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3 **2017 RES - 175**
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5 **AUTHORIZING AMENDMENT OF PURCHASE OF SERVICES AGREEMENT**
6 **FOR MARKETING AND ADVERTISING SERVICES FOR THE**
7 **DANE COUNTY REGIONAL AIRPORT**

8 Purchase of Services Agreement No. 12910

9 Dane County Regional Airport is provided marketing and advertising
10 services by Affirm Agency LLC under Purchase of Services Agreement No.
11 12910. Under the POS agreement Affirm Agency provides general airport
12 marketing, promotional services in support of new or expanded air service
13 offered from DCRA, and advertising and informational materials and videos for
14 use by DCRA. On August 15, 2017 Frontier Airlines began offering non-stop
15 round trip air service between DCRA and Las Vegas. Funds for marketing and
16 advertising assistance to promote the new Las Vegas flights were not included
17 when Dane County entered into the original contract with Affirm Agency LLC. In
18 addition, due to regulatory requirements and recent construction activity at
19 DCRA, new training and educational videos and printed materials are needed for
20 use during the certification and badging process mandated for employee and
21 contractor access to controlled areas at DCRA. DCRA staff has negotiated to
22 have the foregoing services added to the deliverables under Affirm Agency LLC's
23 existing Purchase of Services Agreement at a cost not to exceed \$150,000.
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25 NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive
26 is authorized to execute on behalf of Dane County an Amendment of Purchase of
27 Services Agreement for Marketing and Advertising Services permitting the
28 payment of up to \$150,000 to Affirm Agency LLC to provide promotional
29 services, training videos, and informational materials to DCRA, as set forth
30 above.
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