



Bid Waiver Form

Revised 01/2024

Short Description of Goods/Services	Sales and Marketing Services for the Alliant Energy Center	Total Cost	\$936,300.00		
Vendor Name	Destination Madison	MUNIS #	3052	Req #	52
Purchasing Officer	Megan Rogan	Date	January 30, 2024		
Department	Alliant Energy Center	Email	heffron.adam@alliantenergycenter.com		
Name	Adam Heffron	Phone	267-3982		

A VENDOR QUOTE MUST BE ATTACHED TO THE WAIVER FOR APPROVAL

Provide a detailed description of the goods/services intended to be purchased:
<p>The Alliant Energy Center is a 164 acre multi-venue event space which competes in the local, state and national markets for event bookings. In order to best compete for business marketing and sales assistance is beneficial. National organizations issue requests for proposals that involve hotels, event space and entertainment across the City. These requests for proposals most commonly are sent directly to local convention and visitor's bureaus for consideration. This waiver is for three years of services.</p>

Send to a Purchasing Officer Once Completed



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Procurement Exception List

- Emergency Procurement
- Unique and specific technical qualifications are required
- A special adaptation for a special purpose is required
- A unique or opportune buying condition exists
- Only one vendor possesses the unique and singularly available ability to meet the Department's requirements

Provide a detailed explanation as to why the competitive bidding (RFB/RFP) process cannot be used. Also provide a detailed justification in relation to the Procurement Exception(s) chosen:

The Greater Madison Convention and Visitors Bureau, doing business as Destination Madison, is the local organization for providing education and resources to the Dane County region and travelers with the aim of promoting travel to a location, events and conventions in the area, and other hospitality business. As such, they are uniquely positioned to assist the Alliant Energy Center with sales and marketing assistance and to administer the event assistance funding to incentivize events to come to the AEC.

Bid Waiver Approval (For Purchasing Use Only)

Under \$44,000 (Controller)

\$44,000+ (Personnel & Finance Committee)

Date Approved:

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