



CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

## Non-Competitive Selection Request

Date: 10/03/2023

Requisition Number: (8 characters)

Requestor Name: Sara Carrizal; Bill Zeinemann

Requestor Phone Number: 608-261-4000

Requestor Email: scarrizal@mononaterrace.com; wzeinemann@mononaterrace.com

Fund: 1250 OTHER RESTRICTED

Agency: 28 ROOM TAX COMMISSION

- Major:
- 53\*\*\* Supplies/Goods
  - 541\*\* Utilities
  - 542\*\* Building/Facility Maintenance/Repair
  - 543\*\* Software/Equipment Maintenance/Repair
  - 544\*\* Public Works Maintenance/Repair
  - 545\*\* Training/HR-Related Services
  - 546\*\* Consulting/Professional Services
  - 548\*\* Grants/Loans/Insurance/Other Services

Total Purchase Amount: \$5,600,000.00

Vendor Name: Greater Madison Convention and Visitors Bureau, Inc.

Product/Service Description: Tourism marketing services

**\$50,000 and UNDER**  
This form will be sent to the Purchasing Supervisor for review.

**OVER \$50,000**  
Complete this form and draft a resolution using the sample resolutions provided by the City Attorney to your Budget Analyst. **Your resolution will not be added to the Finance Committee agenda without this form.**

**Check the box(es) for the exception criteria you feel are applicable:**

- 1. Public exigency (emergency) will not permit the delay incident to advertising or other competitive processes.
- 2. The services or goods required are available from only one person or firm (i.e., **true** sole source).
- 3. The services are for professional services to be provided by attorneys.
- 4. The services are to be rendered by a university, college, or other educational institution.
- 5. No acceptable bids have been received after formal advertising.
- 6. Service fees are established by law or professional code.

- 7. A particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant.
- 8. Otherwise authorized by law, rule, resolution, or regulation. Explain:
- If procurement is being paid with Federal or State grant funds, the vendor was identified by name in the approved Grant Application. (OPTIONAL)

### REASON FOR REQUEST

#### WHY A COMPETITIVE SELECTION PROCESS CANNOT BE USED:

Provide **detailed** explanation below. For a true sole source, provide all information to explain why this product or service can only be purchased from this vendor. For one-of-a-kind items not sold through distributors, explain the unique performance features of the product requested that are not available from any other product. For services, detail the unique qualifications this vendor possesses, or other reason(s) that meet the criteria selected above. Identify specific, measurable factors and qualifications.

There is only one Convention and Visitors Bureau in Madison; the Greater Madison Convention and Visitors Bureau, Inc. (GMCVB). The City of Madison has had a partnership with the GMCVB for 50 years. The GMCVB provides tourism and marketing services and seeks to attract new destination businesses, visitors, conventions, events and trade shows to the greater Madison area.

### COMMENTS REGARDING PURCHASES OVER \$50,000

The City of Madison has paid the Greater Madison Convention and Visitors Bureau, Inc. a total of \$34,762,000 since 2015. All of this was non-competitively selected. The majority of this amount (\$31,570,546) is the GMCVB's share of room tax revenue. In addition to that, payments have been made for:

Performance Incentives - \$1,230,496  
Event Booking Assistance - \$1,036,327  
Convention Marketing Services - \$493,432  
Room Tax Fund Excess - \$316,440  
Miscellaneous Other Services - \$114,757

Date:

Submit