2025 RES-397

AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION AND MARKETING AGREEMENT FOR AMERICAN AIRLINES DANE COUNTY REGIONAL AIRPORT

Beginning in June of 2026, American Airlines, Inc. ("American") will initiate non-stop daily air service between Dane County Regional Airport ("DCRA") and Boston, Massachusetts (Boston Logan International Airport, "BOS"). This destination is not currently served by non-stop flights from DCRA, and is a Top Ten Market eligible for incentives under DCRA's Community Air Service Support Program ("CASSP"). American desires to obtain promotional assistance for this service through the CASSP. The promotional assistance will end in June of 2028 or upon written notice by any party or as otherwise provided in this agreement.

As provided for in DCRA's CASSP, under the Air Service Promotion and Marketing Agreement for American, DCRA will expend up to $150,000 for the promotion of American's new service. Additionally, based on the CASSP, DCRA will waive landing fees for two years on American's BOS flights.

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 for American Airlines providing promotional and marketing assistance and landing fee abatement to support American Airlines' newly initiated non-stop round trip flights servicing BOS, as set forth above.