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**2016 RES-294**

**2017-19 CONTRACT WITH THE GREATER MADISON CONVENTION AND VISITOR'S BUREAU**

The 2017 Dane County Budget includes three categories of funding for the Greater Madison Convention and Visitor's Bureau (GMCVB). The budget includes \$239,951 for general marketing and other services. It also includes \$39,600 for sports development and other event incentives that are reported to the County's Personnel and Finance Committee. Finally, the budget includes \$14,650 for support of the Madison Area Sports Commission. The purchase of service contract for these activities requires approval by the County Board.

**NOW, THEREFORE BE IT RESOLVED**, that the 2017-19 contract with the Greater Madison Convention and Visitor's Bureau, 22 East 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