

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		Resolution No. 2015 RES-536
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 WITH AMERICAN AIRLINES, INC.
-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 \$100,000 for marketing assistance towards American Airlines new non-stop air service between Madison and Charlotte, NC. In addition to marketing assistance, DCRA will provide a waiver of landing fees for American Airlines flights arriving non-stop from CLT within twelve months of the initiation of direct CLT service.

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 Charlotte, NC. 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 CLT will offer convenience and time savings to passengers whose final destination is the Charlotte area as well as to those individuals making domestic and international connections at this major American Airlines hub.

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.

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	\$100,000				State				
Capital					Other		\$105,000		
Total	\$100,000	\$0	\$0	\$0	Total	\$0	\$105,000	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration
Prepared by: Doug Pickard	Date: 03/29/16
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	Date: 03/29/16
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