



March 5, 2025

Jeffrey Tripp
JD Roberts
La Crosse Regional Airport

RE: Proposal for Air Service Incentive Program and Rates & Fees Review and Updates
Task: 2

Dear Jeff and JD,

One of our first tasks with the La Crosse Regional Airport (LSE) team is to help evaluate your Air Service Incentive Program (ASIP) and your airline-specific rates and fees to ensure that they are both meeting the objectives of the airport while also being attractive to current and future airline partners. This proposal covers items 5 and 6 within our contract’s scope of work.

We have combined these items into a single task order because we believe they are closely related. Understanding the airport’s rates and fees structure is important to ensuring that the incentive program actually provides appropriate value to our airline partners. While the airport has already made significant progress in reducing airline fees and has a strong incentive program in place, we expect to review both in detail with the LSE team and propose updates that will improve each of them.

The timeline for this work will begin with a kickoff meeting shortly after accepting this task proposal and work will likely stretch over a number of weeks. While we intend for this project to be completed in a relatively quick manner, we will prioritize completing the SCASD grant application, particularly if/when the DOT releases details on the timeline for this year.

We have intentionally proposed a budget that is a little higher than we are likely to use. We expect that the work to understand the programs and suggest updates will likely be less than twenty hours of effort in total. However, since part of getting the updates adopted may involve briefings to other members of airport leadership and/or governing bodies, we have built in extra time for those possibilities. Harrison Earl will complete the majority of the work for this task, but he will leverage other CMT team members, including those outside the core Air Service Development team, to bring in expertise related to airport rates and fees.

<i>CMT Team Members</i>	Title	Hourly Rate
<i>Harrison Earl</i>	Project Manager	\$290
<i>Nicholas Haan</i>	ASD Principal	\$310
<i>Rachel Shulman, Kenneth Strickland</i>	ASD Director	\$290
<i>Other CMT Staff As Needed</i>	TBD	\$110-\$350

	Estimated Hours	Hourly Rate	Estimated Budget
Evaluate current LSE airline specific rates and fees and airport incentive program. Provide recommendations on updates that can be made to both programs to ensure they are competitive and meeting the needs of airline partners.	36	\$290	\$10,440
Estimated Budget			\$10,440
10% Contingency			\$1,044
Not-to-Exceed Budget			\$11,484

If you would like to discuss our proposal or have any questions, please feel free to contact me.

Sincerely,

CRAWFORD, MURPHY & TILLY, INC.



Harrison Earl
Director Air Service Development