

1  
2  
3  
4  
5  
6  
7  
8

**2020 RES-244**

**AUTHORIZING SIXTH AMENDMENT OF PURCHASE OF SERVICES  
AGREEMENT FOR MARKETING AND ADVERTISING SERVICES FOR THE  
DANE COUNTY REGIONAL AIRPORT**

Purchase of Services Agreement No. 12910

9 Under Purchase of Services Agreement No. 12910 (the "Agreement"), Dane  
10 County Regional Airport ("DCRA") is provided marketing and advertising services  
11 by Affirm Agency LLC. The services provided by Affirm Agency LLC include  
12 general marketing and advertising services for DCRA, as well as marketing  
13 services furnished under DCRA's Community Air Service Support Program for the  
14 promotion of non-stop flights newly offered from DCRA to qualifying destinations.  
15 The sixth amendment to the Agreement extends the expiration date of the  
16 Agreement for one year, until December 31, 2021, and establishes a maximum  
17 cost of \$450,000 for marketing and advertising services to be provided by Affirm  
18 Agency LLC during calendar year 2021.

19  
20 NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive  
21 and the Dane County Clerk are authorized to execute on behalf of Dane County a  
22 Sixth Amendment of Purchase of Services Agreement for Airport Marketing  
23 Services, to extend the term of the Agreement through December 31, 2021 and to  
24 establish a maximum cost of \$450,000 for services to be provided during the  
25 extended term, as set forth above.  
26  
27  
28