

RESOLUTION

WHEREAS the Airport serves over 250,000 residents within a 60 minute drive radius of the City of La Crosse, and

WHEREAS the Airport desires to portray itself as a regional asset that serves residents throughout the region, and

WHEREAS it has become standard for airports to adopt a name change to “Regional Airports” to accomplish the above stated goals, and

WHEREAS the Airport is currently undergoing a re-branding and marketing initiative which provides an opportunity to pursue a name change without added expense.

NOW THEREFORE BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approves changing the name of the “La Crosse Municipal Airport” to the “La Crosse Regional Airport”.

BE IT FURTHER RESOLVED that this resolution supersedes any previous resolution regarding naming the airport and is not required to be routed to the Public Facilities Designation Committee.

BE IT FURTHER RESOLVED that the Airport Manager is authorized to take all necessary steps to effectuate said resolution