

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35

2017 RES-502

**AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION
AND MARKETING AGREEMENT WITH UNITED AIRLINES, INC.**

-DANE COUNTY REGIONAL AIRPORT-

On June 7, 2018, United Airlines, Inc., will begin offering once daily non-stop round trip air service between the Dane County Regional Airport (“DCRA”) and the San Francisco International Airport (“SFO”), located in San Francisco, California. SFO is not currently served from DCRA by non-stop scheduled airline service. Non-stop service to SFO will offer convenience and time savings to passengers making domestic and international connections at this major United Airlines hub, as well as to those whose final destination is the Golden 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 United Airlines non-stop air service between DCRA and SFO. In addition to promotional and marketing assistance during the critical start-up period for the non-stop SFO flights, DCRA will provide a waiver of landing fees for United Airlines flights arriving from SFO within twenty-four months of initiation of direct SFO service. The fixed term promotional support and landing fee waiver being offered United 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 United Airlines, Inc. in support its newly initiated non-stop round trip passenger air service between the Dane County Regional Airport and the San Francisco International Airport, as set forth above.