

DANE COUNTY
POLICY AND FISCAL NOTE

Title of Resolution or Ord. Amd.:

☒ X Original	_____ Update	Substitute No. _____
Sponsor: Supervisor Engelberger		Resolution No. 2026 RES-083
Vote Required:		Ordinance Amendment No. _____
Majority ☒ X	Two-Thirds _____	

AWARD OF CONTRACTS FOR NON-EXCLUSIVE RENTAL CAR CONCESSION AGREEMENTS AT THE DANE COUNTY REGIONAL AIRPORT

Policy Analysis Statement:

Brief Description of Proposal -

Dane County issued 2026-RFP-040-PR for rental car concession operations at Dane County Regional Airport ("Airport"). The Airport has selected the following operators and brands for four non-exclusive rental car concession agreements: (1) Enterprise Rent-A-Car Company of Wisconsin, LLC d/b/a Alamo Rent-A-Car and National Car Rental; (2) Enterprise Rent-A-Car Company of Wisconsin, LLC d/b/a Enterprise Rent-A-Car; (3) Midwestern Wheels, Inc. d/b/a Avis Rent A Car and Budget Rent A Car; and (4) The Hertz Corporation d/b/a Hertz.

Current Policy or Practice -

The Dane County Regional Airport has rental car concession agreements with three firms for the provision of rental car services at the Airport.

Impact of Adopting Proposal -

Each agreement has a term of three years, beginning October 1, 2026 and ending September 30, 2029. Each operator will pay a privilege fee of the greater of 10% of gross revenues or the minimum annual guarantee offered in each operator's proposal. The agreements also provide for the payment of rent for terminal counters, office space, covered and surface parking stalls, and parking lot kiosks.

Contains reporting requirement to board/committee NO

Board/committee name: -

Cadence: N/A

Fiscal Estimate:

Fiscal Effect (check all that apply) -

- | | |
|---------------------------------------|---------------------------------|
| ☒ X | No Fiscal Effect |
| _____ | Results in Revenue Increase |
| _____ | Results in Expenditure Increase |
| _____ | Results in Revenue Decrease |
| _____ | Results in Expenditure Decrease |

Budget Effect (check all that apply)

- | | |
|--|------------------------------|
| ☒ X | No Budget Effect |
| _____ | Increases Rev. Budget |
| _____ | Increases Exp. Budget |
| _____ | Decreases Rev. Budget |
| _____ | Decreases Exp. Budget |
| _____ | Increases Position Authority |
| _____ | Decreases Position Authority |
| Note: if any budget effect, 2/3 vote is required | |

Narrative/Assumptions about long range fiscal effect:

Each agreement has a term of three years, beginning October 1, 2026 and ending September 30, 2029. Each operator will pay a privilege fee of the greater of 10% of gross revenues or the minimum annual guarantee offered in each operator's proposal. The agreements also provide for the payment of rent for terminal counters, office space, covered and surface parking stalls, and parking lot kiosks. The minimum annual guarantee was bid higher than 2025 gross revenue levels overall. Actual revenues are expected to exceed minimum annual guarantee. Therefore, the agreements are anticipated to have a positive long-term impact on Airport revenues.

Expenditure/Revenue Changes:

Expenditures -	Current Year		Annualized		Revenues -	Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services					State				
Capital					Other				
Total	\$0	\$0	\$0	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by: Frank Vallejos	Date: 07/08/26	Phone:
Reviewed by Cody Castillo	Date:	