

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

Dane County received four proposals in response to its Request for Proposals for services related to marketing and advertising for the Dane County Regional Airport. After evaluation of the submittals, it has been recommended that the contract be awarded to Affirm Agency LLC (f.k.a. Staples Marketing, LLC), a Wisconsin firm. As awarded, the Purchase of Services Agreement will have an initial term of one year, and provides the County with the option to renew for up to four additional years at the same rates, charges, and maximum cost. During the initial one-year term of the Purchase of Services Agreement, on-call services related to Airport marketing and advertising will be provided at a cost not to exceed \$300,000, based on rates and charges established in the contract.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute on behalf of Dane County a Purchase of Services Agreement with Affirm Agency LLC to provide marketing, advertising and related services to the Dane County Regional Airport, as set forth above.