

Res 175  
Significant

# Contract Cover Sheet

Note: Shaded areas are for County Executive review.

Department <b>Airport</b>	Contract/Addendum #: <b>12910A</b>																				
1. This contract, grant or addendum: <input type="checkbox"/> AWARDS <input checked="" type="checkbox"/> ACCEPTS	<table style="width:100%; border-collapse: collapse;"> <tr> <th style="width:50%; text-align: left;">Contract</th> <th style="width:50%; text-align: right;">Addendum</th> </tr> <tr> <td colspan="2" style="font-size: small;">If Addendum, please include original contract number</td> </tr> <tr> <td><input type="checkbox"/> POS</td> <td style="text-align: right;"><input checked="" type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Grant</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Co Lease</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Co Lessor</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Intergovernmental</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Purchase of Property</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Property Sale</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/> Other</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> </table>	Contract	Addendum	If Addendum, please include original contract number		<input type="checkbox"/> POS	<input checked="" type="checkbox"/>	<input type="checkbox"/> Grant	<input type="checkbox"/>	<input type="checkbox"/> Co Lease	<input type="checkbox"/>	<input type="checkbox"/> Co Lessor	<input type="checkbox"/>	<input type="checkbox"/> Intergovernmental	<input type="checkbox"/>	<input type="checkbox"/> Purchase of Property	<input type="checkbox"/>	<input type="checkbox"/> Property Sale	<input type="checkbox"/>	<input type="checkbox"/> Other	<input type="checkbox"/>
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2. This contract is discretionary <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																					
3. Term of Contract or Addendum: <b>to December 31, 2017</b>																					
4. Amount of Contract or Addendum: to provide \$150,000. in additional funding during calendar year 2017																					
5. Purpose: <b>To provide marketing and advertising services for the promotion of Frontier Airlines newly newly initiated non-stop round trip air service to Las Vegas</b>																					
6. Vendor or Funding Source: <b>Affirm Agency LLC</b>																					
7. MUNIS Vendor Code: 7363																					
8. Bid/RFP Number: 116070																					
9. If grant: Funds Positions? <input type="checkbox"/> Yes <input type="checkbox"/> No Will require on-going or matching funds? <input type="checkbox"/> Yes <input type="checkbox"/> No																					
10. Are funds included in the budget? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																					
11. Account No. & Amount, Org & Obj. <u>AIRADMIN 31493</u> Amount \$ _____ Account No. & Amount, Org & Obj. _____ Amount \$ _____ Account No. & Amount, Org & Obj. _____ Amount \$ _____																					
12. If this contract awards funds, a purchase requisition is necessary. Enter requisition # & year <u>current po #20170520</u>																					
13. Is a resolution needed? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please attach a copy of the Resolution. If Resolution has already been approved by the County Board, Resolution No. & date of adoption <u>2017 RES-175</u>																					
14. Does Domestic Partner equal benefits requirement apply? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																					
15. Director's Approval:																					

Contract Review/Approvals				Vendor	
Initials	Ftnt	Date In	Date Out	Vendor Name	
<u>Mg</u> Received	_____	<u>9-18-17</u>	_____	Affirm Agency LLC	
<u>AM</u> Controller	_____	_____	<u>9/22/17</u>	Contact Person	
<u>JM</u> Corporation Counsel	_____	<u>9/22/17</u>	<u>9/22/17</u>	Daniel Mager	
<u>SL</u> Risk Management	_____	<u>9/22/17</u>	<u>9/22/17</u>	Phone No.	
<u>Coc</u> Purchasing	_____	<u>9/25/17</u>	<u>9/25/17</u>	800-827-1890 (262) 650-1890	
_____ County Executive	_____	_____	_____	E-mail Address	
				<u>dmager@affirmagency.com</u>	

**Footnotes:**

- 1.
- 2.

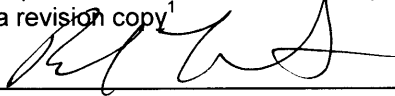
<b>Return to:</b>	Name/Title: Kimberly S. Jones - Dep. Director, Finance & Administration Phone: (608) 246-3391 E-mail Address: jones.kimberly@msnairport.com	Dept.: Airport - Finance and Admionistration Mail Address: 4000 International Lane Madison, WI 53704
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**Certification**

The attached contract: *[check as many as apply]*

- conforms to Dane County's standard Purchase of Services Agreement form in all respects
- conforms to Dane County's standard Purchase of Services Agreement form with modifications and is accompanied by a revision copy<sup>1</sup>
- is a non-standard contract which has been reviewed or developed by corporation counsel and which has not been changed since that review/development
- is a non-standard contract previously review or developed by corporation counsel which has been changed since that review/development; it is accompanied by a revision copy<sup>1</sup>
- is a non-standard contract not previously reviewed by corporation counsel; it is accompanied by a revision copy
- contains non-standard/indemnification language which has been reviewed or developed by risk management and which has not been changed since that review/development
- contains non-standard insurance/indemnification language which has been changed since review/development or which has not been previously seen by risk management; it is accompanied by a revision copy
- contains non-standard affirmative action/equal opportunity language which has been reviewed or developed by contract compliance and which has not been changed since that review/development
- contains non-standard affirmative action/equal opportunity language which has been changed since the earlier review/development by contract compliance or which has not been previously seen by contract compliance; it is accompanied by a revision copy<sup>1</sup>

Date: 8-15-17

Signed: 

Telephone Number (608) 246-3390


Print Name: Bradley S. Livingston, AAE Airport Director

**Major Contracts Review (DCO Sect. 25.20)** This review applies only to contracts which both exceed \$100,000 in disbursements or receipts and which require county board review and approval.

**Executive Summary** (attach additional pages, if needed).

1. **Department Head**  Contract is in the best interest of the County.  
Describe any deviations from the standard contracting process and any changes to the standard Purchase of Services Form Agreement.

Date: 8-15-17

Signature: 


2. **Director of Administration**  Contract is in the best interest of the County.  
Comments:

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

3. **Corporation Counsel**  Contract is in the best interest of the County.  
Comments:

Date: 9/28/17

Signature: 

<sup>1</sup> A revision copy is a copy of the contract which shows the changes from the standard contract or previously revised/developed contract by means of overstrikes (indicating deletions from the standard language) and underlining (showing additions to the standard language).

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

**POS Agreement No. 12910  
Affirm Agency LLC**

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

**WITNESSETH:**

WHEREAS COUNTY and PROVIDER are parties to Dane County Purchase of Services Agreement No. 12910 (the "Agreement") under which PROVIDER provides marketing and advertising services to the Dane County Regional Airport; and

WHEREAS COUNTY and PROVIDER desire to amend the Agreement to provide \$150,000 in additional funding during calendar year 2017 for the provision of marketing and advertising services for the promotion of Frontier Airlines' newly initiated non-stop round trip service to Las Vegas, Nevada.

NOW, THEREFORE, in consideration of the above premises and the mutual covenants of the parties hereinafter set forth, the parties agree as follows:

- 1. The Agreement shall remain in full force and effect unchanged in any manner by this Amendment of Purchase of Services Agreement for Airport Marketing Services except for those changes expressly set forth herein.
- 2. 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, including any related materials and products, provided hereunder by PROVIDER during calendar year 2017. In the event the initial term of this Agreement is extended pursuant to Section I above, the maximum cost for services, materials and products provided by PROVIDER during any extended term of the Agreement shall be within funding levels approved by the County Board in the budgetary process.

IN WITNESS WHEREOF the parties, by their authorized representatives, have executed this Amendment of Purchase of Services Agreement for Airport Marketing Services as of the dates set forth below.

**FOR DANE COUNTY:**

Date Signed : \_\_\_\_\_  
JOE PARISI, County Executive  
Dane County, Wisconsin

**FOR AFFIRM AGENCY LLC:**

Date Signed: 8/10/17 \_\_\_\_\_  
DANIEL MAGER, Managing Member  
Staples Marketing, LLC