



March 5, 2025

Jeffrey Tripp
JD Roberts
La Crosse Regional Airport

RE: Proposal for SCASD Application Development and Support
Task: 1

Dear Jeff and JD,

The full team at Crawford, Murphy & Tilly (CMT) is excited to work with you and the La Crosse Regional Airport (LSE) team to advance your air service development goals. This task order is for work on the first scope of work item in our contract: Development of Small Community Air Service Development (SCASD) grant application to include proposed airline and route to be requested. We envision this work to broadly fall over 3 parts as detailed below.

Part 1: Identify Target Carrier(s), Route(s), and Incentive in Support of SCASDP Grant Scope

In partnership with the LSE airport team, CMT will identify the target carriers and routes that best meet the needs of the community while also having the greatest opportunity for success in the grant application. We will also identify the types of and amount of subsidies that will likely be needed, and possible structures for airport and community involvement in the subsidies.

Part 2: Assemble the SCASDP Application

CMT will develop the materials for the 20-page application for a SCASDP grant including all of the analysis necessary to make the case for the grant. The grant application will include a cover page and summary, introduction to the region, identification of air service needs and deficiencies, a project goal and plan, public-private partnerships and funding sources, discussions of previous SCASDP grant applications, and an overview of the support letters received.

Part 3: Assist in Securing Support Letters

The CMT team will assist LSE in securing letters of support from a variety of organizations to bolster the grant application. The targeted airline(s) will be the most critical letter, but we will also work with LSE to request letters from the destination airport (along with a potential commitment of incentive funds, if available), the Congressional delegation and other elected officials, and local businesses and organizations that would use the service.

While we have detailed this work in 3 parts in this task proposal, we expect the work to happen simultaneously and for all 3 parts to have significant overlap in effort. The timeline for this project will begin immediately upon acceptance from LSE, and will conclude with the submission of the official grant application to the DOT. Since the timeline for the SCASDP grant is unclear at this time, we are not

committing to specific dates other than to say that we will meet the deadline established in the DOT documents for when applications are due.

Based on our experience with prior applications, we have proposed a not to exceed budget of \$20,955 for this project. We will, of course, only bill for the actual effort put forward by the CMT team so actual billings may be lower. We anticipate that the majority of the work will be conducted by Harrison Earl, Project Manager. However, other CMT team members may assist based on their specific expertise.

<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

	Estimated Hours	Hourly Rate	Estimated Budget
Identify target carriers, routes, and incentive. Assemble the SCASDP application, and assist in securing support letters to complete the application packet as required by DOT.	55	\$290	\$15,950
	10	\$310	\$3,100
Estimated Budget			\$19,050
10% Contingency			\$1,905
Not-to-Exceed Budget			\$20,955

If you would like to discuss our proposal or have any questions, please feel free to contact me. All of us at CMT are appreciative of the opportunity to work with LSE and we look forward to helping you create a strong SCASDP application in order to support new air service growth at LSE.

Sincerely,
CRAWFORD, MURPHY & TILLY, INC.



Harrison Earl
 Director Air Service Development