



## Request for Waiver of Bid Procurement

I. Program Description and Current Operations

**Date: 12/28/17**

Service or Goods to be Purchased: GMCVB Sales and Marketing position

Expenditure Amount: Approximately \$115,000 per year

Vendor Name: GMCVB

Department: AEC

Name of Contact Person: Mark Clarke

Name of Program: Overhead to AECADMIN 21491, Wages to AECADMIN 10015

Requisition Number: 2018-708

- II. Chapter 25 of Dane County Ordinance codifies the County's purchasing and contracting process. Included in this chapter, 25.08(18) allows for exceptions to the competitive bidding process for a variety of reasons.

**Below is a list of exceptions specified in the ordinance. Choose the one most appropriate to your request.**

**Emergency procurement**

**Only one vendor possesses the unique and singularly available ability to meet the Department's requirements**

**When unique and specific technical qualifications are required**

**When special adaptation for a special purpose is required**

**When a unique or opportune buying condition exists**

- III. State your rationale for request for waiver. Please be specific.

In 2013, the AEC issued an RFP for convention sales manager services. The result was a contract with the Greater Madison Convention and Visitors Bureau to provide these services. Although the initial term of that RFP has expired, the AEC wishes to continue this relationship with the GMCVB. The AEC relies heavily on the GMCVB and MASC 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 with the CVB by having a fulltime sales person dedicated to marketing AEC. This agreement has generated over \$1.3 million worth of business for AEC. The GMCVB is the primary marketing arm for tourism and conventions in the Madison area. It is in the best interest for AEC and Dane County to continue with this partnership. No other entity can supply the knowledge and expertise needed to properly and successfully sell the Madison area and the AEC facility.