



# Bid Waiver Form

Revised 01/2024

<b>Short Description of Goods/Services</b>	Sales and Marketing Services for the Alliant Energy Center	<b>Total Cost</b>	\$68,400.72		
<b>Vendor Name</b>	Destination Madison	<b>MUNIS #</b>	3052	<b>Req #</b>	53
<b>Purchasing Officer</b>	Megan Rogan	<b>Date</b>	January 30, 2024		
<b>Department</b>	Alliant Energy Center	<b>Email</b>	heffron.adam@alliantenergycenter.com		
<b>Name</b>	Adam Heffron	<b>Phone</b>	267-3982		

**\*A VENDOR QUOTE MUST BE ATTACHED TO THE WAIVER FOR APPROVAL\***

**Provide a detailed description of the goods/services intended to be purchased:**

The Alliant Energy Center is a 164 acre multi-venue event space which competes in the local, state and national markets for event bookings. In order to best compete for business, the AEC needs additional sales support in the form of a sales coordinator to assist with preparing requests for proposals, showing the venue and providing a liaison between Destination Madison and the AEC.

**\*Send to a Purchasing Officer Once Completed\***



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## Procurement Exception List

- Emergency Procurement
- Unique and specific technical qualifications are required
- A special adaptation for a special purpose is required
- A unique or opportune buying condition exists
- Only one vendor possesses the unique and singularly available ability to meet the Department's requirements

Provide a detailed explanation as to why the competitive bidding (RFB/RFP) process cannot be used. Also provide a detailed justification in relation to the Procurement Exception(s) chosen:

The Greater Madison Convention and Visitors Bureau, doing business as Destination Madison, is the local organization for providing education and resources to the Dane County region and travelers with the aim of promoting travel to a location, events and conventions in the area, and other hospitality business. As such, they are uniquely positioned to assist the Alliant Energy Center with a sales coordinator to work jointly with AEC sales staff to book business for the AEC.

## Bid Waiver Approval (For Purchasing Use Only)

Under \$44,000 (Controller)

\$44,000+ (Personnel & Finance Committee)

Date Approved:

**\*Send to a Purchasing Officer Once Completed\***