



RESOLUTION # _____

TO: HONORABLE MEMBERS OF THE LA CROSSE COUNTY BOARD OF SUPERVISORS

ITEM # _____

BOARD ACTION

Adopted: _____
For: _____
Against: _____
Abstain: _____
Abs/Excd: _____
Vote Req: _____
Other Action: _____

EXECUTIVE COMMITTEE ACTION

Adopted:
For: 1
Against: 1
Abstain: 0
Abs/Excd: 1

RE: LA CROSSE REGIONAL AIRPORT FUNDING

WHEREAS, the La Crosse Regional Airport serves an important asset to La Crosse County and the surrounding areas by enhancing regional connectivity for business and leisure travelers and new or additional services could boost tourism and attract business travelers to the area, and

WHEREAS, an Air Services Working Group has been formed by the Airport with three top goals of (1) adding additional flights and/or new destination, (2) regaining air service lost to Minneapolis and (3) attracting a low-cost airline for leisure travel; and

WHEREAS, as part of several incentives, the Air Services Working Group is seeking to fund a Minimum Revenue Guarantee (MRG) where the Airport and community partners share the risk of increased services with the airline for a 1 or 2-year period; and

WHEREAS, although MRG Payment is made only if ticket revenues are insufficient to financially support the route, MRG's are especially helpful for smaller communities by further reducing an airline's financial risk by ensuring any airline revenue shortfalls are covered during the initial route start-up period; and

WHEREAS, an MRG Fund target goal of \$1.5 million has been established and the Airport is seeking County commitment in the amount of up to \$250,000 to assist with the creation of the MRG Fund;

NOW THEREFORE BE IT RESOLVED, that the La Crosse County Board authorizes the contribution of up to \$250,000 to the La Crosse Regional Airport's Minimum Revenue Guarantee (MRG) Fund; and,

BE IT FURTHER RESOLVED, that it will be a requirement of the body managing this fund to share a list of contributors before any funds are allocated from the county's general fund and that this 1 to 1 match excludes any federal money awarded to the MRG fund and is not to exceed \$250,000 based on other local funds raised by other counties, municipalities, non-profits and local businesses.

FISCAL NOTE: \$250,000 was included in the 2025 budget. Payments will be tracked on budget line 100.130.1180-64300.02 within the County financial system.

Date: 1/8/25

Chris J. Jeger
COMMITTEE CHAIR

Date: 1-8-25

R.T.K
RECORDING CLERK

	Reviewed Only	Recommended	Not Recommended
Co. Admin.	<i>JK</i>	_____	_____
Fin. Director	<i>MD</i>	_____	_____
Corp. Counsel	_____	_____	_____
Board Chair	_____	_____	_____

Requested By: Supervisor Cornfoth
Date Requested: November 19, 2024
Drafted By: Corporation Counsel

Adopted by the La Crosse County Board this _____ Day of _____, 2025