

Dane County Contract Cover Sheet

RES 244
Significant

| | | | |
|---|---|---|---|
| Dept./Division | Airport/Admin | Contract # <small>Admin will assign</small> | 12910G |
| Vendor Name | Affirm | Addendum | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| Vendor MUNIS # | 7363 | Type of Contract | |
| Brief Contract Title/Description | Affirm will continue to provide advertising and marketing services including marketing / placement under Dane County Regional Airport's Community Air Service Support Program | <input checked="" type="checkbox"/> | Dane County Contract |
| | | <input type="checkbox"/> | Grant |
| Contract Term | 1/1/2021 - 12/31/2021 | <input type="checkbox"/> | County Lessee |
| Total Contract Amount | \$ not to exceed \$450,000. | <input type="checkbox"/> | County Lessor |
| | | <input type="checkbox"/> | Intergovernmental |
| | | <input type="checkbox"/> | Purchase of Property |
| | | <input type="checkbox"/> | Property Sale |
| | | <input type="checkbox"/> | Other |

| | |
|-----------------------------|---|
| Purchasing Authority | <input type="checkbox"/> \$11,000 or under – Best Judgment (1 quote required) |
| | <input type="checkbox"/> Between \$11,000 – \$37,000 (\$0 – \$25,000 Public Works) (3 quotes required) |
| | <input type="checkbox"/> Over \$37,000 (\$25,000 Public Works) (Formal RFB/RFP required) RFB/RFP # |
| | <input type="checkbox"/> Bid Waiver – \$37,000 or under (\$25,000 or under Public Works) |
| | <input type="checkbox"/> Bid Waiver – Over \$37,000 (N/A to Public Works) |
| | <input type="checkbox"/> N/A – Grants, Leases, Intergovernmental, Property Purchase/Sale, Other |

| MUNIS Req. | Org Code | AIRADMIN | Obj Code | 31493 | Amount | \$ 450,000. |
|------------|----------|----------|----------|-------|--------|-------------|
| Req # | Org Code | | Obj Code | | Amount | \$ |
| Year | 2021 | Org Code | Obj Code | | Amount | \$ |

| | | | | | |
|-------------------|---|--------------|------|--|--|
| Resolution | A resolution is required if the contract exceeds \$100,000 (\$40,000 Public Works). A copy of the Resolution must be attached to the contract cover sheet. | | | | |
| | <input type="checkbox"/> Contract does not exceed \$100,000 (\$40,000 Public Works) – a resolution is not required. | | | | |
| | <input type="checkbox"/> Contract exceeds \$100,000 (\$40,000 Public Works) – resolution required. | Res # | 244 | | |
| | <input checked="" type="checkbox"/> A copy of the Resolution is attached to the contract cover sheet. | Year | 2020 | | |

| Contract Review/Approvals | | | | |
|---------------------------|---------------------|---------|----------|--|
| Initials | Dept. | Date In | Date Out | Comments |
| mg | Received by DOA | 12/1/20 | | |
| | Controller | | | approvals from all departments via email attached herein |
| | Purchasing | | | |
| | Corporation Counsel | | | |
| | Risk Management | | | |
| | County Executive | | | |

| Dane County Dept. Contact Info | | Vendor Contact Info | |
|--------------------------------|--|---------------------|--|
| Name | Rodney Knight | Name | Daniel Mager |
| Phone # | (608) 246-3388 | Phone # | (800) 827-1890 |
| Email | knight@msnairport.com | Email | dmager@affirmagency.com |
| Address | 4000 International Lane Madison, WI 53704 | Address | N28 W23050 Roundy Dr., Suite 100 Pewaukee, WI 53072 |

| | |
|--|---|
| Certification: The attached contract is a: | |
| <input type="checkbox"/> | Dane County Contract <u>without</u> any modifications. |
| <input checked="" type="checkbox"/> | Dane County Contract <u>with</u> modifications. The modifications have been reviewed by: Airport Counsel, Rodney Knight |
| <input type="checkbox"/> | Non-standard contract. |

Contract Cover Sheet Signature

| Department Approval of Contract | | |
|---|----------------------------------|-------------|
| Dept. Head / Authorized Designee | Signature | Date |
| | <i>Kimberly Jones</i> | 10/14/2020 |
| | Printed Name | |
| | Kimberly Jones, Airport Director | |

Contracts Exceeding \$100,000

Major Contracts Review – DCO Sect. 25.11(3)

| | | |
|---------------------------------------|------------------------|-------------|
| Director of Administration | Signature | Date |
| | <i>Greg Brockmeyer</i> | 12/2/20 |
| | Comments | |
| Corporation Counsel | Signature | Date |
| | <i>David Gault</i> | 12/2/20 |
| | Comments | |

Goldade, Michelle

From: Goldade, Michelle
Sent: Tuesday, December 1, 2020 9:26 AM
To: Hicklin, Charles; Clow, Carolyn; Gault, David; Lowndes, Daniel; Krohn, Margaret
Cc: Stavn, Stephanie
Subject: Contract #12910G
Attachments: 12910G.pdf

| Tracking: | Recipient | Read | Response |
|------------------|------------------|--------------------------|----------------------------|
| | Hicklin, Charles | | |
| | Clow, Carolyn | | Approve: 12/1/2020 3:02 PM |
| | Gault, David | Read: 12/1/2020 9:40 AM | Approve: 12/1/2020 9:41 AM |
| | Lowndes, Daniel | Read: 12/1/2020 10:02 AM | Approve: 12/2/2020 2:11 PM |
| | Krohn, Margaret | | Approve: 12/1/2020 9:54 AM |
| | Stavn, Stephanie | Read: 12/1/2020 9:54 AM | |

Contract #12910G
Department: Airport
Vendor: Affirm Agency LLC
Contract Description: Provide advertising & marketing services at the Dane County Airport (RES 244)
Contract Term: 1/1/21 – 12/31/21
Contract Amount: not to exceed \$450,000.00

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Thanks much,
Michelle

Michelle Goldade
Administrative Manager
Dane County Department of Administration
Room 425, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
PH: 608/266-4941
Fax: 608/266-4425
TDD: Call WI Relay 711

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

2020 RES-244

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

Purchase of Services Agreement No. 12910

Under Purchase of Services Agreement No. 12910 (the "Agreement"), Dane County Regional Airport ("DCRA") is provided marketing and advertising services by Affirm Agency LLC. The services provided by Affirm Agency LLC include general marketing and advertising services for DCRA, as well as marketing services furnished under DCRA's Community Air Service Support Program for the promotion of non-stop flights newly offered from DCRA to qualifying destinations. The sixth amendment to the Agreement extends the expiration date of the Agreement for one year, until December 31, 2021, and establishes a maximum cost of \$450,000 for marketing and advertising services to be provided by Affirm Agency LLC during calendar year 2021.

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 Sixth Amendment of Purchase of Services Agreement for Airport Marketing Services, to extend the term of the Agreement through December 31, 2021 and to establish a maximum cost of \$450,000 for services to be provided during the extended term, as set forth above.

**SIXTH AMENDMENT OF PURCHASE OF SERVICES AGREEMENT
FOR AIRPORT MARKETING SERVICES**

POS Agreement No. 12910

Affirm Agency LLC

THIS SIXTH AMENDMENT OF PURCHASE OF SERVICES AGREEMENT for Airport Marketing Services (the "Sixth Amendment") is entered into by and between Dane County ("County") and Affirm Agency LLC ("Affirm") and shall be effective upon County's delivery of a fully signed original of the Sixth Amendment to Affirm.

WITNESSETH:

WHEREAS COUNTY AND AFFIRM are parties to Dane County Purchase of Services Agreement No. 12910, as previously amended (the "Agreement"), pursuant to which Affirm provides advertising and marketing services for Dane County Regional Airport ("DCRA"), including marketing services for newly offered round trip flights serving DCRA that qualify for promotional services under DCRA's Community Air Service Support Program ("CASSP"); and

WHEREAS COUNTY desires to extend the term of the Agreement for an additional year, as provided for in the Agreement, and to establish the maximum cost for advertising and marketing services to be furnished by Affirm during calendar year 2021;

NOW, THEREFORE, County and Affirm agree as follows.

1. The Agreement shall remain in full force and effect unchanged in any manner by this Sixth Amendment except for those changes set forth below.
2. The term of the Agreement, as set forth in Section I thereof, is extended for an additional year, such that the Agreement expires on December 31, 2021.
3. Section V of the Agreement is deleted in its entirety and replaced with the following:

V. PAYMENT. COUNTY shall make payments for services rendered under this Agreement based on the rates specified in the Schedule of Rates and Charges attached hereto as Exhibit B. COUNTY shall not be required to pay more than the sum of \$450,000 for marketing and advertising services furnished by PROVIDER during calendar year 2021.
4. The parties may evidence their agreement to be bound by the terms of this Sixth Amendment upon one or more counterparts of the document, which together shall constitute a single instrument. A photocopy, facsimile, or electronic copy of this Sixth Amendment shall have the same effect for all purposes as an original document.

SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF Dane County and Affirm Agency LLC, with the intent to be bound hereby, have executed this Sixth Amendment of Purchase of Services Agreement for Airport Marketing Services on the dates set forth below.

FOR DANE COUNTY:

Date Signed: _____
JOE PARISI, Dane County Executive

Date Signed: _____
SCOTT MCDONELL, Dane County Clerk

FOR AFFIRM AGENCY LLC:

Date Signed: 10/12/20

DANIEL MAGER, Managing Member