

**DANE COUNTY
POLICY AND FISCAL NOTE**

| | | |
|--|-------------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> Original | <input type="checkbox"/> Update | Substitute No. _____ |
| Sponsor: Melissa Ratcliff | | Resolution No. 183 |
| Vote Required: | | Ordinance Amendment No. _____ |
| Majority <input checked="" type="checkbox"/> | Two-Thirds <input type="checkbox"/> | |

Title of Resolution or Ord. Amd.:

CONTRACT WITH THE GREATER MADISON CONVENTION AND VISITORS BUREAU

Policy Analysis Statement:

Brief Description of Proposal -
This contract extends the agreement for assistance with marketing the AEC and booking events through 2022.

Current Policy or Practice -
Contracts over \$100,000 require County Board approval

Impact of Adopting Proposal -
The GMCVB will assist in providing marketing services for the Alliant Energy Center.

Fiscal Estimate:

| | |
|---|---|
| <u>Fiscal Effect (check all that apply) -</u> | <u>Budget Effect (check all that apply)</u> |
| <input type="checkbox"/> No Fiscal Effect | <input checked="" type="checkbox"/> No Budget Effect |
| <input type="checkbox"/> Results in Revenue Increase | <input type="checkbox"/> Increases Rev. Budget |
| <input checked="" type="checkbox"/> Results in Expenditure Increase | <input type="checkbox"/> Increases Exp. Budget |
| <input type="checkbox"/> Results in Revenue Decrease | <input type="checkbox"/> Decreases Rev. Budget |
| <input type="checkbox"/> Results in Expenditure Decrease | <input type="checkbox"/> Decreases Exp. Budget |
| | <input type="checkbox"/> Increases Position Authority |
| | <input type="checkbox"/> Decreases Position Authority |
| | Note: if any budget effect, 2/3 vote is required |

Narrative/Assumptions about long range fiscal effect:

This contract is only for 2022.

Expenditure/Revenue Changes:

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

Personnel Impact/FTE Changes:

nONE

Prepared By:

| | |
|-------------------------------|-----------------|
| Agency: Alliant Energy Center | Division: |
| Prepared by: Carolyn Clow | Date: 9/18/20 |
| Reviewed by: | Phone: 267-3985 |
| | Date: |
| | Phone: |