

La Crosse Regional

AIRPORT



2017 ANNUAL REPORT

**AVIATION
BOARD**

Andrea Richmond, Chair
Bill Blank, Vice-Chair
Jeff Wrobel
Carol Kratz
Jim Bloedorn
Mike Giese
Jeff Sexton

**AIRPORT
ADMINISTRATION**

Clinton Torp, Airport Director
Jason Gillett, Assistant Airport Director
Kristen Duchrow, Marketing Development Coordinator
Kelly Schleifer, Administrator Coordinator

The end of 2017 marks another successful year for the airport in terms of tasks completed and financial performance. The ongoing efforts related to airport redevelopment and modernization is continuing to make a mark on the community while air service development continues to present challenges in today's environment.

Enhancing the customer experience, regional business outreach, community partnerships, and operational enhancements continue to be the focus of our administrative team. In terms of community outreach I am active in the 7-Rivers Alliance and Downtown Rotary while also maintaining key relationships with the Chamber of Commerce's in both La Crosse and Winona and LADCO.

**LETTER FROM
THE AIRPORT
DIRECTOR**



Clinton R. Torp, C.M.
Airport Director

2017 marks a year in which we significantly increased awareness of the Airport and its benefits and needs within the community. Many of our efforts relating to LSE Leaders have produced significant new business relationships which we will cultivate throughout 2018.

In 2017 we endeavored on a new marketing initiative to further enhance awareness of the benefits of flying local and supporting a key economic asset to our region.

Finally, while the airline business operating environment continues to be challenging for small airports, we have continued several key air service development initiatives with the application of a new Small Community Air Service Development Grant (SCASD) which we hope will be successful in obtaining new Eastbound air service. We are also excited to welcome new CRJ-700 aircraft to our market in 2018.

I look forward to 2018 and continuing all of the fine work that our organization, the Board, and its people are pursuing.

2017 KEY STATISTICS

Enplanements – 90,018 (-33)
Deplanements – 87,472 (-1,896)
Airline Flights Performed – 2,089 (-96)
Average Load Factor – 82.90% (+1.7%)
Tower Operations Count – 18,390 (-895)
Non-Airline Landing Weight – 19.90 M lbs (-5.3 M)
Airline Landing Weight – 99.02 M lbs (+0.60 M)

Civilian Charters – 19 (+1)
Military Charters – 74 (+21)

Car Rental Gross Sales - \$4,169,991 (+\$320,838.00)
Car Rental Days – 80,266 (+5,860)
CFC Revenues - \$240,797 (+\$17,579)

PFC Revenues - \$366,356 (+\$3,530)

Airline Fuel Flow – 414,426 gal (-29,553)
Non-Airline Fuel Flow – 647,282 gal (-82,242)

Parking Revenues - \$655,926 (-\$6,020)

Restaurant/Gift/Vending Sales - \$390,398 (+\$36,382)

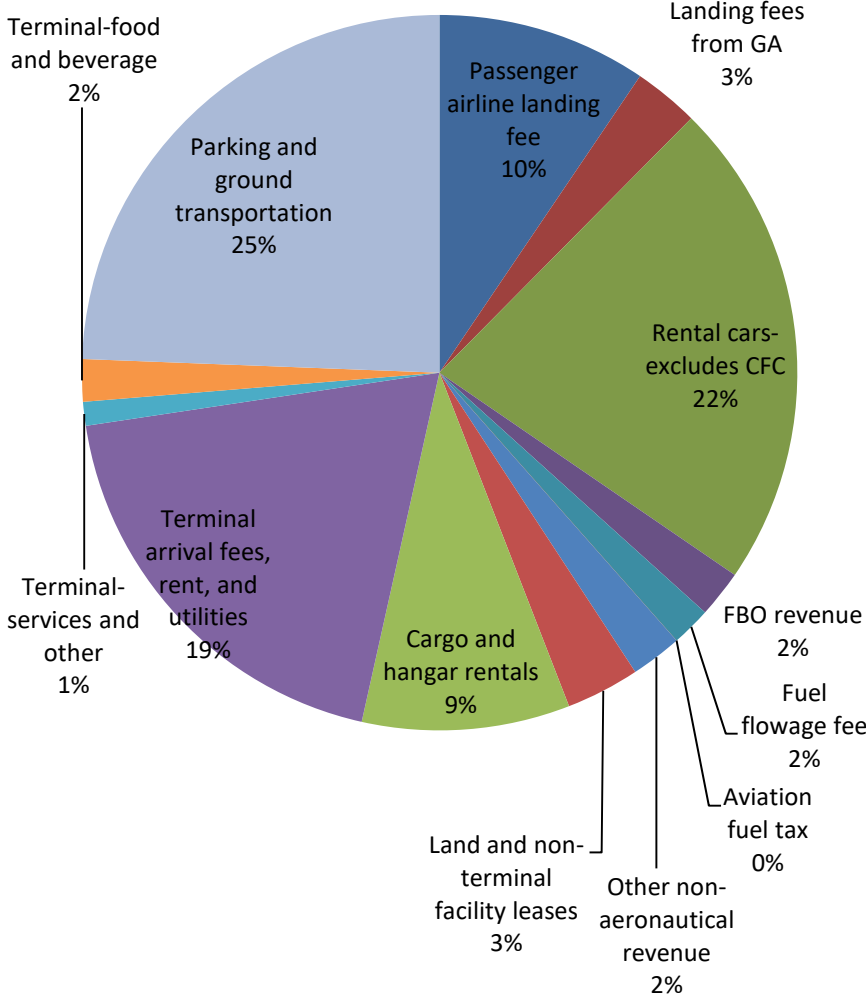
ATM Transactions – 1,264 (-25)

Airport Operational Revenues - \$2,699,782
Airport Operational Expenses – (\$2,209,331)
Gross Operational Gain/(Loss) - \$490,451

Federal/State Grants Awarded - \$2,618,500

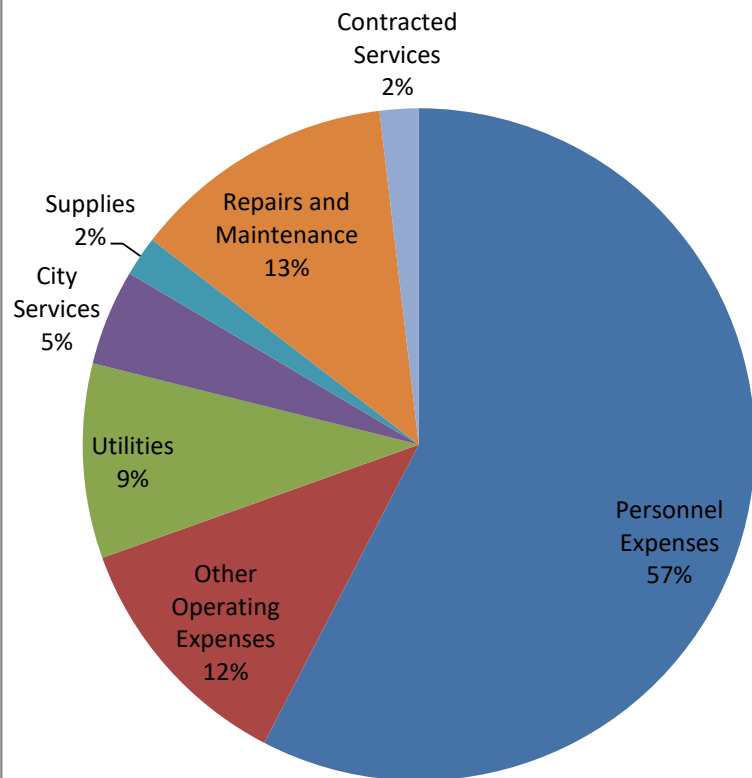
2017 Revenue by Category

OPERATING REVENUE BREAKDOWN



**OPERATING
EXPENSE
BREAKDOWN**

2017 Expense by Category



PROJECTS COMPLETED

- Maintenance fuel farm relocation
- Wildlife Hazard Assessment
- Zoning ordinance review and restructure
- Fanta Reed Road extension
- Perimeter gate replacement/electronic controls/fencing
- Terminal loading lot south replacement
- Terminal parking lot rehabilitation, reseal, & mark
- Design parking revenue control additional lane
- Design airfield lighting replacement
- De-Ice truck and associated equipment acquisition
- Design consolidated rental car facility
- LED lighting upgrades
- Enhanced customer seating option install
- Information system enhancements
- Customer service management system enhancements
- Website re-design and improvements
- SCASD Application

KEY NOTES

- Maintained airline cost reductions
- Instituted several new employee relations programs
- Grew LSE Leaders program to 31 corporate members
- Announcement of twice daily CRJ-700 up-gauge on American Airlines
- Created new airport wide customer service initiatives including Elsie Star program
- Formation of volunteer greeter program
- Creation of ex-officio board positions
- Acceptance of online payments
- Lease Agreements
 - TSA lease agreement
 - Airline operators agreements
 - Fuel farm lease agreement
 - FAA NAVAIDS LOA
 - USO agreement
 - Designa access corporation agreement
 - Colgan air amendment
 - Dairyland power lease assignment
 - Dawson oil lease assignment
 - American tower sublease
 - FWS right-of-way renewal
- Commenced several new projects:
 - Master Plan Update and Strategic Planning
 - Construct airfield lighting replacement
 - T-Hangar construction
 - T-Hangar rehabilitation
 - ARFF garage generator
 - Ground transportation policy implementation
 - Parking system improvements
 - Ambassador information desk and volunteer program
 - Parcel O hangar repairs
 - Design terminal apron rehabilitation
 - Design Fanta Reed Road GA hangar expansion
 - Design East GA pavement replacement
 - Enhanced WiFi system for customer service
 - Terminal bike rack installation

LSE Leaders Program

Air Service Growth through Community Partnerships





Continued Marketing Enhancements

The screenshot shows the La Crosse Regional Airport website. At the top left is the phone number 608-789-7464. The main navigation bar includes 'Passengers', 'Business & General Aviation', and 'Contact'. Below this are icons for 'Terminal', 'General Information', and 'Flight Status'. The main banner features the text 'THE LSE EXPERIENCE Flying Can Be Easy' with an illustration of an airplane flying over a house and an airport terminal. On the right side, there is a 'KNOW YOUR TRUE COST OF TRAVEL' section with a 'TRUE COST CALCULATOR' button. Below this are icons for 'Park', 'FAQ', 'Amenities', and 'Book A Flight'. A weather widget shows '16° Clear | FRI FEB 9'. At the bottom, there is an 'ARRIVALS' and 'DEPARTURES' table, a 'SIGN UP TO STAY IN CONTACT' form, and social media icons for Facebook, Instagram, Twitter, and LinkedIn.

608-789-7464

La Crosse Regional AIRPORT

Passengers Business & General Aviation Contact

Terminal General Information Flight Status

THE LSE EXPERIENCE

Flying Can Be Easy

KNOW YOUR TRUE COST OF TRAVEL
Flying Can Be Easy

TRUE COST CALCULATOR

Park FAQ Amenities Book A Flight

16° Clear | FRI FEB 9

ARRIVALS		DEPARTURES	
8200	Sun Country Airlines	4295	DELTA 3:53 pm
4295	DELTA 3:10 pm	3306	American Airlines 6:19 pm

The La Crosse Regional Airport offers close parking, easy check-in, convenient daily flights to major hubs, free Wi-Fi, and a variety of amenities including in-seat electronic chargers, nursing room, children's play area and television.

SIGN UP TO STAY IN CONTACT

Enter Your Email Address

La Crosse Regional AIRPORT

Facebook Instagram Twitter LinkedIn

Flying Can Be Easy

TRUE COST CALCULATOR

BOOK A FLIGHT

"As a large company based in La Crosse, we have vendors, suppliers and business partners visiting us on a weekly basis. The ability for those people to fly in and out of LSE is a huge advantage." Kwik Trip, Inc.



La Crosse Regional AIRPORT

KNOW YOUR TRUE COST OF TRAVEL

CALCULATE YOUR SAVINGS

American Airlines

THE LSE EXPERIENCE

Flying Can Be Easy

Fly Local. Save Valuable Time.

La Crosse Regional AIRPORT

THE LSE EXPERIENCE

Flying Can Be Easy

Fast Security Lines. Low Stress Experience.

La Crosse Regional AIRPORT

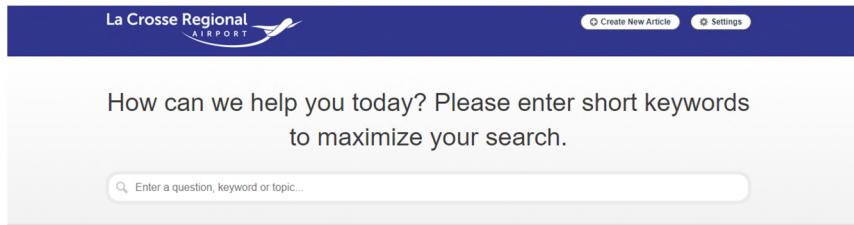
More Amenities



Customer Service

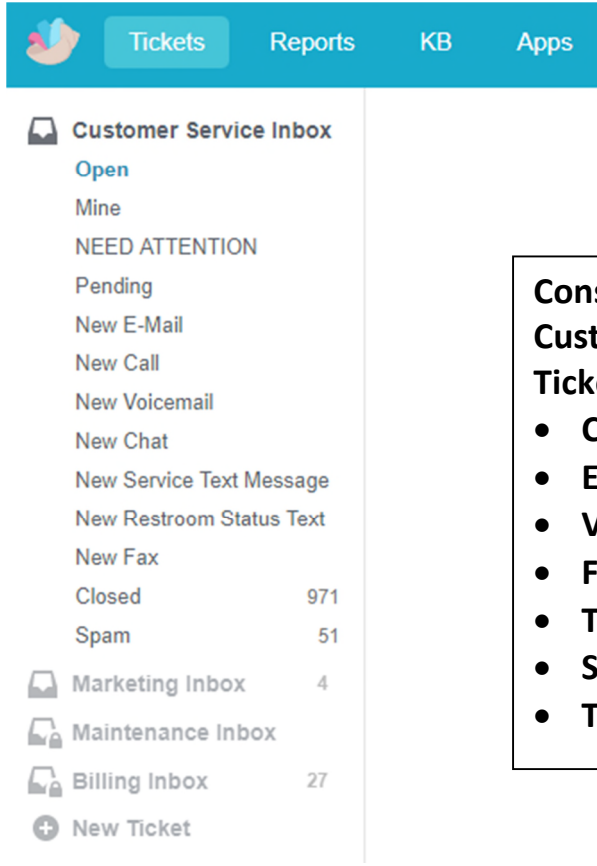


Online Chat Service



If you cant find what your looking for limit your keywords or click the help button below and send us a message.

Web Self-Help Database



- Consolidated Customer Service Ticketing Platform**
- Chat
 - E-Mail
 - Voice
 - Fax
 - Ticket Request
 - Social Media
 - Texting

Acknowledging Customer Service as a Culture

Elsie Star Program

THE LSE EXPERIENCE
Congratulations, Karen!



LSE Airport Recognizes
KAREN
from Delta
for
Excellent Customer
Service



Elsie Star of the Month

La Crosse Regional AIRPORT

THE LSE EXPERIENCE
Congratulations, Reegan!



LSE Airport Recognizes
REEGAN
from Delta Air Lines
for
Excellent Customer
Service



Elsie Star of the Month

La Crosse Regional AIRPORT

THE LSE EXPERIENCE
Congratulations, Brenda!



LSE Airport Recognizes
BRENDA
from National/Alamo
for
Excellent Customer
Service



Elsie Star of the Month

La Crosse Regional AIRPORT

THE LSE EXPERIENCE
Congratulations, Adrienne!



LSE Airport Recognizes
ADRIENNE
from American Airlines
for
Excellent Customer
Service

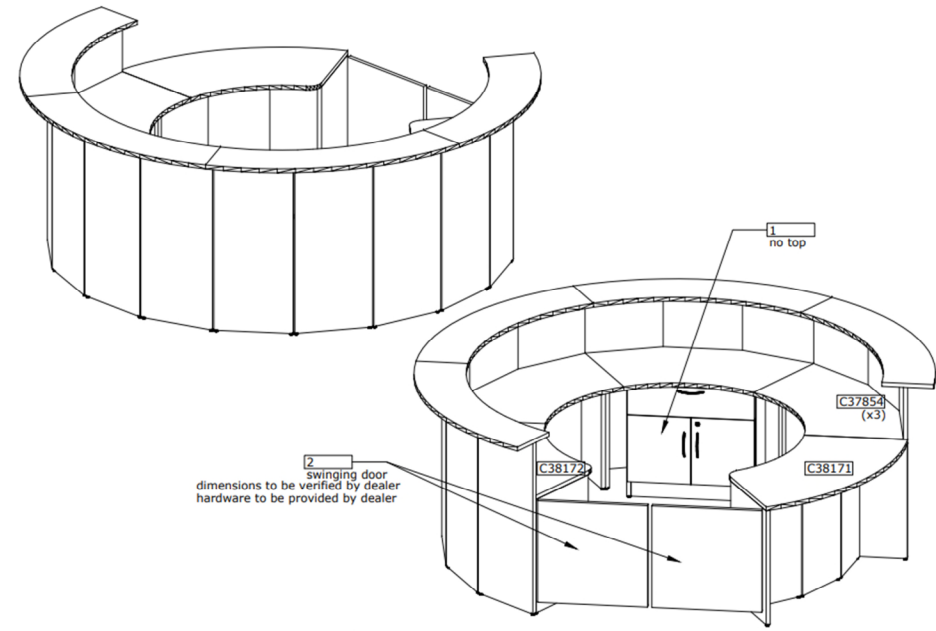


Elsie Star of the Month

La Crosse Regional AIRPORT

Taking Customer Service to the Next Level

Volunteer Greeter Desk and Program



LSE AIRPORT

TERMINAL INFORMATION



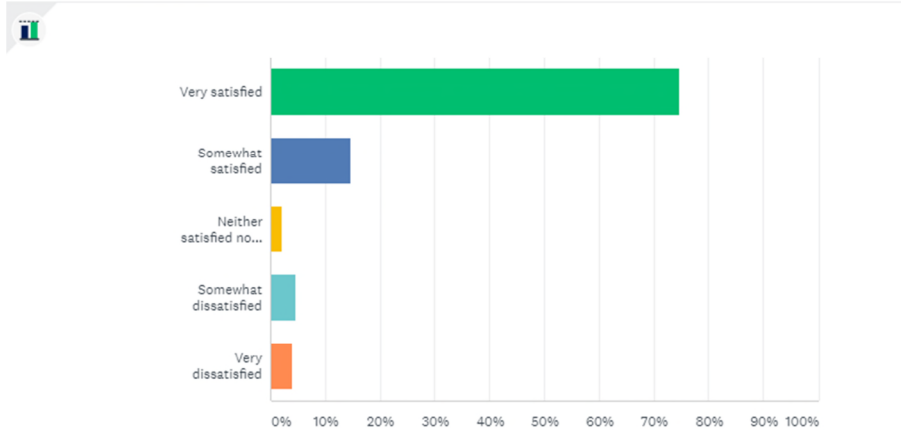
La Crosse Regional
AIRPORT 

Survey Data – Measuring Service Program Success

200 Data Points

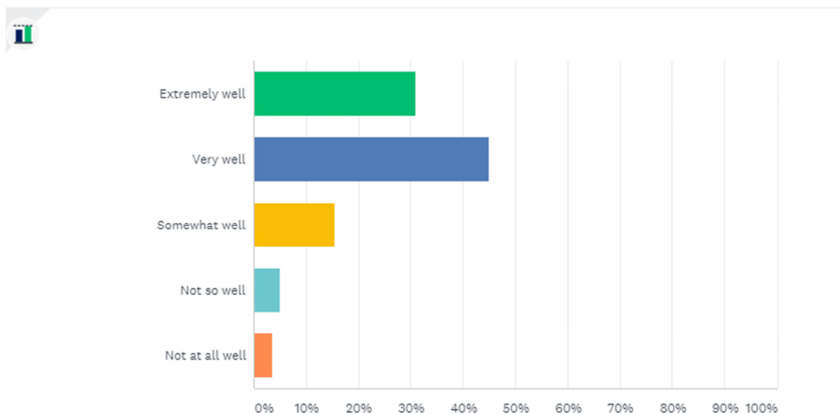
Overall, how satisfied or dissatisfied are you with your experience at the La Crosse Regional Airport?

Answered: 197 Skipped: 6



How well do our amenities meet your needs?

Answered: 200 Skipped: 3



Comments:

- LSE is the most pleasant airport I've experienced. Kind staff, good food, comfy waiting area. Thanks!
- Personnel were very pleasant
- Love you all. Thank you.
- Nice friendly staff
- The food is super and staff are all extremely nice. I wish every airport were so pleasant. Thanks!
- Staff was very friendly and kind
- Very accommodating personnel. Enjoy the small environment.
- Great little airport. Smiles on most people's faces.
- Fantastic airport from entry to bathrooms to boarding! Looks very professional!
- TSA friendly and very helpful to elderly people in front of me. I have not always seen this at other places and I appreciate knowing that my mom would be treated with respect if she needed extra help.
- Amazing finishes and very clean! Excellent touch with the kids play area! Thank you!
- Convenient close airport for me. Love it!
- We love the polite and helpful staff!
- Very clean restroom.
- I think this tiny airport is adorable and efficient and very clean.
- This was a wonderful experience and I would love to fly out of LaCrosse any time I need to fly!!

ACTIVE GRANTS

AIP/STA	Finding Date	Description	Federal	State	Local	Total
3-55-0030-041-2017	10/20/2017	Conduct Master Plan Study	\$594,000.00	\$33,000.00	\$33,000.00	\$660,000.00
3-55-0030-040-2017	10/20/2017	Install Perimeter Fencing Phase 2 (Reimburse Design and Inspecti	\$1,710,000.00	\$97,500.00	\$97,500.00	\$1,905,000.00
0732-40-77	7/27/2017	Rehabilitate Airport Maintenance Building Roof and any necessar	\$0.00	\$184,000.00	\$46,000.00	\$230,000.00
0-55-0030-75	9/8/2016	Design airfield electrical	\$0.00	\$104,000.00	\$26,000.00	\$130,000.00
3-55-0030-039-2016	9/16/2016	Reconstruct perimeter fence & gates and reconstruct & realign ea	\$1,288,238.00	\$191,569.00	\$191,569.00	\$1,671,376.00
0-55-0030-74	4/8/2016	Construct fuel farm, reconstruct loading lot & sealcoat terminal l	\$0.00	\$1,212,000.00	\$303,000.00	\$1,515,000.00
3-55-0030-038-2015	9/3/2015	Rehabilitate Terminal Building	\$2,200,000.00	\$207,222.00	\$222,903.00	\$2,630,125.00
3-55-0030-37	10/10/2014	Rehabilitate Terminal Building	\$5,969,190.00	\$1,250,000.00	\$2,880,810.00	\$10,100,000.00
0732-47-71	6/26/2013	Design QTA rental facility & rental car lot expansion	\$0.00	\$0.00	\$550,000.00	\$550,000.00

Key Business Statistical Summary

Airline Enplanements

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2016	7,001	6,630	7,604	7,421	7,983	8,257	7,965	8,652	7,203	8,008	6,916	6,411	90,051
2017	6,392	6,375	7,880	7,717	7,671	8,202	7,627	8,999	7,030	7,833	7,362	6,930	90,018

Car Rental Gross Revenues

	August	September	October	November	December	January	February	March	April	May	June	July	TOTAL
2015-2016	\$ 528,476.00	\$ 284,817.05	\$ 256,096.97	\$ 254,719.18	\$ 210,102.23	\$ 241,430.64	\$ 251,629.18	\$ 304,535.48	\$ 297,980.23	\$ 348,989.70	\$ 381,006.52	\$ 489,370.23	\$ 3,849,153.41
2016-2017	\$ 605,929.06	\$ 348,663.52	\$ 331,039.45	\$ 256,758.86	\$ 238,310.04	\$ 229,513.98	\$ 249,489.72	\$ 302,963.40	\$ 318,164.31	\$ 408,651.81	\$ 444,186.31	\$ 436,320.86	\$ 4,169,991.32
2017-2018	\$ 689,842.24	\$ 376,582.83	\$ 266,038.27	\$ 284,442.98	\$ 238,997.09								\$ 1,855,903.41

CFC Revenues

	August	September	October	November	December	January	February	March	April	May	June	July	TOTAL
2015-2016	\$ 26,421	\$ 16,098	\$ 15,072	\$ 14,280	\$ 13,488	\$ 14,175	\$ 15,111	\$ 19,635	\$ 18,327	\$ 21,939	\$ 22,452	\$ 26,220	\$ 223,218
2016-2017	\$ 30,219	\$ 20,871	\$ 20,154	\$ 16,125	\$ 14,415	\$ 13,734	\$ 15,288	\$ 19,299	\$ 19,296	\$ 22,649	\$ 24,813	\$ 23,934	\$ 240,797
2016-2018	\$ 36,096	\$ 22,044	\$ 16,551	\$ 17,586	\$ 15,048								\$ 107,325

FBO Sales

TOTAL	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2016	\$146,475.41	\$178,516.69	\$182,258.78	\$177,479.69	\$168,790.16	\$208,640.28	\$249,061.15	\$296,784.02	\$170,696.77	\$192,370.78	\$202,460.55	\$235,854.12	\$2,409,388.40
2017	\$185,281.95	\$204,104.57	\$221,322.30	\$201,485.78	\$246,088.35	\$226,944.97	\$235,938.27	\$262,745.45	\$194,816.92	\$211,007.64	\$231,409.10	\$217,325.84	\$2,638,471.14
2018													\$0.00

Parking Sales

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2015-2016	\$52,420.85	\$55,155.45	\$63,424.66	\$64,723.22	\$55,064.45	\$56,855.92	\$43,018.00	\$52,526.07	\$54,763.98	\$65,767.77	\$51,844.55	\$46,381.99	\$661,946.91
2016-2017	\$53,469.19	\$55,300.47	\$68,624.65	\$55,713.74	\$57,753.55	\$55,642.65	\$45,500.47	\$47,732.70	\$50,386.73	\$61,845.50	\$54,549.76	\$49,406.64	\$655,926.05
2017-2018	\$50,752.61												\$50,752.61
CY INC/DEC	-5.08%												

Tower Counts

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2016	1,382	1,651	1,831	1,418	1,817	1,813	2,145	1,737	1,542	1,777	1,336	836	19,285
2017	707	1,122	1,163	1,322	1,755	1,954	2,023	1,995	1,846	1,811	1,563	1,129	18,390



Airport Administration Office
2850 Airport Road
La Crosse, WI