

**DANE COUNTY**  
**POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Ripp		Resolution No. 2019-184
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds	

Title of Resolution or Ord. Amd.:

**CONTRACT ADDENDUM WITH THE GREATER MADISON CONVENTION & VISITORS BUREAU**

**Policy Analysis Statement:**

Brief Description of Proposal -

This proposal is for a two-year contract extension with the Greater Madison Convention & Visitors Bureau for general marketing and other services, sports development incentives, and support of the Madison Areas Sports Commission. The agreement follows the 2019 budgeted amounts of \$239,951 for general marketing and other services, \$39,600 for sports development incentives, and \$14,650 in support of the sports commission.

Current Policy or Practice -

The GMCVB submits requests for payment to the Dane County Controller. This multi-year contract addendum requires County Board and County Executive approval.

Impact of Adopting Proposal -

Adoption of this proposal authorizes a two-year contract extension with the Greater Madison Convention & Visitors Bureau for general marketing and other services, sports development incentives, and support of the Madison Areas Sports Commission.

**Fiscal Estimate:**

Fiscal Effect (check all that apply) -

- ☐ No Fiscal Effect  
☐ Results in Revenue Increase  
☒ Results in Expenditure Increase  
☐ Results in Revenue Decrease  
☐ Results in Expenditure Decrease

Budget Effect (check all that apply)

- ☒ No Budget Effect  
☐ Increases Rev. Budget  
☐ Increases Exp. Budget  
☐ Decreases Rev. Budget  
☐ Decreases Exp. Budget  
☐ Increases Position Authority  
☐ Decreases Position Authority  
Note: if any budget effect, 2/3 vote is required

**Narrative/Assumptions about long range fiscal effect:**

The contract amounts for 2020 and 2021 will be determined through the annual budget process.

**Expenditure/Revenue Changes:**

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Expenditures -									
Personal Services					Revenues -				
Operating Expenses					County Taxes				
Contractual Services	\$0		\$294,201		Federal				
Capital					State				
					Other				
Total	\$0	\$0	\$294,201	\$0	Total	\$0	\$0	\$0	\$0

**Personnel Impact/FTE Changes:**

N/A

**Prepared By:**

Agency: Alliant Energy Center	Division: Administration	
Prepared by: Bill Franz	Date: 8/8/19	Phone: 267-3985
Reviewed by:	Date:	Phone: