1 2020 RES-273 2 3 ADDENDUM TO THE AFFIRM CONTRACT WITH THE HENRY VILAS ZOO 4 After a challenging year that included closing for almost three months for the first time in 100+ 5 6 years due to COVID-19, Henry Vilas Zoo contracted the Affirm Agency to help strategize 2020 7 marketing and fundraising for the zoo. The Henry Vilas Zoo seeks to continue the existing 8 contract to engage Affirm to develop and implement the zoo's marketing strategy for one year 9 with three possible one-year extensions at the cost of \$50,000 per year for a total of \$200,000. 10 This includes both operational and fundraising strategies and materials. 11 12 The Henry Vilas Zoo 2021 marketing and fundraising strategy will include: 13 14 Affirm performing the marketing planning, production, implementation, management including 15 evaluation and measurement. 16 17 Henry Vilas Zoo has successfully implemented the "We Missed You at the Zoo" campaign 18 designed and managed by Affirm resulting in over 185,000 visitors to the zoo since it reopened 19 on June 18, 2020 raising \$135,000 in cash donations on site during that time as well as an 20 additional \$190,000 in other donations to the Henry Vilas Zoo. 21 Additionally, by opening Henry Vilas Zoo safely during the COVID 19 pandemic, the zoo has 22 23 provided a free, outdoor, family friendly and safe venue for the residents of Dane County. The 24 Zoo has also been able to continue revenue-generating operations to help offset the loss of 25 both revenue and donations during the three-month closure. 26 27 NOW, THEREFORE BE IT RESOLVED the County Board approved the contract extension with 28 Affirm at a cost of \$200,000 over four years. 29 30 **BE IT FINALLY RESOLVED** that the County Executive and county Clerk to execute the addendum 31 to the Affirm contract with the zoo, and authorized the Controller to issue checks for payment of invoices. 32

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