

## **AVIATION BOARD BACKGROUND LETTER**

**Aviation Board Meeting Date:** January 20, 2026

**To:** Council President Dickinson and Aviation Board Members

**Cc:** Shaundel Washington-Spivey, Mayor

**From:** Lauren Koss, Interim Airport Director

**Subject:** 26-0075 – Air Service Incentive Program

**Summary:**

This item considers approval of the La Crosse Regional Airport Air Service Incentive Program to support ongoing air service development efforts.

**Previous Action:**

Common Council Resolution 2012-10-029, adopted on October 11, 2012, authorized the La Crosse Aviation Board to expend funds related to air service development. Since that time, the Aviation Board has approved and implemented multiple Air Service Incentive Programs.

**Background:**

The primary objective of the program is to initiate new scheduled air service at La Crosse Regional Airport. It is a common practice of communities to offer incentives and credits to attract new or expand air service. The proposed Air Service Incentive Program authorizes credits for items such as exclusive use terminal space and joint use terminal space, landing fees, and related charges. In addition, the program includes an advertising incentive commitment.

**Financial Implications:**

This item does not directly authorize the expenditure of funds; however, it establishes policy direction allowing Airport Staff to commit airport advertising funds and offer fee credits in support of future air carrier service. As drafted, the Air Service Incentive Program is capped at \$10,000 per month.

**Stakeholder Process:**

As authorized by the Common Council, this item is presented to the Aviation Board for review and approval.



**Alternatives:**

Several alternatives exist for this item. They are:

- 1) Deny this item.
- 2) Deny this item with direction to staff to draft a new Air Service Incentive Program.
- 3) Amend the item.
- 4) Refer the item.

**Staff Recommendation:**

It is the recommendation of staff to approve the Air Service Incentive Program.

**Attachments:**

Air Service Incentive Program

