

**DANE COUNTY  
POLICY AND FISCAL NOTE**

Original _____ Update _____	Substitute No. _____
Sponsor: <b>Chuck Erickson</b>	Resolution No. <b>2020 RES 273</b>
Vote Required: Majority _____ Two-Thirds <input checked="" type="checkbox"/>	Ordinance Amendment No. _____

Title of Resolution or Ord. Amd.:

**2020 RES-273 ADDENDUM TO THE AFFIRM CONTRACT WITH THE HENRY VILAS ZOO**

**Policy Analysis Statement:**

Brief Description of Proposal -

Henry Vilas Zoo contracted the Affirm Agency to help strategize 2020 marketing and fundraising for the zoo. The Henry Vilas Zoo seeks to continue the existing contract to engage Affirm to develop and implement the zoo's marketing strategy for one year with three possible one-year extensions at the cost of \$50,000 per year for a total of \$200,000.

Current Policy or Practice -

This resolution requires Board Approval.

Impact of Adopting Proposal -

Contracting marketing services with the Affirm agency.

**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:**

Affirm is helping brand and market for the Henry Vilas Zoo. As a result this will increase donor appeal, awareness, visitation, donations and revenue. This will take effect in 2021.

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

**Personnel Impact/FTE Changes:**

N/A

**Prepared By:**

Agency: 684	Division: Henry Vilas Zoo
Prepared by: Joseph D. Darcangelo	Date: 11/5/20 Phone: _____
Reviewed by: _____	Date: _____ Phone: _____