

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Schauer		Resolution No. 2015 RES-347
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 WITH ADAMS OUTDOOR ADVERTISING LIMITED PARTNERSHIP  
- DANE COUNTY REGIONAL AIRPORT

**Policy Analysis Statement:**

Brief Description of Proposal -

A new lease has been negotiated with Adams Outdoor Advertising Limited Partnership which allows Adams to continue to lease land for the purpose of billboard advertising on Dane County owned land located along Aberg Avenue at the Dane County Regional Airport.

Current Policy or Practice -

Adams Outdoor Advertising presently leases land from Dane County along Aberg Avenue adjacent to the Dane County Regional Airport on which it has erected three billboard signs. The lease expires December 31, 2015.

Impact of Adopting Proposal -

A five year lease commencing January 1, 2016 is entered into between Dane County and Adams Outdoor Advertising.

**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:**

The five year lease, commencing on January 1, 2016 has an initial annual Base Rent of \$35,000 and is subject to a three percent annual increase. Additionally, to the extent it exceeds the Base Rent, the lessee also pays a percentage rent of 28% of gross revenue from billboard advertising. The 2016 budget anticipated the continuation of this revenue stream, therefore there is no budget effect.

**Expenditure/Revenue Changes:**

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
<b>Expenditures -</b>					<b>Revenues -</b>				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services					State				
Capital					Other			\$35,000	
Total	\$0	\$0	\$0	\$0	Total	\$0	\$0	\$35,000	\$0

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by: Doug Pickard	Date: 11/16/15	Phone: 246-3391
Reviewed by: Kim Jones	Date: 11/16/15	