



March 5, 2025

Jeffrey Tripp
JD Roberts
La Crosse Regional Airport

RE: Proposal for Analysis of Catchment Data
Task: 3

Dear Jeff and JD,

We look forward to working with the La Crosse Regional Airport (LSE) to perform analyses of your catchment data to support airline outreach and various projects. This task order proposal covers item 9 within our contract’s scope of work.

Because LSE has an existing subscription to Airline Data Inc.’s Catchment Analysis tools, we will leverage that subscription to download and save the data to use in our future analysis, even once the subscription expires.

The catchment analysis within this task will consist of discreet analyses that support business cases and presentations for airline meetings, the SCASD proposal, and other related projects. We are not proposing to complete an in-depth catchment study as part of this task, but rather to use the data for specific work.

The timeline for this work will begin with us downloading, saving, and formatting the catchment data in a usable format. We will begin that process as soon as this proposal is accepted. We expect to immediately perform some analysis related to Routes Americas follow-up, and to also support the SCASD application. Beyond that, we will respond to specific needs or asks from the LSE team, and so this task is expected to carry us through several months, at least.

The budget below will cover this initial set of analysis as well as securing the data for future use. Harrison Earl is likely to complete the entirety of the work for this task, though other CMT team members may assist as needed.

<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
Ongoing catchment data analysis to support various other air service development efforts.	40	\$290	\$11,600
Estimated Budget			\$11,600
10% Contingency			\$1,160
Not-to-Exceed Budget			\$12,760

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