



## Legislation Text

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**File #:** 63180, **Version:** 1

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### **Fiscal Note**

The proposed resolution authorizes the addition of a new guideline for the Monona Terrace Booking Event Assistance Advisory Committee. No additional City appropriation is required.

### **Title**

Amending the Fund Policies and Guidelines by approving the creation of Guideline 4 to Permit the Monona Terrace Booking Event Assistance Advisory Committee to Waive Guidelines.

### **Body**

WHEREAS, the Monona Terrace Booking Event Assistance Advisory Committee ("MTBEAC") exists under Sec. 33.21(19) MGO, to consider funding requests from the Greater Madison Convention and Visitors Bureau (hereinafter "Destination Madison") for event assistance funding for conventions and conferences; and,

WHEREAS, the Committee rules on funding requests by following the Fund Policies and Guidelines approved by the Common Council; and,

WHEREAS, as a result of the pandemic, the volume of face to face attendance for events is highly uncertain, especially for 2021. Examples of influence on MTBEAC funding decisions include the following: meeting professionals' event budget constraints, unknown willingness of attendees to travel, safety protocols, integration of virtual attendance capabilities and social distancing impact on space usage, and other factors; and,

WHEREAS, Destination Madison has requested that Fund Policies and Guidelines be modified to permit the MTBEAC to waive any or all of the Guidelines during 2020, 2021, 2022 for these three years and future years; and,

WHEREAS, Destination Madison and MTBEAC have negotiated the attached amendment,

NOW, THEREFORE, BE IT RESOLVED, that the Common Council approves the creation of Guideline 4, through the attached amendment to the Fund Policies and Guidelines, which permits the Committee to use its best judgment to maximize new business and to address funding issues raised by clients already committed to holding conventions and events.