



City of Waukesha
201 Delafield St. Waukesha, WI 53188
Tel: 262.542.3700
waukesha-wi.gov

Committee: Parks, Recreation and Forestry Board	Date: 6/12/2024
Common Council Item Number: ID#24-10153	Date: 7/2/24.
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Mary Berg, Recreation Service Manager	City Administrator Approval: Anthony Brown, City Administrator
Finance Department Review: Joe Ciurro, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: To enter into an agreement with Cobalt Community Research to better understand the economic, demographic, and social landscape of our community events and facilities.	

Details:

Waukesha Parks, Recreation & Forestry Department (WPRF) would like to engage with Cobalt Community Research for the second year in a row to better understand our customers and attendees at our facilities and events. Cobalt Community Research is a 501c3 nonprofit organization with a mission to provide research and educational tools that help organizations thrive. Reports will be requested for specific events and facilities to better understand our customers, provide attendance estimates, and to provide better feedback to sponsors, as well as to assist us with securing future sponsorship.

Options & Alternatives:

Staff recommendation is to enter into an agreement with Cobalt Community Research to provide data. Alternatively, if the services are not provided, we would not have specific data for comparison and understanding of event, facility, and activity trends.

Financial Remarks:

Reports will be paid out of accounts correlating to a specific event or facility (total amount \$9,500 - see itemized detail in contract).

Executive Recommendation:

Recommend approval of the contract between City of Waukesha and Cobalt Community Research and authorize the Mayor to enter into this contract.