



## Legislation Text

---

**File #:** 130676, **Version:** 1

---

130676  
SUBSTITUTE 1  
120396  
THE CHAIR

Substitute resolution approving a contract between the City of Milwaukee and The Superlative Group, Inc., for the provision of services relating to the Milwaukee Civic Partnership Initiative.

This resolution authorizes the Department of Administration to enter into an agreement with The Superlative Group, Inc. for services relating to the Milwaukee Civic Partnership Initiative. The goal of the Milwaukee Civic Partnership Initiative (MCPI) is to identify and create marketing partnerships between the City and private sector businesses or nonprofit organizations in the areas of advertising, naming rights, sponsorships and in-kind contributions. The Superlative Group, Inc., is a firm specializing in naming rights and corporate sponsorships in both the public and private sectors. The Department of Administration proposes to implement the MCPI in 2 phases. Phase 1, will begin in October 2013 and is expected to be completed in 3 to 4 months and will involve a valuation of the City's assets. Phase 2 is expected to begin in early 2014 and will involve the facilitation of marketing partnerships with private sector businesses and nonprofit organizations based on the Phase 1 asset valuation. A copy of a draft contract between the City of Milwaukee and The Superlative Group, Inc. is attached to this file.

Whereas, The goal of the Milwaukee Civic Partnership Initiative (MCPI) is to identify and create marketing partnerships between the City and private sector businesses or nonprofit organizations in the areas of advertising, naming rights, sponsorships and in-kind contributions; and

Whereas, Common Council Resolution File Number 120396, adopted September 25, 2012, directed the Department of Administration to issue a request for proposals for a consultant to develop and execute the MCPI; and

Whereas, The Department of Administration has selected The Superlative Group, Inc., an Ohio-based firm specializing in naming rights and corporate sponsorships in both the public and private sectors; and

Whereas, The Department of Administration proposes to implement the MCPI in 2 phases; and

Whereas, Phase 1 shall begin in October 2013, be completed in 3 to 4 months, and will involve a valuation of the City's assets; and

Whereas, Phase 2 shall begin in early 2014 and will involve the facilitation of marketing partnerships with private sector businesses and nonprofit organizations based on the Phase 1 asset valuation; and

Whereas, The MCPI could generate significant revenues to support City services and programs and has been crafted in a fiscally-responsible manner; and

Whereas, A copy of a draft contract between the City of Milwaukee and The Superlative Group, Inc. is attached to this file; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of Administration is authorized and directed to enter into an agreement with The Superlative Group, Inc. for services relating to the Milwaukee Civic Partnership Initiative; and, be it

Further Resolved, That the proper City officials are authorized to assist the Department of Administration to execute the agreement with The Superlative Group, Inc.; and, be it

Further Resolved, That all MCPI contracts the City enters into with The Superlative Group, Inc., shall be approved by the Common Council.

LRB149408-2  
Amy E. Hefter  
9/17/2013