

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		Resolution No. 2017 RES-175
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds <input type="checkbox"/>	

Title of Resolution or Ord. Amd.:

AUTHORIZING AMENDMENT OF PURCHASE OF SERVICES AGREEMENT FOR MARKETING AND ADVERTISING SERVICES FOR THE DANE COUNTY REGIONAL AIRPORT

Policy Analysis Statement:

Brief Description of Proposal -

Amends a Purchase of Services (POS) agreement with Affirm Agency LLC adding \$150,000 bringing the amended agreement to \$450,000. Under the agreement, Dane County Regional Airport (DCRA) will be provided services related to the introduction of Frontier Airlines' Las Vegas flights, new training and educational videos, and printed materials for use in the certification and badging of employees and contractors requiring access to controlled areas of the airport. These types of services were included in the original POS agreement with Affirm Agency LLC.

Current Policy or Practice -

The FAA mandates certification and badging of employees and contractors requiring access to controlled areas of the airport. The Airport provides marketing assistance to airlines offering new non-stop service from Madison to certain market destinations. DCRA has been without direct airline service to Las Vegas, NV for over ten years.

Impact of Adopting Proposal -

Non-stop service to LAS will offer convenience and time savings to passengers whose final destination is the Las Vegas area. Training and educational videos, and printed materials will be available in the certification and badging process of employees and contractors requiring access to controlled areas of the airport.

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:

	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	\$150,000				State				
Capital					Other				
Total	\$150,000	\$0	\$0	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration
Prepared by: Doug Pickard	Date: 08/09/17
Reviewed by: Kim Jones	Phone: 246-3384
	Date: 08/09/17
	Phone: 246-3391