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**2015 RES-536**

**AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION  
AND MARKETING AGREEMENT WITH AMERICAN AIRLINES, INC. – DANE  
COUNTY REGIONAL AIRPORT**

On April 5, 2016, American Airlines, Inc., will begin offering twice daily non-stop round trip air service between the Dane County Regional Airport (“DCRA”) and the Charlotte Douglas International Airport (“CLT”), located in Charlotte, North Carolina. CLT is not currently served from DCRA by non-stop scheduled airline service. Non-stop service to CLT will offer convenience and time savings to passengers making domestic and international connections at this major American Airlines hub, as well as to those whose final destination is the Tar Heel State.

Under the Air Service Promotion and Marketing Agreement, DCRA will provide up to \$100,000 for advertising and marketing for the promotion of the American Airlines non-stop air service between DCRA and CLT. In addition to promotional and marketing assistance during the critical start-up period for the non-stop CLT flights, DCRA will provide a waiver of landing fees for American Airlines flights arriving from CLT within twelve months of initiation of direct CLT service. The fixed term promotional support and landing fee waiver being offered American Airlines, Inc. is similar to that previously made available to other airlines under DCRA’s Community Air Service Support Program.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Executive and the Dane County Clerk are authorized to execute on behalf of Dane County an Air Service Promotion and Marketing Agreement providing promotional and marketing assistance and landing fee waivers to American Airlines, Inc. in support its newly initiated non-stop round trip passenger air service between the Dane County Regional Airport and the Charlotte Douglas International Airport, as set forth above.