2021 RES-398

AUTHORIZING EXECUTION OF PURCHASE OF SERVICES AGREEMENT FOR MARKETING AND ADVERTISING, MEDIA BUYING, AND MARKET RESEARCH SERVICES FOR THE DANE COUNTY REGIONAL AIRPORT

In order to retain and increase its share of air passenger traffic and to stem leakage from its market to other airports, particularly due to the proximity to Milwaukee and Chicago, the Dane County Regional Airport intends to continue a robust marketing and communications program. DCRA has taken several steps to improve passenger facilities including numerous improvements to the terminal building and airfield, and is now embarking on a historic passenger terminal expansion project. Continuing a strong marketing presence at the airport will capitalize on these investments and maintain DCRA as the top-of-mind choice for local travelers. The airport's multi-county catchment area extends as far south as the Wisconsin / Illinois border, as far east as Jefferson County, and into southwest Wisconsin.

A Request for Proposals was issued and responses were received from eight (8) firms. The proposals were evaluated and the proposal of AFFIRM Agency was found to be most advantageous to the Airport. AFFIRM Agency is a Wisconsin company located at N28W23050 Roundy Drive, Suite 100, Pewaukee, WI 53072. Under the agreement, AFFIRM Agency shall provide on-call services related to marketing and advertising, media buying, and similar services at a cost not to exceed $475,000 for the initial term of the contract. There are sufficient funds presently appropriated in the airport budget to meet the contractual costs that will be incurred by these services.

NOW, THEREFORE, BE IT RESOLVED that the County Board approves the award of a contract to the AFFIRM Agency for one year, with the option to extend for four (4) additional one-year terms.

BE IT FINALLY RESOLVED that the Dane County Executive and the Dane County Clerk are hereby authorized to execute the agreement on behalf of Dane County.