

**CONTRACT ADDENDUM WITH THE GREATER MADISON CONVENTION AND  
VISITOR'S BUREAU**

The current contract with the Greater Madison Convention & Visitors Bureau (GMCVB) dba Destination Madison expires on December 31, 2019. The contract includes three categories of funding for the GMCVB. The contract 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 contract includes \$14,650 for support of the Madison Area Sports Commission. The County and the GMCVB desire to extend the existing contract through 2021. The purchase of service contract for these activities requires approval by the County Board.

**NOW, THEREFORE BE IT RESOLVED**, that the 2020-21 contract addendum 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