

Resolution amending the 2026 Airport Operating Budget to fulfill Air Service Incentive Program obligations

RESOLUTION

WHEREAS, the La Crosse Regional Airport has an approved Air Service Incentive Program aimed at encouraging new non-stop air service and expanding existing service to our current destinations; and

WHEREAS, in November 2025 Allegiant Air notified the Airport of its intent to initiate service qualifying under the program beginning in February 2026; and

WHEREAS, utilization of these funds was not anticipated during development of the 2026 Airport Operating Budget, thus the amount currently allocated is insufficient to allow the Airport to continue its general marketing efforts outside of the obligations associated with the incentive program.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby allocates \$120,000 from the Airport Operation Fund to the 2026 Airport Operating Budget in order to allow the airport to continue its general marketing efforts and also fulfill the Air Service Incentive Program obligations for new non-stop air service..

BE IT FURTHER RESOLVED that the Director of the La Crosse Regional Airport and the Director of Finance are hereby authorized and directed to take all necessary steps to implement this resolution.