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2026 RES-022

**AUTHORIZING SECOND AMENDMENT OF PURCHASE OF SERVICES AGREEMENT
FOR ON CALL MARKETING AND ADVERTISING SERVICES**

Dane County Regional Airport
Purchase of Services Agreement No. 14687

Under Purchase of Services Agreement No. 14687 (“Agreement”), Staples Marketing LLC d/b/a AFFIRM Agency (“AFFIRM”) provides Dane County Regional Airport (“Airport”) on call marketing and advertising services. These services include general airport marketing, promotional services in support of new or expanded air service offered from the Airport, and advertising and informational materials and videos for use by the Airport.

On April 16th, 2026, the Dane County Board passed 2025 RES-397 authorizing an air service promotion and marketing agreement for American Airlines to support the new Boston route under the Airport’s Community Air Service Support Program. This resolution authorizes funds to be added to the existing contract with AFFIRM to place the ads to support the new route.

Multiple airlines will be starting new air service at the Airport, including American Airlines and Delta Air Lines beginning new round trip service to Boston, Massachusetts and Breeze Airways beginning new round trip service to Raleigh-Durham, North Carolina. This new air service is eligible for incentives under the Airport’s Community Air Service Support Program. American Airlines has signed an Air Service Promotion and Marketing Agreement which has been authorized under 2025 RES-397. Delta Air Lines and Breeze Airways may enter Air Service Promotion and Marketing Agreements. Funds for marketing and advertising assistance for this new air service were not included when the Agreement with AFFIRM was originally procured. The Airport is seeking to increase the Maximum Cost of the Agreement by \$275,000 to be used for said marketing and advertising.

This amendment also adds federally required contract provisions concerning civil rights, the Fair Labor Standards Act, and the Occupational Safety and Health Act that were inadvertently omitted from the original Agreement. As such, the Airport is also seeking to amend the Agreement to include these required contract provisions.

The terms and conditions of the Agreement will otherwise remain unchanged. Airport staff have determined that approval of the requested amendment to the Agreement is in Dane County’s best interest.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute on behalf of Dane County a Second Amendment to Purchase of Services Agreement with Staples Marketing LLC d/b/a AFFIRM Agency, increasing the Maximum Cost by \$275,000 and adding federally required contract provisions, as set forth above.