

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. Sub. 1 2018 RES-207
Sponsor: Supervisor Rusk		Resolution No. _____
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/> Two-Thirds <input type="checkbox"/>		

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

AUTHORIZING EXECUTION OF LEASE FOR ADVERTISING CONCESSION AT THE DANE COUNTY REGIONAL AIRPORT

**Policy Analysis Statement:**

Brief Description of Proposal -

Lamar Airport Advertising Company has been selected as the new advertising concessionaire for the Dane County Regional Airport and will provide advertising services and programs that complement the design and aesthetics of the airport.

Current Policy or Practice -

An expiring lease for advertising services at the Airport has resulted in a Request for Proposals being issued and evaluated by Dane County Purchasing.

Impact of Adopting Proposal -

The airport advertising program will continue with Lamar Airport Advertising Company.

**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:**

**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					State				
Capital					Other	\$56,250		\$225,000	
<b>Total</b>	\$0	\$0	\$0	\$0	<b>Total</b>	\$56,250	\$0	\$225,000	\$0

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

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Reviewed by: Kim Jones	Date: 08/30/18	