2025 RES-355

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