

Dane County Contract Addendum Cover Sheet

Res 355

Revised 06/2021

		Contract # Admin will assign	15778A
Dept./Division	Henry Vilas Zoo	Vendor Name	Quynh Leahy
Brief Addendum Title/Description	Marketing services that will cover creative element design and production; ongoing zoo marketing services; and zoo capital campaign-public community	Vendor MUNIS #	35648
		Addendum Term	April 1, 2026-March 31 2027
		Amount (\$)	\$ 95,500.00

Department Contact Information		Vendor Contact Information	
Contact	Joseph Darcangelo	Contact	Quynh Leahy
Phone #	608-225-1294	Phone #	608-204-5350
Email	darcangelo.joseph@henryvilaszoo.gov	Email	qleahy@stephanbrady.com
Purchasing Officer	P. Patten		

Purchase Order – Maintenance or New PO					
☐	PO Maintenance Needed PO#	Org:	Obj:	Proj:	
		Org:	Obj:	Proj:	
☐	No PO Maintenance Needed – this addendum does not change the dollar amount of the contract.				
☒	New PO / Req. Submitted Req# 184	Org:	Obj:	Proj:	
		Org: ZOO	Obj: 21491	Proj:	

Budget Amendment	
☒	A Budget Amendment has been requested via a Funds Transfer or Resolution. Upon addendum approval and budget amendment completion, the department shall update the requisition in MUNIS accordingly.

Total Contracted Amount – List the Original contract info, then subsequent addenda including this new addendum					
A resolution is required when the total contracted amount first exceeds \$100,000. Additional resolutions are then required whenever the sum(s) of any additional addenda exceed(s) \$100,000	Addendum #	Term	Amount	Resolution	
	Original	April 1,2025-March 31 2026	\$ 90,000.00	☒ None	Res#
	15778A	April 1, 2026-March 31 2027	\$ 95,500.00	☐ None	Res# 2025 RES 355
				☐ None	Res#
				☐ None	Res#
				☐ None	Res#
				☐ None	Res#
Total Contracted Amount			\$ 185,500.00		

Contract Language Pre-Approval – prior to internal routing, this contract has been reviewed/approved by:		
☐ Corporation Counsel:	☐ Risk Management:	☒ No Pre-Approval

APPROVAL	
Dept. Head / Authorized Designee	
Darcangelo, Joseph	Digitally signed by Darcangelo, Joseph Date: 2026.02.11 15:12:08 -06'00'

APPROVAL – Contracts Exceeding \$100,000	
Director of Administration	Corporation Counsel

APPROVAL – Internal Contract Review – Routed Electronically – Approvals Will Be Attached			
DOA:	Date In: 2/12/26	Date Out: _____	☒ Controller, Purchasing, Corp Counsel, Risk Management

Goldade, Michelle

From: Goldade, Michelle
Sent: Friday, March 6, 2026 12:34 PM
To: Hicklin, Charles; Patten, Peter; Gault, David; Cotillier, Joshua
Cc: Oby, Joe
Subject: Contract #15778A
Attachments: 15778A.pdf

Importance: High

Tracking:	Recipient	Read	Response
	Hicklin, Charles	Read: 3/6/2026 1:59 PM	Approve: 3/6/2026 2:00 PM
	Patten, Peter	Read: 3/6/2026 12:49 PM	Approve: 3/6/2026 1:15 PM
	Gault, David	Read: 3/6/2026 1:38 PM	Approve: 3/6/2026 1:43 PM
	Cotillier, Joshua	Read: 3/6/2026 1:17 PM	Approve: 3/6/2026 1:19 PM
	Oby, Joe		

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Contract #15778A
Department: Zoo
Vendor: Stephan & Brady
Contract Description: Provide various marketing services for creative element design & production (Res 355)
Contract Term: 4/1/26 – 3/31/27
Contract Amount: \$95,500.00

Michelle Goldade

Administrative Manager
Dane County Department of Administration
Room 425, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
PH: 608/266-4941
Fax: 608/266-4425
TDD: Call WI Relay 711

Please Note: I currently have a modified work schedule...I am in the office Mondays and Wednesdays and working remotely Tuesdays, Thursdays and Fridays.

EXTEND MARKETING CONTRACT TO S/B MARKETING STRATEGIES FOR SERVICES—HENRY VILAS ZOO

The Henry Vilas Zoo currently has a contract agreement with S/B Marketing Strategies for services that cover creative element design and productions, ongoing zoo marketing initiatives, and generating support for zoo capital campaigns throughout the community.

The initial term of services began April 1, 2025 and continues through March 31, 2026. The amount of the initial term is \$90,000. The extension of this contract will begin April 1, 2026 and run through March 31, 2027, and include a scope of work with deliverables outlined in Schedule A and Schedule B in Dane County's Contract Addendum #15778A.

The extension amount is \$95,500.

THEREFORE BE IT RESOLVED that S/B Marketing Strategies be awarded a contract extension with the Henry Vilas Zoo for the amount of \$95,500 for a second term—April 1, 2026 through March 31, 2027



DANE COUNTY CONTRACT

ADDENDUM # 15778A

Revised 01/2026

THIS ADDENDUM, made and entered into effective as of the date by which both parties hereto have executed this document, by and between the County of Dane (hereinafter referred to as "County") and S/B Strategic Marketing (hereinafter, "Provider").

WITNESSETH:

WHEREAS Provider and County, by a separate document (hereinafter, the "Master Agreement"), Dane County Contract # 15778, have previously entered into a contractual relationship for the purpose of marketing consulting services, and

WHEREAS County and Provider wish to amend the Master Agreement in order to extend for Term 2 and identify scope and pricing for Term 2.

NOW, THEREFORE, in consideration of the above premises and the mutual covenants of the parties hereinafter set forth, the receipt and sufficiency of which is hereby acknowledged by each party for itself, the parties do agree as follows:

1. The Master Agreement shall remain in full force and effect unchanged in any manner by this addendum except as changes are expressly set forth herein. This addendum shall control only to the extent of any conflict between the terms of the Master Agreement and this addendum.
2. The term of the contract is extended through March 31, 2027 to continue the marketing consulting services, at an additional cost of \$95,500.00.
3. Schedule A – Term 2 and Schedule B – Term 2 incorporated hereto will identify the scope of work and associated pricing for Term 2.

IN WITNESS WHEREOF, the parties, by their respective authorized representatives, have set their hands and seals as of the dates set forth below.

FOR PROVIDER:

Megan Bykowski



Digitally signed by Megan Bykowski
Date: 2026.02.12 09:30:18 -06'00'

Megan Bykowski-Giesege
Partner, Public Relations & Social Media Director

Date

Paul A Clark



Digitally signed by Paul A Clark
Date: 2026.02.11 13:09:15 -06'00'

Paul Clark
Partner, Controller & HR Director

Date

* * *

FOR COUNTY:

Melissa Agard
Dane County Executive

Date

Scott McDonell
Dane County Clerk

Date

SCHEDULE A – Term 2

Scope of Work

1. Contract Terms:

This agreement may be extended beyond the initial term as indicated in the table below upon mutual agreement by COUNTY and PROVIDER, in order for additional marketing services to be provided to COUNTY. Any renewal terms are not automatic extensions.

Term #	Dates	Term Type
1	March/April 2025 - March 31, 2026	Initial Term
2	April 1, 2026 – March 31, 2027	Renewal - upon mutual agreement
3	April 1, 2027 – December 31, 2027	Renewal - upon mutual agreement
4	January 1, 2028 – December 31, 2028	Renewal - upon mutual agreement
5	January 1, 2029 – December 31, 2029	Renewal - upon mutual agreement

2. Creative Element Design & Production:

- a. PROVIDER must submit written production estimates to the Zoo prior to production.
- b. All design files and print-ready documents, including video and audio production, shall be sent to COUNTY upon final approval from COUNTY.
- c. COUNTY shall own all design files and print-ready documents.
- d. PROVIDER to create and maintain a running list of all design and production documents.
- e. Electronic products will consist of finished products for airing on radio, TV, Web 2.0 applications to the specifications required for placement. Services may include studio production, scripting, editing, treatment, casting, graphics, animations, background music and narration.
 - i. PROVIDER to provide all necessary talent.
 - ii. COUNTY to approve all formats, talent, scripts and locations in advance.

3. On-Going Zoo Marketing Services:

- a. Agency Services/Marketing Zoo's Strategic Plan
 - i. Attend meetings with County staff and the zoo's staff as agreed upon.
 - ii. Provide detailed monthly invoices to zoo leadership per Schedule B
 - iii. Provide on-site event support for select zoo events.
- b. Email Template Creation in Doubleknot (Membership/Giving/Education) for:
 - i. Members
 - ii. Financial appeals
 - iii. Education programs
- c. Event Campaign
 - i. Help staff create a comprehensive calendar to market Henry Vilas Zoo summer/fall/winter ticketed and non-ticketed events
 1. Examples: Conservation Days, Zoo Run, Boo at the Zoo, Brew Lights, Dream Lights, Zoo Lights)
- d. On-Grounds Signage
 - i. Create visually appealing large-scale signage for various buildings on-grounds.

- e. Digital Advertisements
 - i. In line with our event campaign, create digital ads that showcase our programs and events
 - ii. Assist in placing digital ads
- f. Content Calendar
 - i. Assist marketing staff to create and schedule social media content consistently throughout the year with a focus on conservation and animal welfare.
- g. Video Production
 - i. Utilize staff video to create memorable short-form storytelling for our website and social media pages

4. Zoo Capital Campaign – Public Community:

- a. Website/Donation Landing Page
 - i. Work with zoo staff to maintain a visually appealing landing page that will encourage visitors to contribute to our fundraising efforts
- b. Email Message
 - i. Work with zoo and non-profit staff to solidify our commitment to animal welfare and tie in compelling messages that encourage both large and small donations
- c. Digital Online Ads
 - i. Identify target audiences through digital marketing. Micro-targets should include, but are not limited to, teachers, parents, grandparents, and young professionals.
- d. Theme/Wordmark
 - i. Update existing themes around this capital campaign.
- e. On-Going – Support/Value Proposition
 - i. Continue to work with staff to strengthen support for this campaign.

5. Additional Projects/Services – As Needed:

If an additional project or services are needed, PROVIDER and COUNTY shall determine an agreed upon scope of work and then apply the rates shown in Schedule B 3. Additional Services – As Needed – Hourly Rates to the project for an estimated total cost. This creates a proposal for additional services that must be mutually agreed upon prior to services being provided.

SCHEDULE B – Term 2

Pricing Structure & Payment

1. Invoices/Payment:

PROVIDER shall issue an invoice upon completion of services and/or delivery of such deliverables. Invoices must reference the Dane County purchase order number issued for the services/deliverables described herein. Email delivery of invoices is encouraged and preferred – see the Bill To section of the purchase order. Payment shall be made within 30 days of COUNTY's receipt of accepted invoice unless otherwise noted in Schedule B.

A spend analysis report shall be sent by PROVIDER to the COUNTY on a monthly basis to confirm running contract spend totals.

2. Project Specific Deliverable Costs:

#	Description	UOM	Unit Cost
On-Going Zoo Marketing Services (Through March 2027)			
1	Agency Services/Marketing Strategic Plan	Total	\$40,000.00
2	Email Templates	Total	\$3,000.00
3	Event Campaign	Total	\$10,500.00
4	Digital Advertisement Services	Total	\$4,000.00
5	Video Production	Total	\$3,000.00
Additional Services (Through March 2027)			
6	Additional Services As Needed & Identified	Total	\$10,500.00
Website Services			
7	Website Maint. & Services/Donation Landing Page	Total	\$9,500.00
Zoo Capital Campaign - Public Community (Through March 2027)			
8	Email Message	Total	\$1,500.00
9	Digital Online Ads	Total	\$7,000.00
10	Theme/Wordmark	Total	\$5,000.00
11	On-Going Case for Support/Value Proposition	Total	\$1,500.00
NOT TO EXCEED TOTAL			\$95,500.00

3. Additional Services – As Needed – Hourly Rates:

#	Position	Unit Cost/Hour
12	Web Developer	\$125.00
13	Account Services	\$165.00
14	Social Media	\$150.00
15	Creative Design	\$170.00
18	Copywriter	\$170.00
17	Public Relations	\$150.00
18	Strategy	\$185.00
19	Media	\$135.00