

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. Sub. __ 2018 RES-207
Sponsor: Supervisor Rusk		Resolution No. _____
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds <input type="checkbox"/>	

**Title of Resolution or Ord. Amd.:**

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

**Policy Analysis Statement:**

Brief Description of Proposal -  
Lamar Airport Advertising Company has been selected as the new advertising concessionaire for the Dane County Regional Airport and will provide advertising services and programs that complement the design and aesthetics of the airport.

Current Policy or Practice -  
An expiring lease for advertising services at the Airport has resulted in a Request for Proposals being issued and evaluated by Dane County Purchasing.

Impact of Adopting Proposal -  
The airport advertising program will continue with Lamar Airport Advertising Company.

**Fiscal Estimate:**

<u>Fiscal Effect (check all that apply) -</u>	<u>Budget Effect (check all that apply)</u>
<input type="checkbox"/> No Fiscal Effect	<input checked="" type="checkbox"/> No Budget Effect
<input checked="" type="checkbox"/> Results in Revenue Increase	<input type="checkbox"/> Increases Rev. Budget
<input type="checkbox"/> Results in Expenditure Increase	<input type="checkbox"/> Increases Exp. Budget
<input type="checkbox"/> Results in Revenue Decrease	<input type="checkbox"/> Decreases Rev. Budget
<input type="checkbox"/> Results in Expenditure Decrease	<input type="checkbox"/> Decreases Exp. Budget
	<input type="checkbox"/> Increases Position Authority
	<input type="checkbox"/> Decreases Position Authority
	Note: if any budget effect, 2/3 vote is required

**Narrative/Assumptions about long range fiscal effect:**

**Expenditure/Revenue Changes:**

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
<b>Expenditures -</b>					<b>Revenues -</b>				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services					State				
Capital					Other	\$56,250		\$225,000	
Total	\$0	\$0	\$0	\$0	Total	\$56,250	\$0	\$225,000	\$0

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by: Doug Pickard	Date: 08/30/18	Phone: 246-3391
Reviewed by: Kim Jones	Date: 08/30/18	