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2023 RES-325

**AUTHORIZING A CONTRACT WITH THE GREATER MADISON CONVENTION
AND VISITORS BUREAU**

The current contract with the Greater Madison Convention & Visitors Bureau (GMCVB) dba Destination Madison expired on December 31, 2023. The contract includes three categories of funding for the GMCVB – general marketing and other services, sports development and other event incentives and support of the Madison Area Sports Commission. The County and the GMCVB desire to contract through 2026 for a total cost of \$936,300. The purchase of service contract for these activities requires approval by the County Board.

NOW, THEREFORE BE IT RESOLVED, that the 2024-2026 contract with the Greater Madison Convention and Visitors Bureau, dba Destination Madison, 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.