHIBIT  
SERVICE—HENRY VILAS ZOO**

The Henry Vilas Zoo awarded Holiday Light Services to Traditions LLC. in Middleton, Wisconsin for five (5) years. This contract was awarded as a result of RFP # 021-PR. The vendor will develop and install a one-of-a-kind visual and auditory holiday light display that engages the Dane County community. The show will incorporate messaging and creative deployments that provide storytelling experiences that is functional, visually appealing, and drives word of mouth marketing engagement.

This event is one of Henry Vilas Zoo’s largest revenue generating experiences throughout the year. The show begins mid-November and runs through the end of December each year.

- Term 1—Contract Execution thru February 28, 2026 at a cost of \$150,000.00 + displays as needed
- Term 2—March 1, 2026 thru February 28, 2027 at a cost of \$157,500.00 + displays as needed
- Term 3—March 1, 2027 thru February 28, 2028 at a cost of \$165,375.00 + displays as needed
- Term 4—March 1, 2028 thru February 28, 2029 at a cost of \$173,643.75 + displays as needed
- Term 5—March 1, 2029 thru February 28, 2030 at a cost of \$182,325.94 + displays as needed

The total five (5) term cost shall not exceed \$828,844.69 + any additional displays added by County as needed.

**THEREFORE, BE IT RESOLVED** that the County Clerk and County Executive are authorized to execute the agreement.