



City of Waukesha
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Committee: Parks, Recreation & Forestry Board	Date: 6/19/2023
Common Council Item Number: ID#23-7103	Date: 7/6/2023
Submitted By: Melissa Lipska, Interim PRF Director; Mary Berg, Recreation Services Manager and Joanna Adamicki, Special Event Coordinator	City Administrator Approval: Gina Kozlik, Interim City Administrator
Finance Department Review: Joe Ciurro, Finance Director	City Attorney's Office Review: Brian Running, City Attorney BR
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 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.

Executive Recommendation:

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