

Dane County Contract Addendum Cover Sheet

Res 058

Revised 06/2021

Contract # Admin will assign	16119A
--	---------------

Dept./Division	Alliant Energy Center	Vendor Name	ICON Venue Group
Brief Addendum Title/Description	To provide additional negotiating advisory services for a contract related to the Veteran's Memorial Coliseum	Vendor MUNIS #	35970
		Addendum Term	5/1/2026-8/31/2026
		Amount (\$)	\$ 75,000.00

Department Contact Information		Vendor Contact Information	
Contact	Kevin Scheibler	Contact	Raul Abad
Phone #	608-267-3982	Phone #	303-557-3700
Email	scheibler.kevin@alliantenergycenter.com	Email	raul.abad@caaicon.com
Purchasing Officer	Pete Patten		

Purchase Order – Maintenance or New PO					
<input type="checkbox"/>	PO Maintenance Needed	Org:	Obj:	Proj:	
	PO# 20260797	Org:	Obj:	Proj:	
<input type="checkbox"/>	No PO Maintenance Needed – this addendum does not change the dollar amount of the contract.				
<input type="checkbox"/>	New PO / Req. Submitted	Org:	Obj:	Proj:	
	Req#	Org:	Obj:	Proj:	

Budget Amendment	
<input type="checkbox"/>	A Budget Amendment has been requested via a Funds Transfer or Resolution. Upon addendum approval and budget amendment completion, the department shall update the requisition in MUNIS accordingly.

Total Contracted Amount – List the Original contract info, then subsequent addenda including this new addendum					
<p>A resolution is required when the total contracted amount first exceeds \$100,000.</p> <p>Additional resolutions are then required whenever the sum(s) of any additional addenda exceed(s) \$100,000</p>	Addendum #	Term	Amount	Resolution	
	Original	2/1/2026-4/30/2026	\$ 75,000.00	<input checked="" type="checkbox"/> None	Res#
	A	5/1/2026-8/31/2026	\$ 75,000.00	<input type="checkbox"/> None	Res# 2026 Res-058
				<input type="checkbox"/> None	Res#
				<input type="checkbox"/> None	Res#
				<input type="checkbox"/> None	Res#
				<input type="checkbox"/> None	Res#
Total Contracted Amount			\$ 150,000.00		

Contract Language Pre-Approval – prior to internal routing, this contract has been reviewed/approved by:		
<input type="checkbox"/> Corporation Counsel:	<input type="checkbox"/> Risk Management:	<input checked="" type="checkbox"/> No Pre-Approval

APPROVAL	
Dept. Head / Authorized Designee	
Scheibler, Kevin	Digitally signed by Scheibler, Kevin Date: 2026.06.05 17:02:12 -05'00'

APPROVAL – Contracts Exceeding \$100,000	
Director of Administration	Corporation Counsel

APPROVAL – Internal Contract Review – Routed Electronically – Approvals Will Be Attached			
DOA:	Date In: 6/5/26	Date Out: _____	<input checked="" type="checkbox"/> Controller, Purchasing, Corp Counsel, Risk Management

Goldade, Michelle

From: Goldade, Michelle
Sent: Tuesday, June 9, 2026 9:42 AM
To: Hicklin, Charles; Patten, Peter; Gault, David; Cotillier, Joshua
Cc: Oby, Joe
Subject: Contract #16119A
Attachments: 16119A.pdf

Tracking:	Recipient	Read	Response
	Hicklin, Charles	Read: 6/9/2026 10:12 AM	Approve: 6/9/2026 10:17 AM
	Patten, Peter	Read: 6/9/2026 10:32 AM	Approve: 6/9/2026 1:32 PM
	Gault, David	Read: 6/9/2026 2:14 PM	Approve: 6/9/2026 2:15 PM
	Cotillier, Joshua	Read: 6/9/2026 9:47 AM	Approve: 6/9/2026 9:50 AM
	Oby, Joe		

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Contract #16119A
Department: AEC
Vendor: Icon Venue Group LLC
Contract Description: Provide additional Negotiating Advisory Services (Res 058)
Contract Term: 5/1/26 – 8/31/26
Contract Amount: \$75,000.00

Michelle Goldade

Administrative Manager
Dane County Department of Administration
Room 425, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
PH: 608/266-4941
Fax: 608/266-4425
TDD: Call WI Relay 711

Please Note: I currently have a modified work schedule...I am in the office Mondays and Wednesdays and working remotely Tuesdays, Thursdays and Fridays.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

2026 RES-058

**ADDENDUM TO CONTRACT 16119
BETWEEN ICON VENUE GROUP LLC AND DANE COUNTY**

At the beginning of 2026, the Alliant Energy Center began contract negotiations for a contract related to the Veteran’s Memorial Coliseum. The county awarded contract 16119 to Icon Venue Group LLC, doing business as CAA ICON. The Alliant Energy Center has been negotiating the contract and needs additional assistance to complete the contract negotiations for the Dane County Veteran’s Memorial Coliseum redevelopment contract. As such, the Alliant Energy Center recommends approval of the contract addendum with Icon Venue Group, doing business as CAA ICON. This resolution authorizes the addition of \$75,000.00 for a revised contract cost of \$150,000.00.

WHEREAS Provider and County, by a separate document (hereinafter, the “Master Agreement”), Purchase of Services Agreement No. 16119, have previously entered into a contractual relationship pursuant to which Provider for the purpose of negotiating advisory services for a contract related to the Veteran’s Memorial Coliseum; and,

NOW, THEREFORE, BE IT RESOLVED that the following contract addendum is approved for the period through August 31, 2026, and Icon Venue Group LLC, DBA CAA ICON, 5075 S. Syracuse Street, Suite 700, Denver, CO 80237.

NOW BE IT FINALLY RESOLVED that the County Executive and County Clerk are authorized to sign the contract addendum.



DANE COUNTY CONTRACT

ADDENDUM #16119A

Revised 11/2024

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”) and ICON Venue Group LLC, doing business as CAA ICON (hereinafter, “Provider”).

WITNESSETH:

WHEREAS Provider and County, by a separate document (hereinafter, the “Master Agreement”), Dane County Contract #16119, have previously entered into a contractual relationship pursuant to which Provider provides negotiating advisory services for a contract related to the Veteran’s Memorial Coliseum.

WHEREAS County and Provider wish to amend the Master Agreement in order to extend the scope and term of the contract.

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 Master Agreement, and any amendment or addendum to it, may be executed and transmitted to any other party by legible facsimile reproduction or by scanned legible electronic PDF copy, and utilized in all respects as, an original, wet-inked manually executed document. Further, the Master Agreement and any amendment or addendum thereto, may be stored and reproduced by each party electronically, photographically, by photocopy or other similar process, and each party may at its option destroy any original document so reproduced. All parties hereto stipulate that any such legible reproduction shall be admissible in evidence as the original itself in any judicial, arbitration or administrative proceeding whether or not the original is in existence and whether or not such reproduction was made by each party in the regular course of business. This term does not apply to the service of notices under the Master Agreement, or any subsequent amendment or addendum.
3. PROVIDER shall provide additional services as set forth below:
 - a) Perform additional due diligence on all aspects of the respondent’s proposal, with a focus on the capital structure / finance plan for the upfront renovation.
 - b) Model financial impacts of selected proposal’s deal terms to the Alliant Energy Center campus.
 - c) Develop overall negotiation strategy in consideration of County goals and objectives and financial capacity to undertake the project.

- d) Draft initial term sheet for renovation project.
- e) Negotiate key term sheet deal points, including revenue sharing, expense responsibility, and other key deal points.
- f) Assist in developing public relations strategy around the project.
- g) Provide document support on definitive agreements (as required or made available during agreement term).
- h) Provider shall provide guidance and support to the County through its role in negotiations; provided, however, that nothing herein shall be construed as Provider providing any legal services to the County.

4. Rates as follows:

- a) \$25,000 for May 1 through May 31, 2026, plus reimbursable expenses. Services for the period between June 1 and July 31, 2026 will be billed on an hourly basis according to the rates listed below, with a not to exceed amount of \$22,500. In no event shall the maximum aggregate amount exceed \$22,500 for the period of June 1 through August 31, 2026.

Personnel Standard Hourly Rates

Joshua Cohen – Senior Vice President \$675

Bryan Slater – Vice President \$575

Brett Rasmussen – Director \$500

Richard Seymour – Director \$500

Charlie Alpert – Manager \$425

Jamie Sullivan – Manager \$425

William Lynner – Senior Associate \$350

Scott Thomas – Senior Associate \$350

Anthony Charles – Associate \$300

Henry Freilich – Associate \$300


Patrick George – Associate \$300

Katie Goertzen – Administration \$250

- 5. The term of the Master Agreement is extended through August 31, 2026 to continue the program for negotiating advisory services for a contract related to the Veteran's Memorial Coliseum at an additional cost not to exceed \$75,000.

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:



Josh Cohen
Senior Vice President

June 4, 2026

Date

* * *

FOR COUNTY:

Melissa Agard
Dane County Executive

Date

Scott McDonell
Dane County Clerk

Date