

**DANE COUNTY
POLICY AND FISCAL NOTE**

| | | |
|--|-------------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> Original | <input type="checkbox"/> Update | Substitute No. _____ |
| Sponsor: Supervisor McCarville | | Resolution No. 2020 RES-244 |
| Vote Required: | | Ordinance Amendment No. _____ |
| Majority <input checked="" type="checkbox"/> | Two-Thirds <input type="checkbox"/> | |

Title of Resolution or Ord. Amd.:

AUTHORIZING SIXTH AMENDMENT OF PURCHASE OF SERVICES AGREEMENT FOR MARKETING AND ADVERTISING SERVICES FOR THE DANE COUNTY REGIONAL AIRPORT
Purchase of Services Agreement No. 12910

Policy Analysis Statement:

Brief Description of Proposal -

This resolution would approve an amendment to extend the existing purchase of services agreement for marketing and advertising services at the Dane County Regional Airport provided by Affirm Agency LLC of Wisconsin.

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. Marketing services are also furnished under the Community Air Service Support Program for the promotion of non-stop flights newly offered from the Dane County Regional

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 \$450,000.

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 | | | \$450,000 | | State | | | | |
| Capital | | | | | Other | | | | |
| Total | \$0 | \$0 | \$450,000 | \$0 | Total | \$0 | \$0 | \$0 | \$0 |

Personnel Impact/FTE Changes:

None

Prepared By:

| | | |
|-----------------------------|--------------------------|-----------------|
| Agency: Airport | Division: Administration | Phone: 246-3384 |
| Prepared by: Rick Fairchild | Date: 10/13/20 | Phone: 246-3391 |
| Reviewed by Gene Meyers | Date: 10/13/20 | |