



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 86954

File ID: 86954

File Type: Resolution

Status: Report of Officer

Version: 1

Reference:

Controlling Body: FINANCE
COMMITTEE

File Created Date : 02/03/2025

File Name: Authorizing the Mayor and City Clerk to execute a sole source Purchase of Services Contract with The Welch Group for government affairs and strategic advocacy services for one year with the option of two one-year renewals.

Final Action:

Title: Authorizing the Mayor and City Clerk to execute a non-competitive Purchase of Services Contract with The Welch Group for government affairs and strategic advocacy services for one year with the option of two one-year renewals.

Notes:

Sponsors: Satya V. Rhodes-Conway

Effective Date:

Attachments: Non-Competitive Selection Request - The Welch Group.pdf, 021125_CC_public_comment.pdf

Enactment Number:

Author: Sam Munger

Hearing Date:

Entered by: dducini@cityofmadison.com

Published Date:

Approval History

Version	Seq #	Action Date	Approver	Action	Due Date
1	1	2/3/2025	Maggie McClain	Approve	2/21/2025

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Mayor's Office	02/03/2025	Referred for Introduction				
	Action Text:	This Resolution was Referred for Introduction					
	Notes:	Finance Committee (2/17/25), Common Council (2/25/25)					
1	COMMON COUNCIL	02/11/2025	Refer	FINANCE COMMITTEE		02/17/2025	Pass
	Action Text:	A motion was made by Figueroa Cole, seconded by Conklin, to Refer to the FINANCE COMMITTEE. The motion passed by voice vote/other.					

1 FINANCE COMMITTEE 02/17/2025 RECOMMEND TO
COUNCIL TO
ADOPT - REPORT
OF OFFICER

Pass

Action Text: A motion was made by Figueroa Cole, seconded by Evers, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Text of Legislative File 86954

Fiscal Note

The proposed resolution approves a one-year contract with The Welch Group, Inc. to advise the City on government affairs and represent the City's interests at the state level. Under the proposed terms, the annual cost of the contract is \$72,000 with an option for two one-year renewals at the same annual fee. The contract was chosen through a non-competitive selection process.

The contract will be executed in March 2025; the prorated amount for 2025 is \$60,000. The 2025 Adopted Operating Budget includes \$45,000 for a state government liaison in Direct Appropriations. The \$15,000 balance in 2025 will be paid for through the Mayor's Office purchased services budget. Future funding for the annual amount of the contract is contingent on appropriations in future operating budgets. No additional appropriation required in 2025.

Title

Authorizing the Mayor and City Clerk to execute a non-competitive Purchase of Services Contract with The Welch Group for government affairs and strategic advocacy services for one year with the option of two one-year renewals.

Body

WHEREAS, the City of Madison has a pressing need for expanded bipartisan representation and strategic guidance in state level affairs given the long-term trend of the state legislature decreasing state aid to local governments and restricting local revenues; and

WHEREAS, there are a very small number of full-service government affairs firms in Madison that offer both representation in the capital and strategic advice, have strong demonstrated bipartisan relationships, and have the capacity to take on a client of the size and breadth of interest of the City of Madison; and

WHEREAS, The Welch Group ("Welch") has spent over twenty years focusing on representing a wide range of clients in public affairs before the Wisconsin state government; and

WHEREAS, Welch is one of the most respected public affairs firms in Wisconsin and has a long track record of having successfully represented dozens of clients in a wide variety of industries; and

WHEREAS, city staff conducted significant research, including conversations with relevant stakeholders, and interviewed a number of candidates and deemed Welch the best fit; and

WHEREAS, The Welch Group's seasoned expertise in public affairs and strategic advocacy will help the City of Madison will meaningfully advance its objectives to strengthen relationships with policymakers, build political capital, and increase financial support from the State of Wisconsin; and

WHEREAS, Welch has proposed a contract with a competitive fee of \$6,000 per month

(\$72,000 per year), inclusive of all services and expenses, for a term of 1 year with an option for two one-year renewals at the same rate; and

WHEREAS, under MGO 4.26(4)(a), a service contract with a total price over the lifetime of the contract of \$50,000 or more that was not competitively selected must be approved by the Common Council and must meet one of the exceptions in MGO 4.26(4)(b); and

WHEREAS, for the reasons stated on the attached Noncompetitive Selection Request Form, the proposed contract meets both the "sole source" exception in MGO 4.26(4)(b), and the exception in sec. 4.26(4)(a)9. for the use of a consultant otherwise authorized by law, rule, resolution or regulation;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Clerk are authorized to execute a contract as described above with The Welch Group for the purpose, duration and price set forth above, and the Finance Director's designee is authorized to execute the optional one-year extensions if desired by the City and if funds are so budgeted.