



Department of Administration  
Business Operations Division

John C. Norquist  
Mayor

David R. Riemer  
Director of Administration

Cheryl L. Oliva  
City Purchasing Director

September 7, 2001

Common Council  
City of Milwaukee  
Room 205, City Hall

Subject: File No. 010288

Dear Honorable Members:

On June 19<sup>th</sup>, 2001, the Common Council adopted a resolution authorizing and directing the Central Board of Purchases (CBP) to issue Request for Proposals (RFP) to assist in the study of the feasibility of permitting various types of advertisement on and sponsorship of public property and facilities. This resolution also directed that the CBP report its findings to the Common Council within 90 days.

On June 25<sup>th</sup>, RFPs 667 for Sponsorship Services and 701 for Advertising Services were issued. Twenty-one firms were sent a Notice of Availability for these services. These RFPs were also advertised in the Daily Reporter and posted on the Procurement Services Section's website for any interested party to review and download if they so desired.

Proposals were due to the City by July 31<sup>st</sup>. No proposals were received for RFP 701 for Advertising Services. Only one proposal was received for RFP 667 for Sponsorship Services.

On August 28<sup>th</sup>, 2001, an evaluation committee consisting of Alderman Thomas Nardelli, Ms. Crystal McNeal (representing Alderman Marvin Pratt), Randy Gschwind (ITMD), Preston Cole (DPW), Patrick Hartmann (DOA-Budget) and myself met to evaluate the proposal that was received. During the review of the proposal, Committee members expressed concern about the following:

- Only one proposal received
- Retainer costs proposed by vendor
- Research fee proposed by vendor
- Lack of clear methodology for acquiring sponsors

Honorable Members of the Common Council  
September 7, 2001  
Page 2

The Committee agreed that although the only proposal submitted should be rejected, sponsorship of boulevards and totlots is a concept that should be piloted as a means to generate additional revenue for the City. However, since the scope of this pilot project would be narrowed to include only boulevards and totlots at this time, the Committee felt that a consultant to lead these efforts is not necessary. The Committee discussed the fact that a work group of various City employees with the appropriate skills and expertise could execute this task using existing resources minimizing the costs to the City.

Thus, the Committee recommended that RFPs 667 and 701 be cancelled and a work group of various City personnel be convened to pursue the concept of sponsorship of boulevards and totlots throughout the City of Milwaukee.

Sincerely,



Cheryl L. Oliva  
City Purchasing Director

Ref:sponsorreport