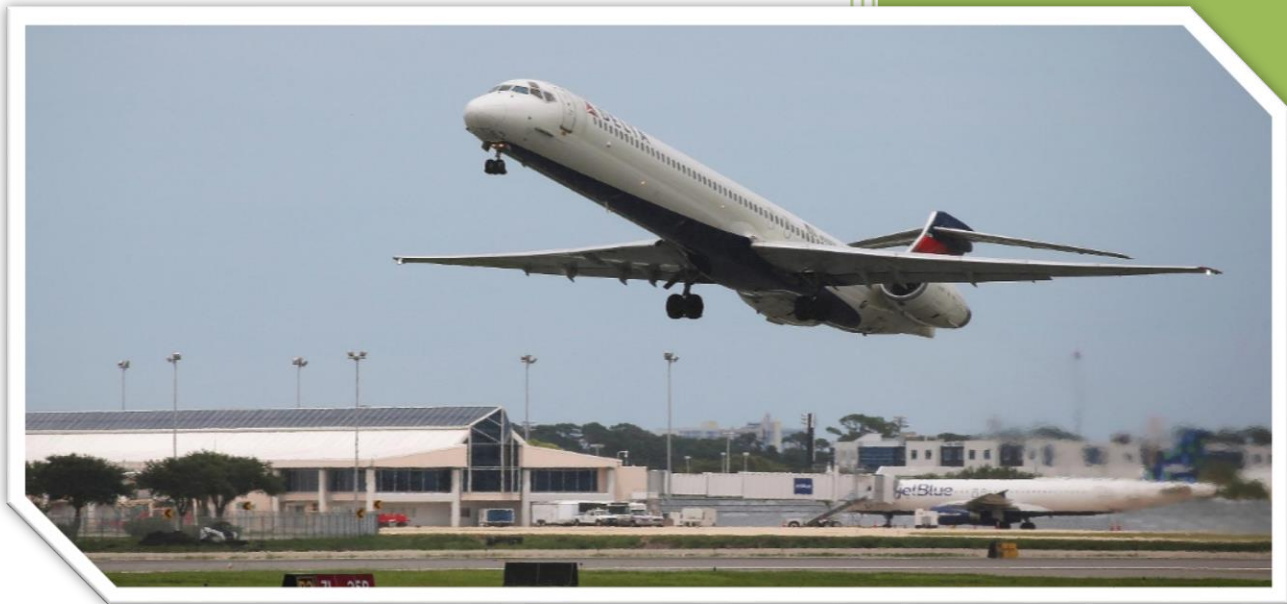


# Daytona Beach International Airport

## DAB Air Service Incentive Program



Valid until September 30, 2019



A Service of Volusia County

# DAB AIR SERVICE INCENTIVE PROGRAM

## INTRODUCTION:

Daytona Beach International Airport (DAB) is committed to stimulating air service growth both domestic and international. This program is intended to complement the strategies and objectives of the airport's air service development efforts while encouraging incumbent carriers to consider expansion and new market development.

## PROGRAM OBJECTIVES:

- Stimulate domestic and international passenger air service at DAB
- Increase revenue at DAB
- Reduce passenger operating cost and start up risks for airlines
- Support and enhance economic development within the community through increased air service
- Clearly define available airline incentives

## PROGRAM COMPONENTS:

1. Incentives for added daily frequency to a new domestic premium market by a new entrant part scheduled air carrier
2. Incentives for added daily frequency by an incumbent carrier for a new domestic route to a premium market
3. Incentives for adding a new domestic route by an incumbent carrier (non-seasonal) but less than daily service to a premium market
4. Incentives for adding a new seasonal service by an incumbent carrier offering less than daily frequency to a premium market
5. Incentives for adding service to a new city by a new carrier but offering less than daily frequency to a premium market
6. Incentives for adding new seasonal service by a new carrier but less than daily frequency to a premium market
7. Incentives for adding new international service

## PREMIUM MARKETS:

Listed in alphabetical order -

Boston  
Chicago  
Dallas  
Detroit  
Miami  
New York  
Puerto Rico  
Toronto  
Washington DC

## 1. DAILY FREQUENCY TO A PREMIUM MARKET(S) – NEW CARRIER – FIRST YEAR\*

- County Provided Revenue Guarantee - \$300,000
- Local Marketing Advertising Campaign for New Service – Up to \$200,000
- Marketing Support – Up to \$400,000 with Local Advertising Agency Participation
- Inclusion in General Airport Advertising - \$380,000
- One Year of Landing Fees Waived \$1.35 per 1,000 pounds
- First Year Waiver of Terminal Rent (Ticket Counter, Office Space, Jetway, Utility Fees and Holdroom)
- Ramp Handling Services (Includes Skycap and Wheelchair Service) Provided at no cost to Airline
- Six Months Free Parking for Passengers Using the New Service
- Reimbursable Facility Renovation Credit up to \$25,000

- Second Year Rental Credit \$10 per Enplaned Passenger
- Second Year Fee Waivers for Terminal Rent & Landing Fees for New International Service

*\* Service must be operated for at least 12 consecutive months.*

## 2. DAILY FREQUENCY TO A PREMIUM MARKET(S) – INCUMBENT CARRIER – FIRST YEAR\*

- County Provided Revenue Guarantee - \$300,000
- Local Marketing Advertising Campaign for New Service - \$150,000
- Marketing Support – Up to \$400,000 with Local Advertising Agency Participation
- Inclusion in Annual Airport Advertising - \$380,000
- One Year of Landing Fees Waived \$1.35 per 1,000 pounds
- Rental Credit \$10 per Enplaned Passenger
- Ramp Handling Services (Includes Skycap and Wheelchair Service) Provided at no Cost to Airline
- Six Months Free Parking for Passengers Using the New Service
- One Year Utility Credit - \$1,000 Per Month

- Second Year Rental Credit \$10 per Enplaned Passenger

*\*\* Service must be operated for 12 consecutive months and at least three times a week*

**3. NON DAILY FREQUENCY TO A PREMIUM MARKET– INCUMBENT CARRIER – FIRST YEAR\*\***

- Local Marketing Campaign for New Service - \$150,000
  - Marketing Support - Up to \$300,000 with Local Advertising Authority Participation
  - Inclusion in General Airport Advertising - \$380,000
  - One Year of Landing Fees Waived \$1.35 per 1,000 pounds
  - Rental Credit \$10 Per Enplaned Passenger
  - Ramp Handling Services (Includes Skycap and Wheelchair Service) Provided by County at no Cost (Only for the additional city)
  - Six Months Free Parking for Passengers Using the New Service, From Start of Service for Six Consecutive Months
  - One Year Utility Credit - \$1,000 per month
- 
- Second Year Rental Credit \$10 per Enplaned Passenger

**4. NON DAILY FREQUENCY TO A PREMIUM MARKET – NEW CARRIER – FIRST YEAR\*\***

- Local Marketing Campaign for New Service - \$150,000
  - Marketing Support - Up to \$300,000 with Local Advertising Authority Participation
  - Inclusion in General Airport Advertising - \$380,000
  - One Year of Landing Fees Waived \$1.69 per 1,000 pounds
  - Waiver of Terminal Rent (Ticket Counter, Office Space, Jetway, Utility Fees and Holdroom)
  - Ramp Handling Services (Includes Skycap and Wheelchair Service) Provided by County at no Cost to Airline
  - Six Months Free Parking for Passengers Using the New Service
  - Reimbursable Facility Renovation Credit up to \$25,000
  - Facility Renovation Credit of \$25,000
- 
- Second Year Rental Credit \$10 per Enplaned Passenger
  - Second Year Fee Waivers for Terminal Rent & Landing Fees for New International Service

**5. NON DAILY FREQUENCY TO A PREMIUM MARKET– INCUMBENT CARRIER – SEASONAL ONLY\*\*\***

- Marketing Support - \$125,000. Potentially \$250,000 total Local Advertising Authority Participation
- Inclusion in Annual Airport Advertising - \$380,000
- One Year of Landing Fees Waived for 12 Consecutive Months
- Rental Credit \$10 Per Enplaned Passenger
- Ground Handling Services (Includes Skycap and Wheelchair Service) Provided by County at no Cost (Only for the additional city)
- Six Months Free Parking for Passengers Using the New Service, From Start of Service for Six Consecutive Months
- One Year Utility Credit - \$1,000 per month

**6. NON DAILY FREQUENCY TO A PREMIUM MARKET– NEW CARRIER – SEASONAL ONLY\*\*\***

- Marketing Support - \$125,000. Potentially \$250,000 with Local Advertising Authority Participation
  - Inclusion in Annual Airport Advertising - \$380,000
  - One Year of Landing Fees Waived for 12 Consecutive Months
  - Waiver of Terminal Rent (Ticket Counter, Office Space, Jetway, Utility Fees and Holdroom)
  - Ground Handling Services (Includes Skycap and Wheelchair Service) Provided by County at no Cost to the Airline
  - Six Months Free Parking for Passengers Using the New Service, From Start of Service for Six Consecutive Months
  - Reimbursable Facility Renovation Credit up to \$25,000
- 
- Second Year Rental Credit \$10 per Enplaned Passenger
  - Second Year Fee Waivers for Terminal Rent & Landing Fees for New International Service

*\*\*\* Service must be operated for at least four consecutive months and at least two times a week. Valid for the first 12 month*