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2022 RES-366

AUTHORIZING AGREEMENT WITH GREATER MADISON CONVENTION AND VISITORS BUREAU, INC., DBA DESTINATION MADISON, TO PROVIDE VISITOR INFORMATION SERVICES AT THE DANE COUNTY REGIONAL AIRPORT

The Greater Madison Convention and Visitors Bureau (the "CVB") has been welcoming travelers to the Dane County Regional Airport for over twenty years, providing Airport wayfinding guidance and information on attractions, amenities, and services available in Dane County. The CVB (doing business as Destination Madison) remains uniquely positioned to provide knowledgeable and well-trained employees qualified to fulfill the special purpose requirements of staffing the Visitor's Information Center in the terminal building at the Airport. The CVB will provide services at the Airport during critical hours, including appropriately modified hours during holidays and special events. The parties have negotiated a three year agreement, which may be extended for two additional one year terms, for the provision of visitor information services at a first year not-to-exceed rate of \$62,128, with a 2.5% escalator applicable to each subsequent year of the contract.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute on behalf of Dane County a Purchase of Services Agreement under which the Greater Madison Convention and Visitors Bureau, Inc., DBA Destination Madison, will provide visitor information services at the Dane County Regional Airport, as set forth above.