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SUB 1 to 2017 RES-398

**AWARD OF CONTRACT FOR CONVENTION SALES ACCOUNT MANAGER
AT THE ALLIANT ENERGY CENTER**

In 2013, the Alliant Energy Center (AEC) issued a Request for Proposal for convention sales manager services. This process resulted in a contract with the Greater Madison Convention & Visitors Bureau (GMCVB) to provide these services. The initial contract has expired and the AEC wishes to continue the relationship with the GMCVB for an additional two-year period, with options for three additional one-year extensions. The AEC relies heavily on the GMCVB and Madison Area Sports Commission to secure business and insure the financial success of the venue. Over the past 5 years the two entities have developed a very successful partnership by having full-time GMCVB sales position dedicated to marketing the AEC. This arrangement has generated over \$1.3 million worth of rental business for AEC. It is in the best interests of AEC and Dane County to continue with this partnership. A bid waiver (2017 ACT-545) was granted to continue the GMCVB based on their unique knowledge and expertise to properly and successfully sell the Madison area and the AEC campus. The first year of the contract is estimated to cost \$120,000.

NOW, THEREFORE BE IT RESOLVED, that a two-year agreement with three one-year options with the Greater Madison Convention and Visitor's Bureau, 22 E. Mifflin St., Suite 200, Madison, WI 53703 is hereby approved.

BE IT FINALLY RESOLVED, that the County Executive and County Clerk are authorized to sign the contract documents.

Submitted By