

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24

**2019 RES-332**

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

The Greater Madison Convention and Visitors Bureau (the "CVB") has for almost twenty years been welcoming travelers to the Dane County Regional Airport, providing Airport wayfinding guidance, and furnishing information on attractions, amenities and services available in Dane County. The CVB (here 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 Dane County Regional Airport. The CVB will provide services at the Airport during critical hours every day of the week, including appropriately modified hours during holidays and special events. The parties have negotiated a three year Purchase of Services Agreement for the provision of visitor information services at a first year rate of \$57,693, with a 2.5% escalator applicable to the second and third years of the contract.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are hereby authorized to execute, on behalf of the County of Dane, 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.