

LINCOLN AIRPORT

AIR SERVICE INCENTIVE PROGRAM

The Airport Authority of the City of Lincoln, Nebraska, (the "Authority") offers the following incentives to the extent of available funds, to scheduled air carriers and scheduled public charters serving the City of Lincoln, Nebraska, now or in the future, for service to a new destination, or for enhanced service to an existing destinations:

A. Advertising

The Authority offers the following advertising incentives:

1. For service to new destinations, the Authority will expend up to \$75,000 per destination on local advertising of the new service. Such expenditures shall be capped at no more than \$225,000 per carrier, per fiscal year and shall be expended within the first 12 months following public announcement of the new service.

2. For additional service to an existing destination, or for up-gauged service to an existing destination, the Authority may, at the Authority's discretion, expend up to \$30,000 per destination for such enhanced service to an existing destination on local advertising of the enhanced service.

The advertising to be provided under the incentive program can be, but is not limited to, print, radio, television, billboard, digital or social advertising. The Authority will cooperate with the air carrier to develop the ad copy with the Authority placing the ads locally.

B. Landing Fee Waivers

For service to a new destination, the Authority will credit an air carrier the full amount of otherwise applicable landing fees attributable to such new service for the first year that such new service is provided.

C. Terminal Use Space

If the new or enhanced service is to be provided by an air carrier not currently serving the Lincoln Airport, then the Authority will credit such new air carrier the full amount of the otherwise applicable rent for exclusive use and joint use space rented to it in the terminal (ticket counter, etc.), for the first year of operation. Joint use fees will be recalculated upon commencement of new service to insure that existing carriers pay the revised proportion of joint use space.

D. Ground Servicing Fees

If the new or additional service is to be provided by an air carrier not currently serving the Lincoln Airport, and the air carrier has requested the Authority provide above wing or below wing ground services, Authority will credit such new air carrier the full amount of the Authority provided services, exclusive of any product cost (i.e. deicing fluid), for the first year of operation.

The above incentive program shall be made available to all similarly situated air carriers offering to provide the type and level of new or additional services to the Lincoln Airport consistent with this offering, if requested. Nothing herein shall preclude the Authority from at any time as it deems necessary, whether because of curtailment of funds or otherwise, to terminate this program.

Resumption of service previously provided by an air carrier, or the provision of limited scheduled flights, may not, in the reasonable discretion of the Executive Director, be considered new or additional scheduled service for purposes of this Program.