

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor		Resolution No. 2022 RES-263
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 ON CALL MARKETING AND ADVERTISING SERVICES  
Dane County Regional Airport  
Purchase of Services Agreement No. 14687

**Policy Analysis Statement:**

Brief Description of Proposal -

This resolution would approve an amendment to the purchase of services agreement between the Airport and Staples Marketing LLC d/b/a/ AFFIRM Agency to exercise a right to extend the agreement for four additional years as provided for in the agreement. The Airport is requesting approval of this amendment to extend this marketing and advertising agreement.

Current Policy or Practice -

Marketing and advertising services are essential 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 will continue marketing and advertising programs.

**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 \$475,000 in 2023. Future year maximum costs include inflationary increases of 2% per year for the first three years, and 1% for year four.

**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	\$475,000		\$475,000		State				
Capital					Other				
<b>Total</b>	<b>\$475,000</b>	<b>\$0</b>	<b>\$475,000</b>	<b>\$0</b>	<b>Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

Agency: Airport	Division: Administration
Prepared by: Rick Fairchild	Date: 12/09/22
Reviewed by Gene Meyers	Phone: 246-3384
	Date: 12/09/22
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