

Dane County Contract Cover Sheet

Res 184
significant

Dept./Division	Alliant Energy Center
Vendor Name	Greater Madison Convention & Visitors Bureau
Vendor MUNIS #	3052
Brief Contract Title/Description	General Marketing and Other Services for the Alliant Energy Center - \$239,951; Sports Development & Incentives - \$39,600; Madison Area Sports Commission - \$14,650
Contract Term	01/01/20 to 12/31/21
Total Contract Amount	\$ 294,201 per year or \$588,402 total

Contract # <small>Admin will assign</small>	1288/B
Addendum	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Type of Contract	
<input checked="" type="checkbox"/>	Dane County Contract
<input type="checkbox"/>	Grant
<input type="checkbox"/>	County Lessee
<input type="checkbox"/>	County Lessor
<input type="checkbox"/>	Intergovernmental
<input type="checkbox"/>	Purchase of Property
<input type="checkbox"/>	Property Sale
<input type="checkbox"/>	Other

Purchasing Authority	<input type="checkbox"/> \$10,000 or under – Best Judgment (1 quote required)	
	<input type="checkbox"/> Between \$10,000 – \$36,000 (\$0 – \$25,000 Public Works) (3 quotes required)	
	<input checked="" type="checkbox"/> Over \$36,000 (\$25,000 Public Works) (Formal RFB/RFP required)	RFB/RFP #
	<input type="checkbox"/> Bid Waiver – \$36,000 or under (\$25,000 or under Public Works)	
	<input type="checkbox"/> Bid Waiver – Over \$36,000 (N/A to Public Works)	
	<input type="checkbox"/> N/A – Grants, Leases, Intergovernmental, Property Purchase/Sale, Other	

MUNIS Req.	Org Code	GMCVB	Obj Code	31706	Amount	\$ 239,951
Req #	Org Code	GMCVB	Obj Code	22480	Amount	\$ 39,600
Year 2020	Org Code	GMCVB	Obj Code	22478	Amount	\$ 14,650


Resolution	A resolution is required if the contract exceeds \$100,000 (\$40,000 Public Works). A copy of the Resolution must be attached to the contract cover sheet.		
	<input type="checkbox"/> Contract does not exceed \$100,000 (\$40,000 Public Works) – a resolution is not required.		
	<input checked="" type="checkbox"/> Contract exceeds \$100,000 (\$40,000 Public Works) – resolution required.		Res # 184
	<input type="checkbox"/> A copy of the Resolution is attached to the contract cover sheet.		Year

Contract Review/Approvals				
Initials	Dept.	Date In	Date Out	Comments
NG	Received by DOA	8/9/19		
W	Controller		8/15/19	
PCP	Purchasing	8/9/19	8/9/19	2020 req to be entered when FY opens
	Corporation Counsel	8/19/19	8/20/19	
W	Risk Management	8/14/19	8/16/19	
	County Executive			

Dane County Dept. Contact Info		Vendor Contact Info	
Name	Mark Clarke	Name	Diane Morgenthaler
Phone #	608-267-3982	Phone #	608-441-2622
Email	clarke@alliantenergycenter.com	Email	morgenthaler@visitmadison.com
Address	1919 Alliant Energy Center Way Madison, WI 53713	Address	22 E. Mifflin St, Suite 200 Madison, WI 53703

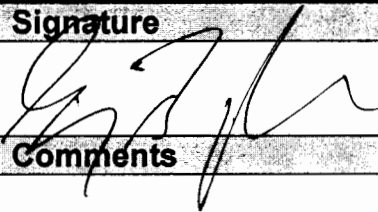
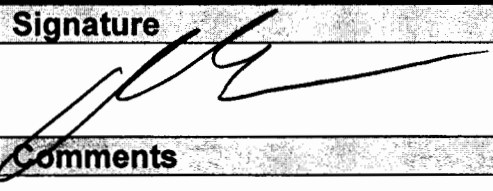
Certification: The attached contract is a:	
<input checked="" type="checkbox"/>	Dane County Contract <u>without</u> any modifications.
<input type="checkbox"/>	Dane County Contract <u>with</u> modifications. The modifications have been reviewed by:
<input type="checkbox"/>	Non-standard contract.

Contract Cover Sheet Signature

Department Approval of Contract		
Dept. Head / Authorized Designee	Signature	Date
		8/27/19
	Printed Name	
	Mark Clarke	

Contracts Exceeding \$100,000

Major Contracts Review – DCO Sect. 25.11(3)

Director of Administration	Signature	Date
		8/23/19
	Comments	
Corporation Counsel	Signature	Date
		8/23/19
	Comments	

**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



DANE COUNTY CONTRACT ADDENDUM

THIS ADDENDUM, made and entered into effective as of the date by which both parties hereto have executed this document, by and between the County of Dane (hereinafter referred to as "County" or "Alliant Energy Center") and the Greater Madison Convention & Visitors Bureau, dba Destination Madison (hereinafter, "Provider", "Destination Madison", "GMCVB").

WITNESSETH:

WHEREAS Provider and County, by a separate document (hereinafter, the "Master Agreement"), Dane County Contract # 12881, have previously entered into a contractual relationship pursuant to which sales and marketing services are provided, and

WHEREAS County and Provider wish to amend the Master Agreement in order to extend the term of the contract and revise and update Schedules A, B, and C.

NOW, THEREFORE, in consideration of the above premises and the mutual covenants of the parties hereinafter set forth, the receipt and sufficiency of which is hereby acknowledged by each party for itself, the parties do agree as follows:

1. The Master Agreement shall remain in full force and effect unchanged in any manner by this addendum except as changes are expressly set forth herein. This addendum shall control only to the extent of any conflict between the terms of the Master Agreement and this addendum.
2. The term of the contract is extended through December 31, 2021 at an additional cost of \$239,951 per year or the amount determined by the approved Annual Dane County Budget in 2020 and 2021.
3. Attached Schedules A, B and C will replace Schedule A, B, C, D and E from the original contract.
4. Sections XII. Living Wage and XIII. Domestic Partner Equal Benefits of the Master Agreement are removed and no longer in effect.

IN WITNESS WHEREOF, the parties, by their respective authorized representatives, have set their hands and seals as of the dates set forth below.

FOR PROVIDER:


Deb Archer, CEO, GMCVB dba Destination Madison

8-7-19
Date Signed


Greg Frank, Chair, Destination Madison Board of Directors

8-7-2019
Date Signed

FOR COUNTY:

Joseph T. Parisi, Dane County Executive

Date Signed

Scott McDonell, Dane County Clerk

Date Signed



DANE COUNTY CONTRACT ADDENDUM SCHEDULE A Scope of Services

1. DESTINATION MADISON / DANE COUNTY DESTINATION SALES & MARKETING

A. Annual Business Plan

Destination Madison will provide a written Annual Business Plan outlining its program of work and activities.

B. Destination Marketing Plan

As referenced in the Destination Madison Annual Business Plan, Destination Madison sells and markets Dane County as a convention, exhibition, events and leisure destination through weekend getaway programs, publications, the website (www.visitmadison.com) and through public relations efforts. Destination Madison also provides visitor information services through a toll free visitor line and through representation at the UW Visitor Information locations and at the Dane County Regional Airport

2. DESTINATION MADISON / ALLIANT ENERGY CENTER SALES AND MARKETING – COMMITMENT TO EXCELLENCE & BEST PRACTICES:

A. Alignment of Goals and Objectives

1. As described in detail herein, the parties have committed to aligning their respective goals and objectives with regard to their relationship, so as to create synergy for the benefit of both parties.
2. The parties shall use their best and good faith efforts to meet objectives and requirements of the Agreement and its attachments, including but not limited to all Schedules attached hereto and incorporated herein by reference.
3. Destination Madison and the Alliant Energy Center shall work together in good faith to resolve any concerns and/or disagreements that arise under this Schedule A. In the event the parties cannot resolve a material concern or disagreement, the CEO of Destination Madison and/or Destination Madison Board Chair, will work to resolve the concern or disagreement with the Alliant Energy Center Executive Director
4. Should either party fail to fulfill in a timely and proper manner a material obligation under this Agreement, the non-breaching party shall have the right to terminate the Agreement by giving a sixty (60) day written notice to the breaching party of such termination and specifying the effective date thereof, but only after making a good faith and reasonable attempt to resolve any dispute or breach.
5. Should approval for and construction timeline be approved for expansion of the Alliant Energy Center during the term of this contract, the Destination CEO, Alliant Energy Center Executive Director and County Executive (or his/her designee) will meet immediately after such, to negotiate additional resources needed to support the sales, marketing and promotional needs for the additional meeting/exhibit/tradeshow space and appropriate amendments to increase funding for this purpose would be allowed under this Agreement.



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3. DESTINATION MADISON / ALLIANT ENERGY CENTER SALES POLICIES AND PRACTICES

A. Statement of Purpose

1. The Alliant Energy Center is owned and operated by Dane County, Wisconsin. The mission of the Alliant Energy Center of Dane County is to manage and operate first-rate venues for local, regional, national and international events. The facilities will consistently deliver superior, user-friendly services to all its customers, clients, tenants, visitors, guests and employees. The Alliant Energy Center will be properly maintained, and professionally and efficiently operated. The Alliant Energy Center will benefit the community and citizens of Dane County by providing the economic and quality of life benefits related to its success in the conventions, expositions, meeting and trade show industry and by hosting entertainment, sporting, livestock exhibition, consumer and social events. The Alliant Energy Center shall achieve these objectives without Dane County General Fund operating subsidy.
2. The management of the Alliant Energy Center reserves the right to promote, solicit, develop and make reservation for any activity deemed appropriate to Alliant Energy Center objectives adhering to the booking policy herein, and to classify in cooperation with Destination Madison, when appropriate, all activities requesting utilization of the facility.
3. Destination Madison primary objective is to expand economic vitality and impact by increasing visitor volume and spending in Dane County. Primary to this objective is to secure events that generate significant room nights, revenue impact and economic benefit for Madison and Dane County.

B. Best Practices

1. **Communications Structure:** The parties have determined that their relationship works best with defined participants by both parties. To that end, Destination Madison personnel who shall work directly with Alliant Energy Center personnel shall be led by Destination Madison's Chief Executive Officer. The Alliant Energy Center team who shall work directly with Destination Madison personnel and Destination Madison shall be led by the Alliant Energy Center Executive Director.
2. **Communications Practices:** Both parties strive to increase sales. With this in mind, the following practices are recommended which will:
 - Foster partnership and teamwork.
 - Create accountability of both parties.
 - Generate stronger sales.
 - Create for strategic discussions between Destination Madison, Alliant Energy Center and County staff, leadership and officials.
 - Create optimum experience for clients.
3. **Recommended Communication Practices:**
 - Rep of Alliant Energy Center Staff to meet with Destination Madison and/or Madison Area Sports Commission (MASC) sales staff as requested to assist in sales activities.
 - Alliant Energy Center Director is available to address Destination Madison Board to discuss Alliant Energy Center opportunities and challenges as the Board sees a need or Alliant Energy Center director requests the opportunity
 - Destination Madison and Alliant Energy Center Services Teams communicate about incoming clients, their needs and expectations and best deployment of Alliant Energy Center and Destination Madison services



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- Alliant Energy Center Director and Destination Madison CEO will meet as needed, preferably a minimum of once per quarter to discuss opportunities and challenges
- Destination Madison CEO and Alliant Energy Center Director to meet with County Executive or his/her designee and Contract Administrator minimum of two times per year to discuss opportunities and challenges. Destination Madison will coordinate.
- Destination Madison shall attend and participate in Alliant Energy Center Customer Forums. Alliant Energy Center shall provide advance notice of all such forums and will request and consider invitee suggestions from Destination Madison.
- Destination Madison shall attend and participate in Alliant Energy Center Master Plan/Task Force meetings as determined necessary.

Both parties recognize that client and public communication shall be presented in a collaborative fashion to best serve the client.

During course of soliciting and closing business, Destination Madison and Alliant Energy Center staff will mutually disclose conversations with client and inform sales counterparts as soon as possible, of any questions/concerns or follow-up requests from client regarding the sales counterpart's areas of responsibility.

C. Sales Policies & Procedures

With the goal of increasing revenues, protecting current high yield revenue customers for Alliant Energy Center, both parties agree to simplifying customer definitions and developing more strategic and integrated sales practices.

1. **Sales Protocol and Process**

With the goals of building a team sales model and increase sales, both parties have mutually agreed to the following sales policies and procedures for pursuit of Destination Madison Target Event Customers (defined in Schedule A. 4.

PERFORMANCE MEASURES and EVENT ASSISTANCE PROGRAM):

- Destination Madison to prospect and qualify account and assign sales manager
- Destination Madison is responsible for managing response to the RFP
- Alliant Energy Center is responsible for providing Destination Madison with date availability, tentative space layout and rental figure.
- Alliant Energy Center will be informed of any financial support that Destination Madison is providing outside of Alliant Energy Center Event Assistance Fund.
- Alliant Energy Center and Destination Madison reps meet to discuss additional information and strategies needed for bid proposal
- Destination Madison prepares bid book and sends to client
- Destination Madison arranges/coordinates site visits. Alliant Energy Center welcome to participate in other aspects of site visit.
- Alliant Energy Center and/or Destination Madison's Alliant Energy Center Account Manager negotiates facility needs/pricing directly, making sure to inform Destination Madison as soon as possible as it may affect funding needs.
- Destination Madison and Alliant Energy Center to work collaboratively to strategize on best way to close business, including additional incentives or facility discounts, entertainment etc. at Alliant Energy Center events



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- Alliant Energy Center and/or Destination Madison's Alliant Energy Center Account Manager to contract directly with the client.
- Copy of contract or official booking acknowledgement to be sent to Destination Madison once signed contract received.

This protocol and process may be modified as considered necessary to better achieve the objectives of this agreement.

2. Special Considerations

The Executive Director of Alliant Energy Center may decline rentals when it is determined that the event is not in the best financial interest of Dane County. Documentation detailing reasons for the decisions will be made available to Destination Madison within two weeks of the determination date.

3. Booking Status

- a. **Tentative (First Option):** Dates for convention and/or meeting space being held at Alliant Energy Center for a specified and limited amount of time pending a final selection decision by the user. The Alliant Energy Center will reserve the right to release the hold on dates and space after the decision date has expired.

Should a challenge arise before the decision date, the first option client shall have five (5) business days, or a length of time determined by the Executive Director of Alliant Energy Center, to remit all required deposits and execute a contract with Alliant Energy Center. If the first option client fails to respond accordingly, the Alliant Energy Center may cancel any and all space holds, in favor of the second option client. This policy shall be made a part of all correspondence including, but not limited to, memos of understanding and letters of intent.

- b. **Second Hold (Second Option):** A tentative booking confirmed by the Alliant Energy Center contingent on the release of dates and space by the tentative/first option event.
- c. **Third Hold (Third Option):** A tentative booking confirmed by the Alliant Energy Center contingent on the release of dates and space by both the tentative (first option) and the second hold (second option) event.
- d. **Contracted (Definite) Booking:** A booking confirmed under a contractual commitment upon execution of a lease agreement and the receipt of a valid deposit.
- e. **Building Hold:** A hold placed on space by the Alliant Energy Center for purposes of maintenance or other needs.
- f. **Release Date:** The date at which a tentative booking commitment period expires. At this point in time, the booking will be considered cancelled or the commitment period may be extended only in writing by the Alliant Energy Center.

D. Contract Approval

Alliant Energy Center may decline to approve any contract on the basis of credit references, financial ability, prior experiences, client failure to perform obligations or client failure to proceed with a definite reservation. Alliant Energy Center must inform Destination Madison of such contract decision, so further discussion or potential accommodations can be arranged to secure business for another destination venue. Additionally, Alliant Energy Center may decline any contract for an event of nature or content, which violates any laws or building code in the City of Madison, Town of Madison, Dane County or the State of Wisconsin. Alliant



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Energy Center decisions of this nature must be documented by the Alliant Energy Center Director and shared with Destination Madison.

E. Price Guarantee

Absent significant unforeseen circumstances, Alliant Energy Center will guarantee rental rates quoted in a Alliant Energy Center generated proposal or Booking Form until the decision date. Charges not quoted in an executed contract or an event estimate will be assessed and charged at the rate in effect at the time of space and service delivery.

F. Selling Procedures and Guidelines

1. All tentative bookings (first holds) must be put on calendar hold with priority given to Destination Madison Target Event Account. Exceptions or special considerations must be approved by Destination Madison and Alliant Energy Center management prior to commitment on space.
2. A client with tentative status/first option on meeting and/or exhibition space has five (5) business days for a decision should another client request the same or overlapping dates (second hold/second option status). This time shall commence upon receipt of the Alliant Energy Center contract by the client. However, in order for first option to be challenged, the client with the second hold must be willing and able to enter into a contract and meet all contracting requirements (fiscal and otherwise) within 10 business days of receiving tentative status/first option prior to the contacting of the tentative status client to invoke the five (5) business day decision (executed contract) or forfeit requirement.
3. All proposals will include a "decision date" on the space being held in the Alliant Energy Center. This date will reflect the date that the client has to make the decision and is prepared to enter into contract. Decision date extensions must be submitted in writing to Alliant Energy Center prior to the expiration of the original decision date. Groups with expired decision dates will be removed from the calendar.
4. The sales manager working on the now second hold dates must notify Destination Madison and Alliant Energy Center that the lead is now in second hold status. All client correspondence must reflect the second hold status. Depending on the category of business and number of hotel rooms involved, Destination Madison will communicate this information to all applicable hotels.
5. Alliant Energy Center will contract directly with client per aforementioned booking process.
6. Any group requesting multiple dates within the same year or dates for multiple years when only one set of dates will be utilized will be given first hold status on a single preferred set only. All subsequent dates will be on second hold status even if there is no first hold client. This will continue until contracts are executed for each individual date. Any request for space over any one or more of these dates, including those in second hold status, will not be processed without a joint discussion between Alliant Energy Center and Destination Madison to agree on the optimum overall financial benefit for Alliant Energy Center and for the region.
7. The Alliant Energy Center will commit to maintaining an up-to-date booking calendar that includes assigning booking status and categories as agreed to be defined in this document.
8. If the Alliant Energy Center receives a lead that meets all Destination Madison Target lead parameters, it will advise the Destination Madison VP of Sales of the lead. The



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parties will then discuss a strategy to best secure the business for the Alliant Energy Center.

9. Non-"Target Event Customer" leads generated by Destination Madison can be pursued directly by Alliant Energy Center team.
10. Destination Madison agrees to adhere to the policies outlined in the Confidentiality Addendum included with this document.
11. Destination Madison and Alliant Energy Center agree to discuss and document when decisions are made not to pursue business or when business is not able to be pursued due to space or other limitations.

The Booking Policies and Procedures are established to provide consistency in selling for all involved parties. Some modifications may occur from time to time as outlined in this policy. This booking policy shall be subject to revision, upon approval of Dane County. Additionally, this policy shall be formally reviewed and revised during annual contract negotiations between Destination Madison, Alliant Energy Center and Dane County administrators.

Alliant Energy Center and Destination Madison mutually agree to apply due diligence and are committed to securing maximum amount of business for Alliant Energy Center as possible as outlined in this Agreement.

G. Confidentiality Addendum

The County may disclose or provide Destination Madison with access to certain information in the course of performing the work under this agreement and there may be other, ancillary information that the County also discloses to Destination Madison. All this information is collectively referred to as the "Confidential Information". In consideration of the County's performance of its obligations under this Agreement, including the disclosure of the Confidential Information for Destination Madison to use, Destination Madison agrees to the following use and disclosure obligations:

Title to the Confidential Information and all related materials and documentation the County delivers to Destination Madison will remain with the County.

Destination Madison agrees to treat such Confidential Information as secret if it is so marked, otherwise identified as such, or when, by its very nature, it deals with matters that, if generally known, would be damaging to the best interest of the County, other providers or potential providers with the County, or individuals or organizations about whom the County keeps information. By way of illustration, information should be treated as confidential if it includes any proprietary documentation, materials, flow charts, codes, data, software, computer instructions, techniques, models, information, diagrams, know-how, trade secrets, data, business records, or client information.

Destination Madison agrees not to disclose any Confidential Information to third parties.

Destination Madison will restrict circulation of the Confidential Information within its organization and then only to people in Destination Madison's organization that have a need to know the Confidential Information for the purpose described in the introductory provisions of this Agreement.

This requirement shall survive the expiration or termination of this Agreement and shall continue in full force and effect and shall be binding upon Destination Madison, its agents, employees, successors, assigns, sub-providers, or any combination thereof. Destination Madison shall advise all Destination Madison's agents, employees, successors, assigns and sub-providers that are engaged by Destination Madison in providing services to the County of the confidentiality provisions set forth herein.



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4. PERFORMANCE MEASURES AND EVENT ASSISTANCE PROGRAM

A. Alliant Energy Center: Destination Madison Leads for Business

35 qualified "Target Event Customer" leads generated by Destination Madison for Alliant Energy Center business. A qualified lead is defined as a Destination Madison qualified, target customer which meets the parameters listed below, whose bid specifications have been forwarded to Alliant Energy Center for a proposal and, put on the Alliant Energy Center calendar as a Destination Madison hold (including name of client).

1. Lead (Target Event Customers) Parameters

One (1) lead will be tallied when a group is considering a single year event, but consecutive year proposals are requested. Customers requesting multiple year contracts and are interested in and book multi-year contracts will result in multiple lead count.

- a. Peak Room Nights: Any event requiring a minimum of 50 rooms on two consecutive peak nights.
- b. Square Footage Use: Any event requiring a minimum of 50,000 cumulative gross sf Multiple Day Use: Any event utilizing event space for minimum of two full days (paid event days; does not apply to ingress/egress).
- c. Competitive Bid Status: Any event that involves a competitive bid vs. another destination.

OR

- d. Square Footage Use: Any event requiring a minimum of 80,000 cumulative gross sf.
- e. Multiple Day Use: Any event utilizing event space for minimum of two full days (paid event days; does not apply to ingress/egress).
- f. Competitive Bid Status: Any event that involves a competitive bid vs. another destination.

2. Destination Madison Will Not Pursue:

- a. Concerts
- b. Semi-pro/pro or amateur sports leagues based at Alliant Energy Center

B. Event Assistance Program

- 1. Each year of Destination Madison /Dane County Contracts, Destination Madison will allocate and administer up to \$50,000 in direct cash support, to assist in the booking of events at the Alliant Energy Center. These moneys will be provided to Destination Madison as part of the monthly contract cash payments and, in turn, disbursements of the assistance moneys shall be made directly from Destination Madison to the Alliant Energy Center, and will not be based on assessments or any other contingency. The payment will be reflected in the Alliant Energy Center license agreement and be applied to the last contractually specified payment due from the user. Should an event cancel, the lessee shall be responsible for all monies due, and the assistance funds provided to the now cancelled event will be returned to the fund to be distributed to another qualified user.
- 2. The selections and determination of the recipients will be made by the Alliant Energy Center Executive Director or CFO and Alliant Energy Center Senior Sales Manager, the Destination Madison CEO or CEO's designated proxy and VP or Director of Sales or VP of MASC and, Dane County Board representative to the Destination Madison Board of Directors. Requests will be evaluated as the needs come forward from Destination Madison.



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3. General Parameters

- a. Events should occupy a total of 100,000 gross sq. ft. of space over a minimum of 2 event days or be projected to produce \$40,000 of venue contracted rental revenue for the Alliant Energy Center. Venue rental revenue is defined as the amount (numerical value) to be paid by the client to the Alliant Energy Center as indicated on page one of the signed contract. Addendums to the original agreement that add to the venue rental amount may be considered for the purposes of this benchmark.
- b. No less than \$5,000 or more than \$25,000 will be given to a single event.
- c. At the conclusion of each contract, unexpended funds shall be maintained in a segregated escrow account by Destination Madison for future use under this program. The parties will agree to a statement summarizing the activity within this account, including the beginning and ending balances of the contract period, prior to January 15 of the succeeding year. In the event a contract between the County and Destination Madison is not renewed or extended, unexpended monies in this fund will be delivered to the Alliant Energy Center prior to April 1 following the conclusion of the agreement and the services normally provided by Destination Madison to Alliant Energy Center clients would cease, unless there is a prior documented event specific agreement for Destination Madison services.
- d. In special circumstances, the CEO of Destination Madison and Executive Director of the Alliant Energy Center may mutually agree to utilize these funds for an Alliant Energy Center event that may not meet the specified criteria.
- e. Should County payments to Destination Madison increase in future years, it is the intention of the County and Destination Madison that the \$50,000 annual event incentive fund for Alliant Energy Center events will be increased. In the event of a County increase or reduction in funding, at no time shall the annual event assistance allocation exceed 22.5% of the County direct funding to Destination Madison.
- f. This assistance agreement does not impact the Dane County contract funding for the MASC or sports event assistance moneys supplied by Dane County.

C. Dane County Performance Measures

These measures do not count toward year-end performance measures for the purposes of the Dane County contract, but represent some of the measures Destination Madison tracks to determine efficacy of programs and impact on the destination. Future goals will be established on or around November 15 of the preceding year and provided to the Alliant Energy Center Director.

1. Direct spending impact for all groups Destination Madison secures.
2. Room nights for all groups Destination Madison secures.
3. Destination Public Relations Value: Estimated ad value of publicity for which Destination Madison is responsible for generating.
4. Convention Trade Publicity

**Figures are associated with business Destination Madison processes as leads and wins. Does not include groups such as World Dairy Expo, WIAA, etc, which the Destination Madison Services and Supports, but is not responsible for securing for the destination.*



DANE COUNTY CONTRACT ADDENDUM SCHEDULE B Pricing Structure and Payment

1. Destination Madison will be paid a maximum of \$ 239,951 per year or the amount determined by the approved Annual Dane County budget in 2020 and 2021 for services and sales provided in Agreement. Said payments shall be made in twelve, equal monthly installments. Payment is contingent upon verification and receipt of reports, within thirty (30) days after receipt of invoice.

Invoices must reference the Dane County Purchase Order # (if applicable) and shall be sent to:

Chuck Hicklin
Dane County Controller
Room 426, CCB
210 MLK Jr Blvd.
Madison, WI 53703

2. A \$39,600 Sports Development Fund being funded by Dane County is to be used by Destination Madison or the MASC (administered by Destination Madison) to attract sports related events to the Alliant Energy Center and the Madison area. Disbursements from this fund shall be paid separately from the above monthly payments.

Under this agreement, Provider shall be allowed to use all or a portion of the \$ 39,600 included for Sports Development to support other community events that draw visitors to the Madison area. Such support shall be provided through a competitive process and any award for a non-sports special event shall be reported to the County's Personnel and Finance Committee.

3. \$14,650 will be funded by Dane County to the MASC, which is administered by Destination Madison. This funding is to support the operations and programs of MASC, which is dedicated to growing the area's economy by attracting and creating destination sports events. This funding will be provided in a single payment no later than May 1, 2020, to the following address:

Deb Archer, CEO
GMCVB/MASC
22 East Mifflin St. Suite 200
Madison, WI 53703



DANE COUNTY CONTRACT ADDENDUM SCHEDULE C Reporting

The following reports/meetings will be submitted/conducted as noted:

1. QUARTERLY REPORTS

- A. A summary of Destination Madison sales and marketing activity will be provided quarterly to Dane County Controller, Dane County Board liaison to Destination Madison BOD, Dane County Executive's office and Alliant Energy Center Management no later than April 30, July 31, October 31 and January 30.
- B. Upon agreement of future performance measure goals, Destination Madison will provide updates on these measures in all quarterly reports.
- C. The quarterly report shall contain a detailed list of the Alliant Energy Center leads obtained for the current year.
- D. If list of Alliant Energy Center users that Destination Madison provided services is included in the report, a list indicating the specific services provided to the each user will be included.

2. SEMI-ANNUAL PRESENTATIONS

- A. Destination Madison shall be entitled to make presentations to the Dane County Executive and Controller, Dane County Public Works Committee, Dane County Personnel & Finance, Dane County Board of Supervisors and Alliant Energy Center Commission, as needed or requested.
- B. Such semi-annual presentations shall include a description of Destination Madison efforts and accomplishments with regard to meeting the Performance Measures described in Schedule A.