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4 **AWARD OF CONTRACT FOR CONVENTION SALES ACCOUNT MANAGER**
5 **AT THE ALLIANT ENERGY CENTER**
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9 In 2013, the Alliant Energy Center (AEC) issued a Request for Proposal for
10 convention sales manager services. This process resulted in a contract with the
11 Greater Madison Convention & Visitors Bureau (GMCVB) to provide these
12 services. The initial contract has expired and the AEC wishes to continue the
13 relationship with the GMCVB for an additional ~~two- three-~~year period, with options
for

14 ~~13~~ three ~~two~~ additional one-year extensions. The AEC relies heavily on the GMCVB
and

15 ~~14~~ Madison Area Sports Commission to secure business and insure the financial
16 ~~15~~ success of the venue. Over the past 5 years the two entities have developed a
17 ~~16~~ very successful partnership by having full-time GMCVB sales position dedicated
18 ~~17~~ to marketing the AEC. This arrangement has generated over \$1.3 million worth
19 ~~18~~ of rental business for AEC. It is in the best interests of AEC and Dane County to
20 ~~19~~ continue with this partnership. A bid waiver (2017 ACT-545) was granted to
21 ~~20~~ continue the GMCVB based on their unique knowledge and expertise to properly
22 ~~21~~ and successfully sell the Madison area and the AEC campus. The first year of
23 ~~22~~ the contract is estimated to cost \$120,000.

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

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

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Submitted By