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2018 RES-205

**AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION
AND MARKETING AGREEMENT FOR SUN COUNTRY AIRLINES**

-DANE COUNTY REGIONAL AIRPORT-

In September 2018, MN Airlines LLC, d/b/a Sun Country Airlines will begin offering non-stop round trip air service to the West Florida/Gulf Coast Region, with service twice weekly between Dane County Regional Airport (“DCRA”) and Tampa (“TPA”) and twice weekly between DCRA and Fort Myers Southwest Florida International Airport (“RSW”). The West Florida/Gulf Coast Region is not presently served by direct flights from DCRA and has been designated as a Focus Service Region eligible for incentives under DCRA’s Community Air Service Support Program (CASSP) upon execution of an Air Service Promotion and Marketing Agreement by an airline initiating direct service to the region.

Under the Air Service Promotion and Marketing Agreement, DCRA will provide up to \$100,000 for advertising and marketing for the promotion of Sun Country’s newly established direct flights to TPA and RSW. Additionally, DCRA will provide a two year waiver of landing fees for Sun Country’s non-stop flights arriving from TPA and RSW.

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 abatement to support Sun Country’s newly initiated non-stop round trip flights servicing TPA and RSW, as set forth above.