RUSK PROPOSED SUB_____ TO 2018 RES-207

AUTHORIZING EXECUTION OF LEASE FOR ADVERTISING CONCESSION AT THE DANE COUNTY REGIONAL AIRPORT

Pursuant to a Request for Proposals issued by Dane County, Lamar Airport Advertising Company has been selected as the new advertising concessionaire at the Dane County Regional Airport. Under the provisions of the Airport Advertising Concession Lease, Lamar Airport Advertising Company will provide advertising services and programs that complement the design and aesthetics of the Dane County Regional Airport. Payments to the County under the advertising concession lease are set at the greater of 45 percent of gross receipts derived from the sale of advertising space at the Airport for digital displays, plus fifty (50) percent of gross revenues for space for static advertising displays, or a minimum annual guarantee set initially at $~~175~~225,000. The advertising lease has an initial five-year term and provides for a five year extension if specified operational standards are met.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute an Airport Advertising Concession Lease under which Lamar Airport Advertising Company will operate the advertising concession at the Dane County Regional Airport, as set forth above.