

DANE COUNTY
POLICY AND FISCAL NOTE

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Ripp		Resolution No. 2019-183
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds	

Title of Resolution or Ord. Amd.:

ADVERTISING AND POURING RIGHTS AGREEMENT AT THE ALLIANT ENERGY CENTER OF DANE COUNTY

Policy Analysis Statement:

Brief Description of Proposal -

This resolution authorizes a seven-year agreement with WP Beverages, LLC for advertising and exclusive non-alcoholic beverage pouring rights at the Alliant Energy Center of Dane County. First-year revenue for pouring and serving rights is a minimum of \$25,000 and for advertising is \$50,000.

Current Policy or Practice -

The current agreement with WP Beverages for advertising and pouring rights expires on June 30, 2019. This new multi-year agreement requires County Board and Executive approval.

Impact of Adopting Proposal -

Adoption of this proposal authorizes a seven-year agreement with WP Beverages, LLC for advertising and exclusive non-alcoholic beverage pouring rights at the Alliant Energy Center of Dane County.

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:

This agreement results in a minimum of \$525,000 in revenue to the Alliant Energy Center over the seven-year term.

Expenditure/Revenue Changes:

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Expenditures -					Revenues -				
Personal Services									
Operating Expenses									
Contractual Services									
Capital									
Total	\$0	\$0	\$0	\$0	Total	\$50,000	\$0	\$75,000	\$0

Personnel Impact/FTE Changes:

N/A

Prepared By:

Agency: Alliant Energy Center
Prepared by: Bill Franz
Reviewed by:

Division: Administration
Date: 8/7/19
Date:

Phone: 267-3985
Phone: