

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		Resolution No. 2018 RES-205
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 \$100,000 for marketing assistance towards Sun Country Airlines new non-stop air service between Madison and Tampa, FL (TPA), and Madison and Fort Myers, FL (RSW). In addition to marketing assistance, DCRA will provide a waiver of landing fees for Sun Country flights arriving non-stop from TPA and RSW for twenty-four months from the initiation of direct 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 from Madison to Tampa or Fort Myers. 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 TPA and RSW will offer convenience and time savings to passengers whose final destination is the Tampa and Fort Myers area.

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.

Expenditure/Revenue Changes:

Expenditures -	Current Year		Annualized		Revenues -	Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services	\$100,000				State				
Capital					Other		\$8,000		\$32,000
Total	\$100,000	\$0	\$0	\$0	Total	\$0	\$8,000	\$0	\$32,000

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 246-3384
Prepared by: Doug Pickard	Date: 08/28/18	Phone: 246-3391
Reviewed by: Kim Jones	Date: 08/30/18	