



Legislation Text

File #: 28138, **Version:** 1

Fiscal Note

No expenditure is required.

Title

Greater Madison Convention and Visitors Bureau's 40th Anniversary

Body

WHEREAS, the Greater Madison Convention and Visitors Bureau was founded as an arm of the Greater Madison Chamber of Commerce in November of 1972; and

WHEREAS, the Greater Madison Convention and Visitors Bureau separated itself from the Greater Madison Chamber of Commerce in 1974, both financially and physically to pursue its goals; and

WHEREAS, the Greater Madison Convention and Visitors Bureau is responsible for the creation of perennially popular events in our area such as the Taste of Madison and the Madison Marathon, as well as for securing and retaining the widely successful Ironman Wisconsin triathlon and for continually working to enhance, improve and promote our spectacular destination; and

WHEREAS, the Greater Madison Convention and Visitors Bureau is recognized for their significant contribution to the sustained economic impact of tourism on Madison and its surrounding areas; and

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and the City of Madison Common Council hereby recognizes the tremendous contribution of the Greater Madison Convention and Visitors Bureau to the overall quality of life; and

BE IT FURTHER RESOLVED, that a copy of this resolution be presented to Deb Archer, President and CEO of the Greater Madison Convention and Visitors Bureau, as a token of the esteem in which the organization is held.