



## Legislation Text

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**File #:** 40254, **Version:** 1

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### **Fiscal Note**

The proposed resolution includes approval of a \$100,000 service contract with The Hiebing Group, Inc. for marketing and advertising of Monona Terrace Community and Convention Center. Funding for marketing and advertising services is included in Monona Terrace's annual operating budget. The total amount budgeted in 2015 and 2016 for marketing and advertising of Monona Terrace includes funds in anticipation of the contract with The Hiebing Group, Inc. The fiscal impact of the proposed resolution is \$100,000 in funds provided by the Room Tax for each year the contract is renewed.

### **Title**

Authorizing the City to execute a service contract for a 1 year term of service, with three 1 year renewal options, provided by The Hiebing Group, Inc., for marketing and advertising of Monona Terrace Community and Convention Center.

### **Body**

WHEREAS, funding for marketing and advertising services is provided for each year as part of the adopted Monona Terrace operating budget; and

WHEREAS, City Purchasing Ordinances provide under sec. 4.26(4)(b), of the Madison General Ordinances that, if the aggregate amount of the fee for services in a contract exceeds \$25,000 and the contract was not subject to a competitive bidding process, the contract shall meet one of the other requirements of sec. 4.26(4)(a) and must be approved by the Common Council; and

WHEREAS, the proposed contract with The Hiebing Group, Inc. meets the exception to the bidding process in section 4.26(4)(a)2 which states "The service required is available only from one person or firm"; and

WHEREAS, under Sec. 33.21(11), Madison General Ordinances, the Chair of the Board and the Director of Monona Terrace are authorized to sign contracts for the benefit of the Monona Terrace Community and Convention Center;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Clerk are authorized to execute a service contract, for a one year term, with option for three additional one year renewals, for marketing and advertising services from The Hiebing Group, Inc. at a price not to exceed \$100,000.00 per year; and

IT IS FURTHER RESOLVED, that the Chair of the Board and the Director of Monona Terrace are authorized to execute up to three (3) additional one year renewals of the contract, on the same terms and conditions as the original contract.