

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		2019 RES-509
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds <input type="checkbox"/>	

Title of Resolution or Ord. Amd.:

AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION AND MARKETING AGREEMENT FOR SUN COUNTRY AIRLINES
-DANE COUNTY REGIONAL AIRPORT-

Policy Analysis Statement:

Brief Description of Proposal -

Under Dane County Regional Airport's Air Service Promotion and Marketing Agreement, the airport will provide up to \$145,000 for marketing assistance towards Sun Country Airlines new seasonal non-stop air service between Madison and Boston, MA ("BOS"), Seattle, WA ("SEA"), Portland, OR ("PDX"), and Nashville, TN ("BNA"). In addition to marketing assistance, DCRA will provide a waiver of landing fees for Sun Country flights arriving non-stop from BOS within twelve months, from SEA and PDX within nine months, and from BNA within six months, of the initiation of direct

Current Policy or Practice -

The Airport's Community Air Service Support Program offers marketing assistance and fee waivers to airlines offering new non-stop service from Madison to certain market destinations. The Airport currently has no direct airline service to these four destinations. The fixed term promotional support and landing fee waiver is similar to that previously made available to other airlines under the Program.

Impact of Adopting Proposal -

Non-stop service to BOS, SEA, PDX, and BNA will offer convenience and time savings to passengers whose final destination is the Boston, Seattle, Portland, and Nashville areas as well as to those individuals making domestic and international connections at the airports.

Fiscal Estimate:

Fiscal Effect (check all that apply) -

- 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)

- 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:

Developing new service options from Dane County Regional Airport could result in additional passengers and a corresponding increase in certain revenues. The landing fee waiver will only impact fiscal years 2020 through 2021. Actual amounts in years 2020 and 2021 will be dependent on the board approved budgets in those years. There will be no long term impact beyond year 2021.

Expenditure/Revenue Changes:

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Expenditures -					Revenues -				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services	\$145,000				State				
Capital					Other				
Total	\$145,000	\$0	\$0	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by: Rick Fairchild	Date: 02/05/20	Phone: 246-3391
Reviewed by: Gene Meyers	Date: 02/05/20	