

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Rusk		Resolution No. 2016 RES-350
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 SERVICES FOR THE DANE COUNTY REGIONAL AIRPORT

Policy Analysis Statement:

Brief Description of Proposal -

A Request for Proposals was issued and evaluated regarding marketing and advertising services at Dane County Regional Airport. Affirm Agency LLC of Wisconsin was selected from four proposals received. This resolution approves a contract for the provision of marketing and advertising services with Affirm Agency LLC.

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.

Impact of Adopting Proposal -

The Airport's marketing and advertising program will continue.

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 \$300,000. Dane County has the option for up to four additional one-year terms.

Expenditure/Revenue Changes:

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Expenditures -					Revenues -				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services	\$300,000		\$300,000		State				
Capital					Other				
Total	\$300,000	\$0	\$300,000	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by Doug Pickard	Date: 11/02/16	Phone: 246-3391
Reviewed by Kim Jones	Date: 11/02/16	