

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor McCarville		Resolution No. 2021 RES-398
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds <input type="checkbox"/>	

**Title of Resolution or Ord. Amd.:**

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

**Policy Analysis Statement:**

Brief Description of Proposal -

This resolution would approve a purchase of services agreement for marketing and advertising, media buying, and market research services at the Dane County Regional Airport provided by Affirm Agency LLC of Wisconsin. This will continue a robust marketing and communication program to retain and increase DCRA's share of air passenger traffic.

Current Policy or Practice -

A marketing and advertising program is currently in place at the Dane County Regional Airport to increase public awareness of the convenience and comfort of the Dane County Regional Airport as the starting point for air travel to destinations anywhere in the world. The firm providing these marketing services will also be used as part of the Community Air Service Support Program for the promotion of non-stop flights newly offered from the Dane County Regional Airport to qualifying destinations.

Impact of Adopting Proposal -

The Airport's marketing and advertising program will continue, and will allow DCRA to continue marketing under the Community Air Service Support Program.

**Fiscal Estimate:**

Fiscal Effect (check all that apply) -

- No Fiscal Effect
- Results in Revenue Increase
- Results in Expenditure Increase
- Results in Revenue Decrease
- Results in Expenditure Decrease

Budget Effect (check all that apply)

- No Budget Effect
  - Increases Rev. Budget
  - Increases Exp. Budget
  - Decreases Rev. Budget
  - Decreases Exp. Budget
  - Increases Position Authority
  - Decreases Position Authority
- Note: if any budget effect, 2/3 vote is required

**Narrative/Assumptions about long range fiscal effect:**

Annual cost will depend on services requested and shall not exceed \$475,000.

**Expenditure/Revenue Changes:**

Expenditures -	Current Year		Annualized		Revenues -	Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services			\$475,000		State				
Capital					Other				
<b>Total</b>	\$0	\$0	\$475,000	\$0	<b>Total</b>	\$0	\$0	\$0	\$0

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

Agency: Airport	Division: Administration
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	Date: 03/02/22
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