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2018 RES-476

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

-DANE COUNTY REGIONAL AIRPORT-

On March 31, 2019, United Airlines, Inc. ("United"), will begin offering once daily non-stop round trip air service between Dane County Regional Airport ("DCRA") and Los Angeles International Airport ("LAX"). LAX is not currently served from DCRA by non-stop scheduled airline service, and United's new direct LAX flights qualify for support under DCRA's Community Air Service Support Program. DCRA proposes providing up to \$100,000 for advertising and marketing during the critical start-up phase of United's new LAX flights. Additionally, DCRA will provide a waiver of landing fees for United's direct flights arriving from LAX for twenty-four months after initiation of the nonstop service.

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 Dane County Regional Airport and Los Angeles International Airport, as set forth above.