Amendment to Purchases of Services Agreement

Whereas, the City of Madison, Wisconsin, a municipal corporation ("the City") and the Greater Madison Convention and Visitors Bureau, a Wisconsin non stock corporation, (the "Bureau") are parties to the Purchase of Services Agreement, dated November 27, 2017, including Exhibit A thereto (the "Agreement") which has been amended by the parties on an annual basis, under which the Bureau provides tourism marketing services for conventions, conferences, events and tourism travel to the City, and

Whereas, the Agreement is funded exclusively by Room Tax revenue as provided in the Annual Room Tax Commission Budget, and

Whereas, the Room Tax Commission met on September 1, 2022, and adopted the 2023 Adopted Room Tax Commission Budget, which set the annual funding levels under the Agreement,

Therefore, pursuant to Section 16 of the Agreement, the parties to the Purchase of Services Agreement mutually agree to amend the Agreement, including Exhibit A the Description of Program Goals and Compensation, for 2023, as follows:

1. Payment for General Destination Marketing, is amended to $5,264,037.

2. The Event Booking Assistance Subsidy is amended to $275,000, including the $5,000 administrative fee.

The Program Goals in Exhibit A shall not be applicable for payments made for fiscal year 2023.

In Witness Thereof, the Parties have signed this Amendment.

CITY OF MADISON

By: _____
Satya Rhodes-Conway, Mayor

Attest: _____
Maribeth Witzel-Behl, Clerk

Approved:

_____
David P. Schmiedicke, Finance Director

Approved as to Form:

_____
Michael R. Haas, City Attorney

MONONA TERRACE

By: _____
Connie Thompson, Executive Director

By: _____
Judy Karofsky, Board Chair

GREATER MADISON CONVENTION & VISITORS BUREAU

By: _____
Ellie Westman Chin, President & CEO

By: _____
Robert Crain, Board Chair