

**DANE COUNTY
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor McCarville		Resolution No. 2025 RES-397
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds	

Title of Resolution or Ord. Amd.:

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

Policy Analysis Statement:

Brief Description of Proposal -

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").

Current Policy or Practice -

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.

Impact of Adopting Proposal -

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.

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:

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.

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	\$150,000				Federal				
Contractual Services					State				
Capital					Other				
Total	\$150,000	\$0	\$0	\$0	Total	\$0	\$0	\$0	\$0

Personnel Impact/FTE Changes:

None

Prepared By:

Agency: Airport	Division: Administration	Phone: 608-246-3384
Prepared by: Frank Vallejos	Date: 03/04/26	Phone: 608-246-3391
Reviewed by Cody Castillo	Date: 03/04/26	