

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		2017 RES-502
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 UNITED 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 United Airlines new non-stop air service between Madison and San Francisco, CA. In addition to marketing assistance, DCRA will provide a waiver of landing fees for United Airlines flights arriving non-stop from SFO within twenty four months of the initiation of direct SFO 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 San Francisco, CA. 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 SFO will offer convenience and time savings to passengers whose final destination is the San Francisco area as well as to those individuals making domestic and international connections at this major United 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. The landing fee waiver will only impact fiscal years 2018 through 2020. Actual amounts in years 2019 and 2020 will be dependent on the board approved budgets in those years. There will be no long term impact beyond year 2020..

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		\$43,120		
Total	\$100,000	\$0	\$0	\$0	Total	\$0	\$43,120	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 246-3391
Prepared by: Kim Jones	Date: 03/15/18	Phone: 246-3391
Reviewed by: Kim Jones	Date: 03/15/18	