DANE COUNTY
POLICY AND FISCAL NOTE

✔ Original ____ Update		Substitute No. _____
Sponsor: Engelberger/Welsh		Resolution No. _____
Vote Required: Majority ____		Ordinance Amendment No. _____
Two-Thirds ✔	3/4 ____	

Title of Resolution or Ord. Amd.:

2025 RES-355 EXTEND MARKETING CONTRACT TO S/B STRATEGIC MARKETING FOR SERVICES--HENRY VILAS ZOO

Policy Analysis Statement:

Brief Description of Proposal -

Marketing services that cover creative element design and productions, ongoing zoo marketing initiatives, and generating support for zoo capital campaigns throughout the community.

Current Policy or Practice -

Henry Vilas Zoo historically contracts marketing services. There is a budget built in the operation to support this.

Impact of Adopting Proposal -

This service generates significant revenue for the zoo each year. Exceeding millions of dollars to offset the GPR.

Fiscal Estimate:

Fiscal Effect (check all that apply) -	Budget Effect (check all that apply)
____ No Fiscal Effect	✔ No Budget Effect
____ Results in Revenue Increase	____ Increases Rev. Budget
✔ Results in Expenditure Increase	____ Increases Exp. Budget
____ Results in Revenue Decrease	____ Decreases Rev. Budget
____ Results in Expenditure Decrease	____ Decreases Exp. Budget
	____ Increases Position Authority
	____ Decreases Position Authority
	Note: if any budget effect, 2/3 vote is required

Narrative/Assumptions about long range fiscal effect:

HVZ currently has a marketing budget established--Line 21413--to cover the cost of this contract. There is no budget effect, other than using the money already approved in this line to cover this cost. The remaining dollars in this line contribute to the zoo's overall marketing strategy outside the services of S/B.

This contract with S/B helps the zoo raise significant revenue.

Expenditure/Revenue Changes:

	Current Year		Annualized			Current Year		Annualized	
Expenditures -	Increase	Decrease	Increase	Decrease	Revenues -	Increase	Decrease	Increase	Decrease
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services			$95,500		State				
Capital					Other				
Total	$0	$0	$95,500	$0	Total	$0	$0	$0	$0

Personnel Impact/FTE Changes:

N/A

Prepared By:

Agency:	684	Division:	HVZ		
Prepared by:	Joseph Darcangelo	Date:	2/12/20	Phone:	608-225-1294
Reviewed by:		Date:		Phone:	