




LINCOLN AIRPORT AUTHORITY AIR SERVICE INCENTIVE PROGRAM



THE OFFICIAL AIRPORT OF HUSKER ATHLETICS

 **Phone**
402-458-2400

 **Website**
<https://lincolnairport.com/air-service/>

 **Address**
2400 W. Adams St.
Lincoln, NE 68524

PROGRAM OBJECTIVES

- Stimulate commercial air service growth at LNK.
- Reduce operating & start up costs for airlines.
- Increase revenue & economic impact to the airport, our tenants & the community by attracting new service & encouraging existing carriers to consider expansion into new markets.
- Enhance the Community's way of life making Lincoln a premier option for residents & businesses.
- Clearly define available support for airline partners.

PROGRAM COMPONENTS

DAILY- LESS THAN DAILY - SEASONAL SERVICE

NEW CARRIERS

*SUBJECT TO TERMS & CONDITIONS

- **Marketing & Advertising Support - up to \$100,000**
 - Marketing support may be prorated for seasonal and/or less than daily service.
 - Support includes cash value for advertising as well as in-kind services provided by airport and/or community partners.
 - Marketing program will be designed & managed by airport staff & media buyer in collaboration with airline marketing staff.
 - All advertising buys will be paid directly by the airport to each media outlet, no direct payment will be made to the airline. Airline approval of all marketing campaigns & deliverables is required.
- **New Carrier + New Route**
 - **Landing Fees = 100% waiver up to 2 years/ 2 seasons**
 - **Terminal Rent = 100% waiver up to 2 years/ 2 seasons**
- **New Carrier + Existing Route**
 - **Landing Fees = 100% waiver up to 2 years/ 2 seasons**
 - **Terminal Rent = 100% waiver up to 1 year/ 1 season**
- **Additional Funding Incentives**
 - Upon request & subject to availability

EXISTING CARRIERS

*NEW ROUTES ONLY AND SUBJECT TO TERMS & CONDITIONS

- **Marketing & Advertising Support - up to \$75,000**
 - Marketing support may be prorated for seasonal and/or less than daily service.
 - Support includes cash value for advertising as well as in-kind services provided by airport and/or community partners.
 - Marketing program will be designed & managed by airport staff & media buyer in collaboration with airline marketing staff.
 - All advertising buys will be paid directly by the airport to each media outlet, no direct payment will be made to the airline. Airline approval of all marketing campaigns and deliverables is required.
- **100% Waiver of Landing Fees for up to 2 years/2 seasons of new route**
- **Additional Funding Incentives**
 - Upon request & subject to availability

ADDITIONAL MARKETING SUPPORT - NEW SERVICE

- LNK will host a media press conference announcing the new service with expected participation from local officials, Lincoln Chamber, & airline personnel (upon availability).
- In collaboration with the air carriers Marketing team - LNK will issue a press release for the new service and send to appropriate media outlets.
- LNK will host ribbon cutting or gate event for inaugural flight.
- LNK will promote the new service on all relevant media / social media channels and utilize community partnerships to promote the new route.
- LNK Airport is the Official Airport of the Huskers and a strong partner with the University of Nebraska-Lincoln. Additional marketing assets available through Husker Athletics to assist in promoting and marketing the service.

LNK AIR SERVICE INCENTIVES - TERMS & CONDITIONS

- A new carrier is defined as any airline who has NOT served LNK within the past 2 years.
- The air carrier will be eligible for fee waivers from the first day of service. At the conclusion of the incentive period, the air carrier will be invoiced, and must pay, the landing fees and terminal rent in accordance with the Lincoln Airport Authority's Airport Rates and Charges as required by the lease agreement. If the air carrier discontinues service, the air carrier shall forfeit its right to claim any additional incentives offered through this policy starting on the date service discontinues.
- Airlines utilizing the Incentive Program, that discontinue existing service to an airport destination, are not eligible for incentives for re-implementing the same service until a period of 24 months has passed from the date of discontinuance.
- Incentive agreement must be signed by the air carrier and airport.
- Stipulation that the carrier must be in good financial standing with the Airport to qualify.
- Stipulation that the airport can suspend incentive support if the carrier fails to meet the minimum qualification criteria.
- Fund/Support - financial support for new entrant carrier service to the LNK market, as well as new routes from existing LNK carriers, may be made available. Additional support funds are subject to availability. Interested air carriers should contact LNK for additional information.
- Due to budget restrictions, for new service to a non-stop destination not currently served from LNK, LAA may restrict incentives to one carrier, the first carrier that publicly announces the new service.

The Lincoln Airport Authority Board of Directors may modify or enhance this policy as they deem appropriate.