



CITY OF APPLETON

Department of Parks & Recreation

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TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: February 10, 2025

RE: Action: Approve Memorandum of Understanding between the City of Appleton and Wisconsin Entertainment Group LLC to manage the City of Appleton Independence Day Celebration.

Two proposals were received upon issuing a request for proposal for qualified firms to provide events and management for the City of Appleton Independence Day Celebration. Upon careful evaluation by the Parks & Recreation, Police, Fire and Legal Services Departments we recommend that the City of Appleton and the Wisconsin Entertainment Group LLC enter into a Memorandum of Understanding. This agreement would be for a term of three years with two optional extensions for and additional two years each.

The RFP was scored on the quality of the event proposed, experience and references, financial ability, safety record and overall compliance with the RFP. The combined scoring of the evaluation team was:

Compassionate Home Health Care, Inc. – 27.17

Wisconsin Entertainment Group LLC – 66.50

Overall, the evaluation team unanimously recommends Wisconsin Entertainment Group and requests the committee/council approve a memorandum or understanding to provide events and manage the City of Appleton Independence Day Celebration.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.