

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Schmidt		Resolution No. 294, 2016
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds	

Title of Resolution or Ord. Amd.:

**2017-19 CONTRACT WITH THE GREATER MADISON CONVENTION & VISITOR'S BUREAU**

**Policy Analysis Statement:**

Brief Description of Proposal -

This proposal is for a three-year agreement with the Greater Madison Convention & Visitors Bureau for general marketing and other services, sports development incentives, and support of the Madison Areas Sports Commission. The agreement follows the 2017 budgeted amounts of \$239,951 for general marketing and other services, \$39,600 for sports development incentives, and \$14,650 in support of the sports commission.

Current Policy or Practice -

The GMCVB submits requests for payment to the Dane County Controller. This multi-year contract requires County Board and County Executive approval.

Impact of Adopting Proposal -

Adoption of this proposal authorizes a three-year agreement with the Greater Madison Convention & Visitors Bureau for general marketing and other services, sports development incentives, and support of the Madison Areas Sports Commission.

**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:**

The contract amounts for 2018 and 2019 will be determined through the annual budget process.

**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	\$294,201		\$294,201		State				
Capital					Other				
<b>Total</b>	\$294,201	\$0	\$294,201	\$0	<b>Total</b>	\$0	\$0	\$0	\$0

**Personnel Impact/FTE Changes:**

N/A

**Prepared By:**

Agency: Alliant Energy Center	Division: Administration
Prepared by: Bill Franz	Date: 9/29/16 Phone: 267-3985
Reviewed by:	Date: Phone: