

**2026 – 2027 DANE COUNTY REGIONAL AIRPORT
COMMUNITY AIR SERVICE SUPPORT PROGRAM**

1. PURPOSE

The purpose of the Community Air Service Support Program (“CASSP” or the “Program”) is to establish policies, procedures, and minimum requirements under which a scheduled Airline may qualify for landing fee abatement and assistance with the marketing and promotion of New Entrant, Year-Round Service, Existing Market, or Seasonal Service from the Dane County Regional Airport to major domestic markets.

2. TERM AND AMENDMENTS

Pursuant to the terms and conditions set forth below, assistance under CASSP shall be effective March 23, 2026, through December 31, 2027. The Program may be extended or otherwise amended at any time by the Executive Director of the Dane County Regional Airport (the “Executive Director”).

3. DEFINITIONS

“**Airline**” means a passenger air carrier, as defined and certified by the U.S. Department of Transportation (DOT).

“**Airport**” means the Dane County Regional Airport, located in Madison, Wisconsin.

“**Air Service Promotion and Marketing Agreement**” means the contract entered into between Dane County, Wisconsin and an Airline under which the Airline receives promotional and marketing assistance or fee abatement, or both, provided through CASSP.

“**Existing Other Market**” means passenger service initiated by an Airline to an Other Market which is not currently served from the Airport by the Airline at the time of the Airline’s execution of an Air Service Promotion and Marketing Agreement and has not been served from the Airport by the Airline within the last twelve (12) month period (including Seasonal Service) preceding the Airline’s execution of an Air Service Promotion and Marketing Agreement, but which is served from the Airport by another air carrier.

“Existing Top Market” means passenger service initiated by an Airline to a Top Market which is not currently served from the Airport by the Airline at the time of the Airline’s execution of an Air Service Promotion and Marketing Agreement and has not been served from the Airport by the Airline within the last twelve (12) month period (including Seasonal Service) preceding the Airline’s execution of an Air Service Promotion and Marketing Agreement, but which is served from the Airport by another air carrier.

“New Entrant” means air carrier that has not provided air service at the Airport for at least the previous 24 months. Provided, however, an air carrier that has not provided air service at the Airport but begins air service by acquiring or otherwise assumes the operations of an air carrier that has provided air service at the Airport in the previous 24 months is not eligible for New Entrant incentives.

“Other Market” means domestic Origin and Destination (“O&D”) airports that fall below the top 25 O&D airports/geographic regions (based on most current rolling 12-month DOT data).

“Promotional Period” means the period during which incentives under CASSP may be available to an Airline.

“Seasonal Service” means less than yearly air service with a minimum ninety (90) day consecutive service period, maximum of 7 months of service in a calendar year, with at least two (2) times weekly service.

“Top Market” means any current top 25 O&D airport or geographic areas with alternative airports (based on most current rolling 12-month DOT data), or other markets identified by the Executive Director, if needed.

“Unserved Other Market” means nonstop route to an Other Market not currently offered by any carrier.

“Unserved Top Market” means nonstop route to a Top Market not currently offered by any carrier.

“Year-Round Service” means air service to new route that is offered daily or less-than-daily (at least twice weekly) for at least twelve (12) consecutive months from the Airport at the time of the Airline’s execution of an Air Service Promotion and Marketing Agreement and has not been served from the Airport within the last twelve (12) month period (including Seasonal Service) preceding the Airline’s execution of an Air Service Promotion and Marketing Agreement.

4. CASSP ADMINISTRATION AND FUNDING

The Executive Director is authorized to administer the CASSP within the funding limitations established by the Airport’s budget, using non-airline revenues, as approved by the Dane County Board of Supervisors.

The Airport budgets marketing incentives annually. Marketing incentives are provided on a first-come first-serve basis, therefore, once incentives are exhausted for a given fiscal year, further incentives would not be available until the next fiscal year.

The maximum amount of marketing incentive available under the CASSP is based on the initiation of daily scheduled air service. For service levels less than daily frequency, the Airport will prorate the marketing incentive based on the number of days per week the service operates.

5. SUPPORT FOR YEAR-ROUND SERVICE

Provided that an Airline has not previously received a fee waiver or promotional and marketing assistance from the Airport in the past twenty-four (24) months for air service to the same market, an Airline initiating Year-Round Service may be eligible to enter into an Air Service Promotion and Marketing Agreement under which the Airport shall during the Promotional Period provide to the Airline:

	Unserviced Top Market	Unserviced Other Market
Marketing	Up to 150,000 (1 year)	Up to \$75,000 (1 year)
Abatement of Landing Fees	100% (1 st 12 months) 50% (2 nd 12 months)	100% (1 year)

6. SUPPORT FOR EXISTING MARKET

Provided that an Airline has not previously received a fee waiver or promotional and marketing assistance from the Airport in the past twenty-four (24) months for air service to the same market, an Airline initiating service to an Existing Top Market or Existing Other Market may be eligible to enter into an Air Service Promotion and Marketing Agreement under which the Airport shall during the Promotional Period provide to the Airline:

	Existing Top Market	Existing Other Market
Marketing	\$30,000 (1 year)	\$15,000 (1 year)
Abatement of Landing Fees	50% (1 year)	50% (6 months)

7. SUPPORT FOR SEASONAL SERVICE

Provided that an Airline has not previously received a fee waiver or promotional and marketing assistance from the Airport in the past twenty-four (24) months for air service to the same market, an Airline initiating Seasonal Service, may be eligible to enter into an Air Service Promotion and Marketing Agreement under which the Airport shall during the Promotional Period provide to the Airline:

	Unserviced Top Market	Unserviced Other Market
Marketing	Up to \$75,000 (1 year/season)	Up to \$35,000 (1 year/season)
Abatement of Landing Fees	100% (first season) 50% (second and third season)	50% (first season)

8. SUPPORT FOR NEW ENTRANT CARRIER

One time incentive for New Entrants for each route initiated within the first 90 days of starting service at the Airport:

	Any Top Market	Any Other Market
Marketing	Up to \$150,000 (1 year)	Up to \$75,000 (1 year)
Abatement of Landing Fees	100 % (1 year)	100% (1 year)

9. MINIMUM REQUIREMENTS AND NON-COMPLIANCE

In order for an Airline to be eligible for promotional and marketing assistance under CASSP, the Airline shall announce in the Dane County area media the initiation of the Year-Round Service, Existing Market, or Seasonal Service to begin on or about a specific date; begin taking and accepting reservations for the new service; and execute an Air Service Promotion and Marketing Agreement with the Airport, agreeing to comply with the terms, conditions and requirements of the Program. In the event the Airline fails to comply with the terms of the Air Service Promotion and Marketing Agreement any funding that may have been provided by the Airport to promote and market the eligible Year-Round Service, Existing Market, or Seasonal Service shall be refunded by the Airline to the Airport, and abatement of landing fees shall cease.

10. PROMOTIONAL AND MARKETING REQUIREMENTS

All promotional and marketing materials, publications, broadcasts and displays placed under CASSP must be specifically related to the eligible New Entrant Carrier, Year-Round Service, Existing Market, or Seasonal Service and shall prominently identify the "Dane County Regional Airport" as the point of departure for the service. At least seventy-five percent (75%), as calculated by placement cost, of the advertising and

promotional material placed under CASSP shall be with media targeting audiences located within one hundred (100) miles of the Airport.