

August 4, 2010

TO: The City of Madison Ethics Board

FR: Mayor Dave Cieslewicz

RE: Request for an advisory opinion.

In June of 2011 the Congress for New Urbanism will be holding its annual convention (referred to by CNU as a "congress") here in Madison at Monona Terrace. The CNU will bring approximately 1,500 architects, landscape architects, planners, public officials and developers from around the world to Madison. The estimated economic impact for Madison is \$1.5 million and it will be a large event for our city-owned convention center providing significant income at a time when convention activity is very competitive. In addition, the congress will introduce Madison to influential designers and investors from all over the world and there will be opportunities for residents of Madison including neighborhood leaders, planning professionals and anyone interested to interact with these international experts. The congress usually takes places in larger cities such as Chicago, Denver, Atlanta and Toronto. Having the CNU in Madison is a substantial accomplishment for our city.

The CNU is a 501(c)3 not for profit organization led by former Milwaukee Mayor John Norquist.

One of the responsibilities of the host city is to raise funds to help defray the cost of the annual congress meeting, which typically runs around \$500,000. We are being asked to raise \$280,000. Because of the importance of this event to business for our city-owned convention center, the economic impact for our central business district, the international exposure it will give our city and the world-caliber design expertise that will be made available to our staff and our neighborhoods, I have offered to serve as the local co-chair for the event.

As part of my responsibilities I would like to help raise the local share of costs for the meeting. My intention is to cosign letters to perspective local, regional and perhaps national sponsors and to follow up these letters with personal calls to philanthropic decision makers in some cases.

I am seeking your guidance in an advisory capacity about my involvement in these fundraising activities.

I have asked City Attorney Mike May for his thoughts on this question and he has provided me with a confidential, preliminary memo, which I am now sharing with you to help frame your discussion.

If you have additional questions please contact me. I would like to receive your advice this month as fundraising activities need to begin soon.