

DANE COUNTY
POLICY AND FISCAL NOTE

Title of Resolution or Ord. Amd.:

☒ X Original	_____ Update	Substitute No. _____
Sponsor: Supervisor Engelberger		Resolution No. 2026 RES-022
Vote Required:		Ordinance Amendment No. _____
Majority ☒ X	Two-Thirds _____	

AUTHORIZING SECOND AMENDMENT OF PURCHASE OF SERVICES AGREEMENT
FOR ON CALL MARKETING AND ADVERTISING SERVICES

Policy Analysis Statement:

Brief Description of Proposal -

On April 16th, 2026, the Dane County Board passed 2025 RES-397 authorizing an air service promotion and marketing agreement for American Airlines to support the new Boston route under the Airport's Community Air Service Support Program. This resolution authorizes funds to be added to the existing contract with Staples Marketing LLC d/b/a AFFIRM Agency ("AFFIRM") to place the ads to support the new route.

Current Policy or Practice -

Under Purchase of Services Agreement No. 14687 ("Agreement"), AFFIRM provides Dane County Regional Airport ("Airport") on call marketing and advertising services. These services include general airport marketing, promotional services in support of new or expanded air service offered from the Airport, and advertising and informational materials and videos for use by the Airport. This amendment also adds federally required contract provisions concerning civil rights, the Fair Labor Standards Act, and the Occupational Safety and Health Act that were inadvertently omitted from the original Agreement. As such, the Airport is also seeking to amend the Agreement to include these required contract provisions.

Impact of Adopting Proposal -

Purchase of Services Agreement with AFFIRM increasing the Maximum Cost by \$275,000 and adding federally required contract provisions, as set forth above.

Fiscal Estimate:

Fiscal Effect (check all that apply) -

_____ No Fiscal Effect
_____ Results in Revenue Increase
☒ X Results in Expenditure Increase
_____ Results in Revenue Decrease
_____ Results in Expenditure Decrease

Budget Effect (check all that apply)

☒ X 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:

Purchase of Services Agreement with AFFIRM increasing the Maximum Cost by \$275,000 and adding federally required contract provisions, as set forth above.

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	\$275,000				State				
Capital					Other				
Total	\$275,000	\$0	\$0	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	
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