

Dane County Contract Addendum Cover Sheet

Revised 06/2021

RES 263
SIGNIFICANT

Contract # Admin will assign	14687A
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Dept./Division	820/AIRPORT	Vendor Name	Affirm Agency
Brief Addendum Title/Description	Exercising year 2-5 Extension of POS #14687 for comprehensive on call marketing & advertising services	Vendor MUNIS #	7363
		Addendum Term	1/1/2023-12/31/2026
		Amount (\$)	\$ 1,952,822.00

Department Contact Information		Vendor Contact Information	
Contact	Adam Ussher	Contact	Daniel Mager
Phone #	608-246-3388	Phone #	262.650.9900 xt 104
Email	ussher.adam@msnairport.com	Email	dmager@affirmagency.com
Purchasing Officer	Megan Rogan		

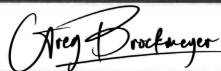

Purchase Order – Maintenance or New PO					
<input type="checkbox"/>	PO Maintenance Needed	Org:	Obj:	Proj:	
	PO#	Org:	Obj:	Proj:	
<input type="checkbox"/>	No PO Maintenance Needed – this addendum does not change the dollar amount of the contract.				
<input checked="" type="checkbox"/>	New PO / Req. Submitted	Org:	Obj:	Proj:	
	Req# 140	Org:	Obj:	Proj:	

Budget Amendment	
<input type="checkbox"/>	A Budget Amendment has been requested via a Funds Transfer or Resolution. Upon addendum approval and budget amendment completion, the department shall update the requisition in MUNIS accordingly.

Total Contracted Amount – List the Original contract info, then subsequent addenda including this new addendum					
A resolution is required when the total contracted amount first exceeds \$100,000. Additional resolutions are then required whenever the sum(s) of any additional addenda exceed(s) \$100,000	Addendum #	Term	Amount	Resolution	
	Original	1/1/2022-12/31/2022	\$ 475,000.00	<input type="checkbox"/> None	Res# 398/2021
	A	1/1/2023-12/31/2026	\$ 1,952,822.00	<input checked="" type="checkbox"/> None	Res# 263/2022
				<input type="checkbox"/> None	Res#
				<input type="checkbox"/> None	Res#
				<input type="checkbox"/> None	Res#
Total Contracted Amount			\$ 2,427,822.00		

Contract Language Pre-Approval – prior to internal routing, this contract has been reviewed/approved by:		
<input checked="" type="checkbox"/> Corporation Counsel: Adam Ussher	<input type="checkbox"/> Risk Management:	<input type="checkbox"/> No Pre-Approval

APPROVAL
Dept. Head / Authorized Designee


APPROVAL – Contracts Exceeding \$100,000	
Director of Administration	Corporation Counsel
	

APPROVAL – Internal Contract Review – Routed Electronically – Approvals Will Be Attached			
DOA:	Date in: 1/31/23	Date Out: _____	<input checked="" type="checkbox"/> Controller, Purchasing, Corp Counsel, Risk Management

Goldade, Michelle

From: Goldade, Michelle
Sent: Tuesday, January 31, 2023 2:15 PM
To: Hicklin, Charles; Rogan, Megan; Gault, David; Lowndes, Daniel
Cc: Stavn, Stephanie; Oby, Joe
Subject: Contract #14687A
Attachments: 14687a.pdf

Tracking:	Recipient	Read	Response
	Hicklin, Charles	Read: 1/31/2023 2:46 PM	Approve: 1/31/2023 2:46 PM
	Rogan, Megan	Read: 1/31/2023 2:23 PM	Approve: 1/31/2023 2:23 PM
	Gault, David	Read: 1/31/2023 3:40 PM	Approve: 1/31/2023 3:41 PM
	Lowndes, Daniel	Read: 1/31/2023 2:40 PM	Approve: 1/31/2023 3:23 PM
	Stavn, Stephanie	Read: 1/31/2023 2:47 PM	
	Oby, Joe		

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Contract #14687A
Department: Airport
Vendor: Affirm Agency LLC
Contract Description: Provide advertising & marketing services for the Airport (Res 263)
Contract Term: 1/1/23 – 12/31/26
Contract Amount: \$1,952,822.00

Michelle Goldade

Administrative Manager
Dane County Department of Administration
Room 425, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
PH: 608/266-4941
Fax: 608/266-4425
TDD: Call WI Relay 711

Please Note: I currently have a modified work schedule...I am in the office Mondays and Wednesdays and working remotely Tuesdays, Thursdays and Fridays in accordance with COVID 19 response guidelines.

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2022 RES-263

**AUTHORIZING AMENDMENT OF PURCHASE OF SERVICES AGREEMENT
FOR ON CALL MARKETING AND ADVERTISING SERVICES**

Dane County Regional Airport
Purchase of Services Agreement No. 14687

Under Purchase of Services Agreement No. 14687 (“Agreement”), Staples Marketing LLC d/b/a AFFIRM Agency (“AFFIRM”) provides Dane County Regional Airport (“Airport”) on call marketing and advertising services. The Airport desires to exercise its right to extend the Agreement so AFFIRM may continue to provide these services for four additional years, which is provided for in the Agreement. Accordingly, the Airport requests Dane County’s approval to exercise said right, as set forth in the Amendment to Purchase of Services Agreement. Upon extension, the terms and conditions of the Agreement will remain unchanged with the exception of clarifying the maximum costs for each additional year. Airport staff have determined that approval of the requested Agreement amendment is in Dane County’s best interest.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute on behalf of Dane County an Amendment to Purchase of Services Agreement exercising Dane County’s right to extend the Agreement and clarifying the maximum costs for each additional year, as set forth above.

AMENDMENT TO PURCHASE OF SERVICES AGREEMENT

THIS AMENDMENT TO PURCHASE OF SERVICES AGREEMENT is between Dane County, a Wisconsin quasi-municipal corporation (“County”), and Staples Marketing LLC d/b/a AFFIRM Agency, a Wisconsin limited liability company (“Provider”); and is effective upon full execution by the authorized representatives of all parties.

RECITALS

1. County and Provider are parties to Dane County Purchase of Services Agreement No. 14687 (“Agreement”), pursuant to which Provider provides on call marketing and advertising services to Dane County Regional Airport.
2. County and Provider wish to amend the Agreement in order to exercise County’s right to extend the Agreement for four additional one year terms and clarify the maximum costs for each year.

AGREEMENT

Accordingly, the parties agree as follows:

1. The Agreement will remain in full force and effect and is changed by this Amendment only to the extent expressly stated below.
2. County exercises its right under Section I of the Agreement to extend the Agreement for four additional one year terms, expiring on December 31, 2026.
3. Schedule B of the Agreement is amended to include the following charts:

Agreement Year	Maximum Annual Cost
Year 2 (calendar year 2023)	\$475,000.00
Year 3 (calendar year 2024)	\$484,500.00
Year 4 (calendar year 2025)	\$494,190.00
Year 5 (calendar year 2026)	\$499,132.00

Job Title	Hourly Rate			
	Year 2	Year 3	Year 4	Year 5
Principal/Account Supervisor	\$100	\$102.00	\$104.04	\$105.08
Account Executive/Project Manager	\$85	\$86.70	\$88.43	\$89.32
Creative Director	\$100	\$102.00	\$104.04	\$105.08
Art Director	\$95	\$96.90	\$98.84	\$99.83
Digital Design/Programming	\$100	\$102.00	\$104.04	\$105.08
Media Planning/Buying – Commissionable	No Charge			
Media Planning/Buying – Non-Commissionable	\$95	\$96.90	\$98.84	\$99.83
Social Media	\$85	\$86.70	\$88.43	\$89.32

Graphic Design & Layout	\$90	\$91.80	\$93.64	\$94.57
Research	\$100	\$102.00	\$104.04	\$105.08
Copy Writer	\$90	\$91.80	\$93.64	\$94.57
Ad Production	\$90	\$91.80	\$93.64	\$94.57
Clerical/Admin Support	\$75	\$76.50	\$78.03	\$78.81
Video/Audio Editor	\$100	\$102.00	\$104.04	\$105.08

4. The parties may evidence their agreement to be bound by the terms of this Amendment by one or more counterparts of this document, which together constitute a single document. A photocopy, facsimile, or electronic copy of this Amendment has the same effect as an original for all purposes. The parties stipulate that any such legible copy is admissible in evidence as the original itself in any proceeding, regardless of whether or not the original is in existence and whether or not such copy was made by a party in the regular course of business.

To evidence the parties' agreement to this Amendment to Purchase of Services Agreement, they have executed and delivered it on the dates indicated below.

COUNTY

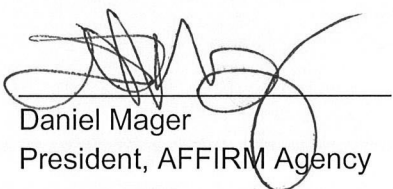
Dane County

By: _____ Date: _____
 Joe Parisi
 Dane County Executive

By: _____ Date: _____
 Scott McDonell
 Dane County Clerk

PROVIDER

Staples Marketing LLC d/b/a AFFIRM Agency

By:  _____ Date: 12/18/22
 Daniel Mager
 President, AFFIRM Agency