

1 **2024 RES-222**

2
3 **CREATING NEW REVENUE AND EXPENSE LINE**
4 **DCDHS – DAS DIVISION, ADRC**

5 The Wisconsin Department of Health Services, Bureau of Aging and Disability Resources has
6 received dedicated funds from the federal American Rescue Plan Act to improve and modernize
7 Aging and Disability Resource Centers (ADRC's) throughout Wisconsin. The Modernization
8 project will allow the Disability & Aging Services Division's ADRC to incorporate an updated
9 version of the program logo and the addition of a new tagline "Your Bridge to Support." Local
10 ADRC's must use the funds to purchase local marketing and outreach materials which will align
11 with the State of Wisconsin's forthcoming 2025 statewide marketing campaign that aims to build
12 awareness of the new centralized, accessible ADRC website featuring a statewide resource
13 directory and other improvements. The ADRC of Dane County will receive \$200,000 to update
14 all marketing materials, to include translation of materials into other languages.

15 The ADRC of Dane County will use this money to purchase a new marque sign for the front of
16 the ADRC building with the updated logo and updated Human Services logo and purchase new
17 signs for the two entrance signs of the strip mall in which it is located. New outreach materials
18 with the new required logo and tag line will be purchased, including, but not limited to:
19 tents/tables, table clothes, expandable signs for tables and floors along with outdoor flags and
20 new items promoting the ADRC to distribute at outreach events. Further, the ADRC will update
21 print materials and purchase new stock photos in addition to new radio, television and
22 newspaper and social media ads. Finally, the ADRC will use funding to pay for translation
23 services of outreach materials to be updated and printed in multiple languages.

24
25 This resolution creates the revenue and expense line in the ADRC budget for this purpose.

26
27 **NOW, THEREFORE, BE IT RESOLVED** that the following new revenue account be added to
28 the 2024 Disability and Aging Services-ADRC budget in the Department of Human Services;
29 and

30 Revenue Account Number	30 Account Title	30 Amount
31 42000 85495 (NEW)	31 Rebranding Revenue	31 \$200,000

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33 **BE IT FURTHER RESOLVED** that the following new expenditure account be added to the 2024
34 Disability and Aging Services –ADRC budget in the Department of Human Services; and

35 Expenditure Account Number	35 Account Title	35 Amount
36 42000 31495 (NEW)	36 Rebranding Expenses	36 \$200,000

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38 **BE IT FINALLY RESOLVED** that unspent funds from 2024 be carried forward for expenditure in
39 2025.