

# Council Presentation – Drones in 2025

by Bob Brunow

On Thursday, October 24, 2024, the Civic Celebration Commission voted to support the Wauwatosa Management Team recommendations to produce a Drone Show on Wednesday July 2, 2025.

I continued the process of looking into providing the city with a company that will provide a reliable 15-minute drone show with background music.

In July, 2024, I had a phone conversation with Polly Oldenburg, a member of New Berlin Civic Celebration. According to Polly, Northern Lights Drone Company put on a drone show for that community on July 5, 2024. There was nothing but praise about their program! The company designed a program they wanted and met the city requirements.

As a result of this recommendation, in July I contacted Andy of Northern Lights Drone Company, a local business, and here are the major points he made to me during our phone conversation:

- The show is 15 minutes long
- Projected cost \$32,000
- 200 drones recommended for our show, generating a flat display
- 300 drones generates a 3D effect
- \$160 cost per drone - discounts per drone also available
- Show requires a 200 foot radius
- Works off a GPS signal
- Show is about 400 feet in the sky
- Bright generation with no heat
- Drones can work in light rain but not heavy rain
- Company has a \$5 million insurance policy
- A 25% downpayment required to hold a date and time.

As chairman of the Civic Celebration Commission I am requesting that this Common Council wave the provision of waving the bidding process for a drone show to be held on Wednesday, July 2, 2025.

### **Reasons For This Decision**

- 1) We are making this request to the council based on the recommendation of New Berlin Civic Commission.
- 2) Northern Lights Done will provide the city with a fantastic program that will be designed within our budget of \$30,000.
- 3) City representative and I have and continue to do extensive work in determining what type of drone program should be in place.
- 4) We have been told that it could take as long as six months to design a program, and we are running out of time! If we have to go out for bids, do the research that is needed in preparing a bid, wait for all the bids to come in, determine which company is awarded the bid and then design the drone program the city wants – there simply is not enough time if we want to have the program in early July, 2025.
- 5) I have asked Andy to give a presentation at our January 23, 2025 meeting and to answer questions my board members and City officials may have. Andy will contact Eva to insure necessary AV equipment is available and in place to put on the presentation.