File #: 74964, **Version:** 1

Fiscal Note

The proposed resolution authorizes amending the Purchase of Services Agreement between the City and the Greater Madison Convention and Visitors Bureau to align with the 2023 budget adopted by the Room Tax Commission. The 2023 adopted operating budget includes a $5.26 million payment to the Bureau for General Destination Marketing and a $275,000 payment for Event Booking Assistance, including a $5,000 administrative fee. No additional City appropriation is required.

Title

Authorizing an Amendment to the Purchases of Services Agreement between the City and the Greater Madison Convention and Visitors Bureau d/b/a/ Destination Madison.

Body

Title

Authorizing an Amendment to the Purchases of Services Agreement between the City and the Greater Madison Convention and Visitors Bureau d/b/a/ Destination Madison.

Body

WHEREAS, the Greater Madison Convention and Visitors Bureau (the "Bureau") d/b/a/ Destination Madison provides tourism marketing services and seeks to attract new destination businesses, visitors, conventions, events and trade shows to the greater Madison area; and WHEREAS, the City, through the Monona Terrace Community and Convention Center has contracted for such services under the Purchases of Services Agreement with the Bureau, dated November 27, 2017, and

WHEREAS, the revenue funding for the Agreement comes from the room tax on the furnishing of rooms or lodging, and

WHEREAS, at its September 1, 2022 meeting, the Room Tax Commission adopted its 2023 Adopted Room Tax Budget, which sets the budget appropriation to each entity and agency supported by the Room Tax Commission, including the Bureau, and

WHEREAS, under the Commission's Room Tax Budget, payment to the Bureau for General Destination Marketing is $5,264,037 and payment for the Event Booking Assistance is $275,000, including the $5,000 administrative fee, and

WHEREAS, the City and the Bureau have agreed upon an Amendment to the Purchases of Services Agreement between the parties, which provides for payments by the City to the Bureau, as provided in the 2023 Room Tax Commission Room Tax Budget,

NOW THEREFORE BE IT RESOLVED, that the Common Council hereby authorizes the Mayor and Clerk to sign on behalf of the City of Madison, an Amendment to the Purchases of Services Agreement with the Greater Madison Convention and Visitors Bureau d/b/a/ Destination Madison, as described above.