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2021 RES –338

**AWARDING CONTRACT WITH THE SSA GROUP FOR FOOD, RETAIL AND CATERING SERVICES AT THE HENRY VILAS ZOO**

The current food, retail and catering agreement with Centerplate expires March 31, 2022. A new contract was awarded as a result of Dane County RFP #121047. An agreement has been negotiated with The SSA Group that includes the following terms: Ten-year agreement; The SSA Group will make \$1,175,000 in capital investment in concession facilities the first two years; The SSA Group will manage special event site rentals on behalf of the Henry Vilas Zoo while providing an event sales manager, including their salary, benefits, and sales commission—along with this event management The SSA Group will invest \$25,000 annually towards advertising and promotional efforts; The SSA Group will guarantee a minimal \$400,000 in annual commission against a reciprocal attendance guarantee of 700,000 visitors; Sustainability and Conservation efforts will be supported by The SSA Group by participating in existing and future efforts by the Henry Vilas Zoo to remain a leader in sustainable purchasing, plastic reduction, recycling, landfill diversion, and animal conservation; and The SSA Group will provide additional on-site personnel: executive chef and general manager to manager the daily operation.

**NOW, THEREFORE, BE IT RESOLVED** the County Board approves the award of a contract to The SSA Group, 4624 Central Park Blvd. Suite 100. Denver. CO 80238, for the Ten-year agreement beginning April 1, 2022 for food, retail, and catering services at the Henry Vilas Zoo.

**BE IT FINALLY RESOLVED** that the County Executive and County Clerk are authorized the sign the agreement.