

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: <b>Ripp</b>		Resolution No. <b>2022 RES-327</b>
Vote Required: Majority <input checked="" type="checkbox"/>		Ordinance Amendment No. _____
Two-Thirds <input type="checkbox"/>	<input type="checkbox"/> 3/4 <input type="checkbox"/>	

Title of Resolution or Ord. Amd.:

**CONTRACT WITH THE GREATER MADISON CONVENTION AND VISITORS BUREAU**

**Policy Analysis Statement:**

Brief Description of Proposal -

This contract extends the agreement for assistance with marketing the AEC and booking events through 2023.

Current Policy or Practice -

Contracts over \$100,000 require County Board approval.

Impact of Adopting Proposal -

The GMCVB will assist in providing marketing services for the Alliant Energy Center.

**Fiscal Estimate:**

Fiscal Effect (check all that apply) -

- No Fiscal Effect
- Results in Revenue Increase
- Results in Expenditure Increase
- Results in Revenue Decrease
- Results in Expenditure Decrease

Budget Effect (check all that apply)

- No Budget Effect
- Increases Rev. Budget
- Increases Exp. Budget
- Decreases Rev. Budget
- Decreases Exp. Budget
- Increases Position Authority
- Decreases Position Authority

Note: if any budget effect, 2/3 vote is required

**Narrative/Assumptions about long range fiscal effect:**

This contract is only for 2023.

**Expenditure/Revenue Changes:**

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Expenditures -					Revenues -				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services	\$312,100				State				
Capital					Other				
<b>Total</b>	\$312,100	\$0	\$0	\$0	<b>Total</b>	\$0	\$0	\$0	\$0

**Personnel Impact/FTE Changes:**

None.

**Prepared By:**

Agency:	Alliant Energy Center	Division:	
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