

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Ripp		Resolution No. 2023 RES-325
Vote Required: Majority <input checked="" type="checkbox"/>		Ordinance Amendment No. _____
Two-Thirds <input type="checkbox"/>	<input type="checkbox"/> 3/4 <input type="checkbox"/>	

Title of Resolution or Ord. Amd.:

AUTHORIZING A CONTRACT WITH THE GREATER MADISON CONVENTION AND VISITORS BUREAU

Policy Analysis Statement:

Brief Description of Proposal -

The contract creates an agreement for assistance with marketing the AEC and booking events through 2026.

Current Policy or Practice -

Contracts over \$100,000 require County Board approval.

Impact of Adopting Proposal -

The GMCVB will assist in providing marketing and sales services for hte Alliant Energy Center.

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:

This contract is for 2024-2026 subject to annual allocation of funds.

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	\$312,100		\$312,100		Federal				
Contractual Services					State				
Capital					Other				
Total	\$312,100	\$0	\$312,100	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None.

Prepared By:

Agency:	Alliant Energy Center	Division:	
Prepared by:	Carolyn A Clow	Date:	1/31/24
Reviewed by:	Carolyn A Clow	Date:	1/31/24
		Phone:	267-3985
		Phone:	267-3985